

Co-op Café #1, August 19, 2015, United Way of Central NM

Key Question: Given the changing world, how can the co-op meet community needs in the coming decade?

Table A

- | | |
|------------|---|
| Star Ideas | <ul style="list-style-type: none"> ★ Increased availability to all citizens (hospitals, schools, homebound, delivery) ★ Educate population on healthy food and healthy living (social media, ads, water education) ★ Encourage local farming (produce) |
| All Ideas | <ul style="list-style-type: none"> • Get involved with schools: APS, CNM, UNM • Get involved with hospitals • Policies for local encouragement of farmers • Continue support for local food industry • Promote backyard gardens • Connect local farmers together, fresher • Conventional vs. organic – less chemicals (pesticides, herbicides), more nutritious • Paradigm shift of food expense: supporting co-op, shift of values – body and health/wellbeing • Increase volume of sales – more store locations, at schools and hospitals • Community needs: <ul style="list-style-type: none"> ○ Nutritious foods ○ Awareness/education of real organic foods ○ Convenient way of getting food ○ More availability ○ Promote growing (supply?) • Delivery services are working! (more availability; spread the word; jobs?) • Get more people in the kitchen • Take advantage of social media (text/call, facebook, Instagram, twitter) <ul style="list-style-type: none"> ○ For more access ○ Advertise sales ○ Recipes ○ Raise awareness |

Table B

- | | |
|------------|--|
| Star Ideas | <ul style="list-style-type: none"> ★ Alternative revenue streams ★ Further farmer involvement ★ Create redistribution network (transportation, housing, burial, skills, books) |
| All Ideas | <ul style="list-style-type: none"> • Get radical (written 3x) • Bring farmers into planning session |

- Farmer education and development
- Get farmers in – share their vision (do this with them)
- Keep it local
- How do we learn what needs are?
- Backyard gardens to educate and support
- Do more community development
- Connect to untapped populations/groups
- Get more people in the door (variable margin)
- Get WIC products for accessib.
- Get next generation in!
- Alternative revenue streams
- Social media for educating
- Education on the true cost of good food
- Burial, dept store, hospitals, schools, food, “employment” (“cradle to grave”)
- Free store to re-distribute goods
- Sharing economy
- Creating a sharing network

Doodles

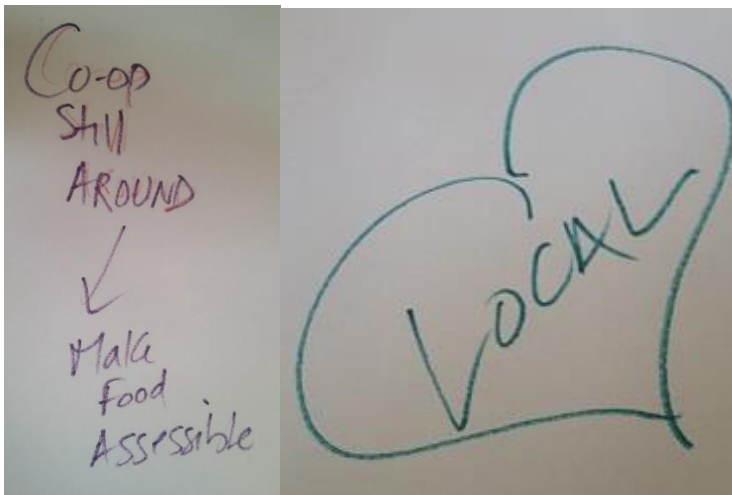


Table C

Star Ideas

- ★ Home gardening
- ★ Water right donations
- ★ Co-op education

All Ideas

- Hangout place; community café
- Ugly fruit and veggies – sell at cheaper price
- Encourage food resiliency (Home growing, water catchment, irrigation)
- Social media for the purpose of [unfinished]
- Make it profitable for alfalfa farmers to grow food locally – research
- Rain catchment – sell barrels
- Donate water rights, create water bank – research
- Community store café – hangout place

- Expand food shed network – online food connection
- Convenience
- Encourage gardening
- Sidewalk (community garden extras)--Uglyfruit.org—for donation bin outside the co-op— with best produce for sale at the co-op
- Food pantry
- Co-op distribution center
- Arts and crafts fair
- Sell or donate garden bounty
- Integrity of organic products compared to other groceries

Table D

- Star Ideas**
- ★ **Facilitate ways to give job back to community**
 - ★ **Education re cooperation, organics**
 - ★ **Local food through schools, hospitals, community centers**
 - ★ **Address needs of aging members**

- All Ideas**
- Creating community through co-op
 - Monthly swap meets – free
 - Little free library at each co-op
 - Use economic power to give democratic thought to the system
 - Other ways to get services out to people?
 - How to address needs of aging members?
 - Training on how to let go of stuff – touch an item and ask does this give me joy?
 - Downsizing – way to distribute?
 - Education re: value of cooperation and value of cooperation and value of organic
 - Each one help one
 - Facilitate ways to give back to community
 - Open minds to value of organics – health benefits
 - Support local vendors
 - Understand food systems
 - More joy, freedom, silliness
 - Teach co-ops - food booth, local makers each store monthly
 - Get media to write about our community involvement
 - How to get local food to schools, hospitals, community centers
 - How to grow local food system?
 - How do we bring joy into the coop?

Table E

- Star Ideas**
- ★ **Shoppers order meals which are then delivered**
 - ★ **Grocery delivery service**

★ **Culinary students create meals for meals on wheels in collaboration with co-op**

All Ideas

- Alternate revenue streams
- Offer culinary classes like Williams Sonoma
- Keep our values re: ethical business practices
- Need for quick accessibility. How do I get something quickly?
- Partner with CNM culinary program
- Broaden community to bring in a younger crowd
- We don't want to be another Sprouts
- Heights branch
- Increased numbers of people will be temporarily home-bound.
- Co-op has vetted all products
- Ask checking out shoppers if they want to donate matching money to bag credit
- Aging population will have new needs
- An organic meals on wheels program
- What else will an aging population need?
- An enhanced delivery service
- A trustworthy source of food. (I don't have to read the labels)
- At the co-op: Seniors Day a certain day of the week
- Co-op's role in school meals
- Culinary students create meals for meals on wheels in collaboration with the co-op
- Shoppers order meals ahead of time.
- We'll continue to be transparent and educational in our business approach.

Table F

Star Ideas

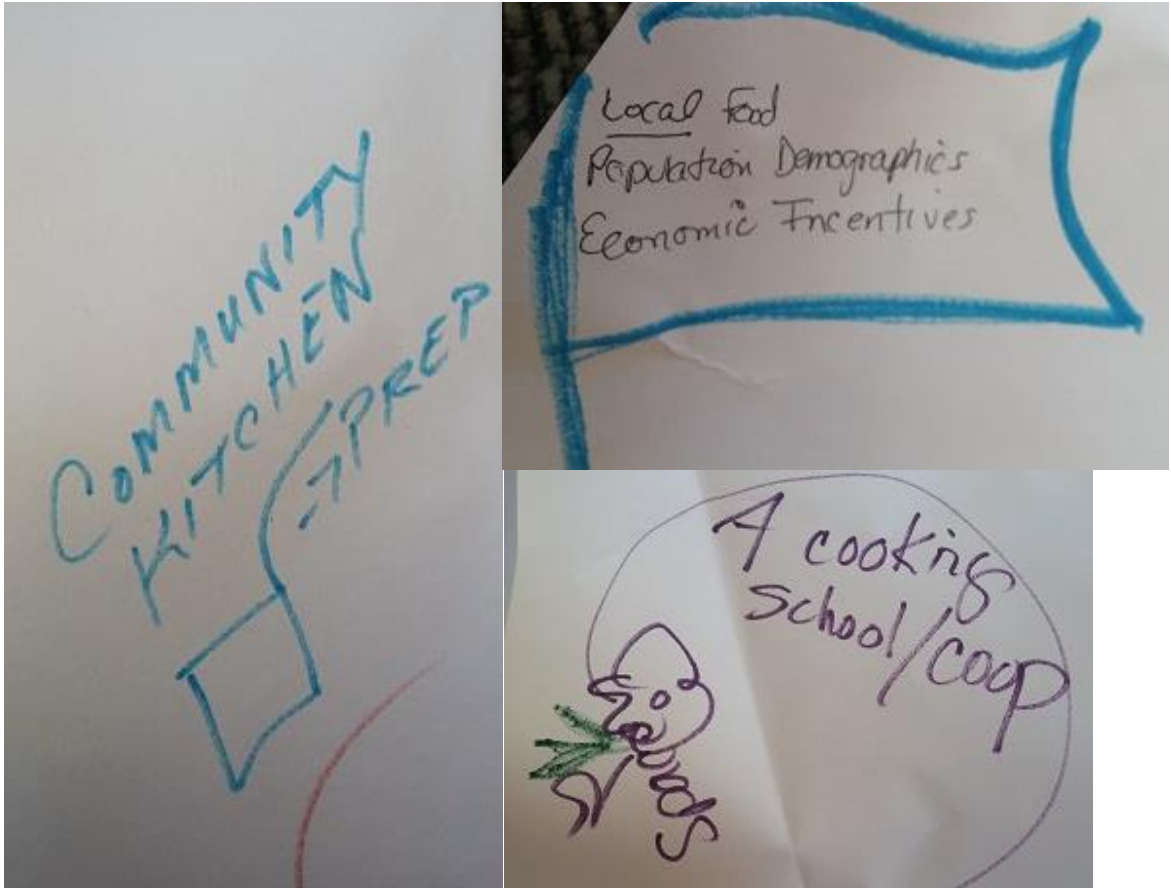
- ★ **Hands on community education (cooking classes)**
- ★ **Multi-media marketing**
- ★ **Lost leaders to bring people in or First Friday discount**

All Ideas

- Education → Employment, job skills
- Cooking class at Now We're Cooking?
- Community classes more!
- Community meeting space
- Articles about community work in local publication
- Reach out to health practitioners – partnership
- Member ambassadors of good food – purchased at the co-op
- Community gathering / Harmony, testimonials
- Teach community to cook
- Build community
- Lobby or advocate
- Connect
- Conundrums
 - Organic – expensive

- Education to change fast food mentality
- Co-op mission is “sacred”?
- GMO issues and health

Doodles



Co-op Café #2, September 10, 2015, United Way of Central NM

Key Question: Given the changing world, how can the co-op meet community needs in the coming decade?

Table A

Star Ideas

★ None

All Ideas

- Co-op laundry statewide
- Credit union in each store
- Bring in members of the community not already there:
 - Farmers
 - Credit union
 - Cooking classes
- Keep humanity in the community
- Meet needs for community
- Customer service
- Build awareness of co-ops beside food
- Keep members involved in community through programs
- Members promote the co-op thru their own stories; publicize member stories
- Bring people into depts. and teach them about depts.
- Maintain and promote and increase community
- Add more services in store – credit union, promote other co-ops
- Make people aware of what is going on
- How to communicate to all cultures how to cook with natural foods
- Do promotions to get people in.

Table B

Star Ideas

★ Education – value of “co-op difference”

★ Communicate co-op services

★ Community space for neighborhood connections

All Ideas

- Control of food purity
- Education effective = informed
- More support for and awareness made for neighborhood community efforts (gardens, education)
- Electronic Co-op Connection news
- Empowerment
- Local support; community empowerment; community assessment
- Shared cooperative workspace
- Café/meeting area space
- Develop local programs → elementary/mid school/high school → community service → work in/support neighborhood gardens

- CSA support
- Encouraging neighborhood/professional/social connections
- More effective education in community
- More support and awareness for small community gardens; neighborhood efforts/abundance
- A neighborhood meeting space
- Cooperative business incubator shared space/computer café
- Co-op for kids – programs after school hours

Table C

Star Ideas

- ★ **Collaborate with other ABQ/NM co-ops**
- ★ **Community events: film screening, cooking classes**
- ★ **Publicize, promote, and expand delivery service**

All Ideas

- A cooperative fishing/composting/worm growing business
- Get the word out about co-op Youtube videos
- Collaborate with other co-ops in town
- Community events with film screenings, cooking demos.
- Initiate other co-ops in the community
- Have a role in the education system
- Demographic assessment of current/projected members – tailor communication to match
- Calculate and share local economic impact
- Explain the value of better food
- Promotions and discounts on membership
- Making the community aware of co-op's role
- Encourage young people to join
- Workshops re: product categories, tying in price/value
- What do you get for the \$?
- Publicize/promote/expand? Delivery service, La Montanita fund, bag credits
- Competitive pricing

Table D

Star Ideas

- ★ **Dining facilities**
- ★ **Connect to health services: medical, dental, alternative**
- ★ **Education in departments of store (cooking classes)**

All Ideas

- Education in each store
- Communications – more avenues
- More things that earn discounts
- Time bank
- Co-op (cooking) schools → Dining facility (eg)
- Assessment survey of members

- Credit union
- External funding
- Alternative health services
- Community health clinic
- Tell story...
- Connect to health services
- Community meeting space
- Expand members benefits
- Classes in marble sculpture making at community room
- Community meeting space in Albuquerque (stores)
- Co-op community health clinic
- A loan fund supported and expertise given for collectives in NM (i.e. coffee roasters, microbreweries, etc.)
- More effective education in community
 - Including connecting to health resources-services
- The power of coop membership pool – dental/medical insurance
 - Membership=benefit access to dental/medical cooperative insurance

Table E

Star Ideas

- ★ **Dental services cooperatives**
- ★ **New services and product categories - retail**
- ★ **Community center with café / juice bar and health education**

All Ideas

- Community center with health education and juice bar
- Neighborhood association – for food product education, backyard, rooftop
- Expand delivery services – by bike? Online?
- Insect protein
- Farm and food education
- New services and product categories
- Collaborative commissary for more local items; employee owned
- Carry more ingredients to make body care products
- Mobile dental cleaning; low-cost dental insurance
- Increase cross-cultural outreach
- Linking generosity to need
- Meal in a bag for home delivery or pick-up
- Co-op insurance: Med, dental care, low-cost
- Health education
- Co-op community center – hangout, events, library, classes
- Co-op café restaurant, juice bar
- Serving elder populations
- Local clothing, organic? Locally produced materials
- Local and organic housewares store
- A co-op pet-grooming salon and pet store (food and supplies)
- Donate patronage, etc. to fund to double SNAP benefits

- La Montanita Fund ROI
- End of life or senior care co-op – ties to expand senior delivery service
- Pharmaceutical or equipment co-op supply
- Bring CU into stores
- Add co-op news or ad sheet to ABQ Journal or other outlets

Table F

Star Ideas

- ★ **Maintain, promote, increase community**
- ★ **How do we use the incremental approach, vis a vis bag credits [as a form of environmental action], in other ways?**
- ★ **Education and outreach: focus on the younger generation**

All Ideas

- Bring people into individual departments and teach them about the products
- Promote environmental awareness
- Outreach to younger generations
- Make people aware of why the co-op model is superior
- Education about sourcing
- Even organics are not all the same – education
- Make people more aware of co-ops, what they are, why they are important, what they do for you.
- Multigenerational building of awareness
- Cross-cultural outreach
- Members promote the co-op through their stories. Do more to publicize those stories.
- Add more services in stores: One-stop shopping
- Educate people about what a co-op is
- Keep members involved in the community thru programs
- Incrementalism in environmental action
- No matter what, always good customer service.
- Increase cross-cultural outreach.
- Build awareness of all co-ops.

Co-op Café #3, October 24, 2015, Annual Meeting, Santa Fe

Key Question: Given the changing world, how can the co-op meet community needs in the coming decade?

(Note: These notes are not organized by table because it appears that very few tables identified “top ideas” with stars.)

- ★ Greater equity for NM residents
- ★ Member community involvement
- ★ Increased diversity – people of color members and employed
- ★ Member benefits – financial and discounts, recognition
- ★ Building community
- ★ Education: food, economics
- ★ Equity
- ★ Enfranchise members through democratic control as a means towards fiscal responsibility
- ★ Garden implementation as a member service
- ★ Educate on food impact on climate change
- ★ Co-op to get into solar
- ★ Focus on children’s education on food systems
- ★ Expanding access to clean healthy food to underserved areas/communities
- ★ Growing education/classes for gardening
- ★ Gardening service
- ★ Cooperative commissary kitchen space
- ★ Education talks to community
- ★ Water at eating area
- ★ Community space, cooking class
- ★ Know your supplier/vendor tour
- ★ Ocean sounds
- ★ Affordability – successful model is Pacific Coast Co-operative in WA state – offer 1 day a month discount (e.g. 15%). If people/families are on a limited income and can get their shopping organized, this is a great way to address the affordability issue. Check with PCC to see what it actually costs them.
- ★
- ★
- Be the cutting edge – push the market (as co-op did with fair trade/living wage/recycling/local foods)
- More member involvement
- Diversification

- RE: The New Normal and the 18% volunteer discount – How about limiting the number of cards you can earn in one month to six instead of 12 – then you could have more volunteers. But I think for a lot of people 18% is necessary to keep them shopping at the co-op. Don't reduce it to 10%.
- I see that sales increased by about 22% while costs increased by about 33% and net income has nearly evaporated. But we have to assume that the co-op is not only available to well-off white liberals like me.
- As an 8-year member I want:
 - More democratic control by members and workers. For example: Members vote on major decisions like the opening or closing of a store instead of it just being announced.
 - Workers are mandatory made members and/or are unionized workers, can vote on store decisions which affect them like the hiring and firing of staff in their department.
 - Workers have same voting power as management.
 - Board finds solutions to bulk source quantity buying that allows for more competitive pricing with other stores.
- Prohibitive cost for some members → Make people equal even in case of scarcity (climate related) → Price hike only accessible to richer patron
- Find a distribution method that is democratic, not related to \$\$.
- Equity and access
 - Differentiated membership for vulnerable populations – redefine or articulate membership or differentiated memberships
 - CSA weekly boxes delivered to consumers
 - Online buying
- Reduce packaging. Transition to:
 - No packaging (recycling not working)
 - Bulk sales
 - Ingredients (primary) to cook with
 - (this could be a track to follow/develop)
- Lobbying and advocacy
 - Advocate for healthy school lunches
- Increase food production
 - Encourage food hugs – credit for sharing produce
 - Mentor gardeners
- More community involvement within co-ops
- Programming seems Albuquerque-centric
- Reduce contributions to nonprofits, schools, etc., and start paying attention to “members”
 - Increase our refund
 - Increase 18% to more members
 - Reduce bag contribution to give to members (5 cents, not 10 cents), and/or give bag contribution to community that donate
- More economically viable for member-owners
- Co-op has lost sight of members' needs – economic needs
- Let members volunteer or work for discount at the store.
- Expand the volunteer program so more low-income people can afford the co-op prices – which are too high
- How about one discount day a month for members? 15% off on that day – on your slow days
- 10 cent bag donations should be localized to the community – Santa Fe nonprofits in Santa Fe, Gallup nonprofits in Gallup, etc.

- More people of color on Board and employed by the co-op.
- Expand the idea of Cooking With Kids to growing with kids. Have a community farm that will teach children to grow their own food year-round. Grow > Harvest > Cooking
- Would we have our own farms coop to supply our shopper coop?
- Modern distribution from central to neighborhoods – whether bicycles or drones. Demand-based.
- As a consumer co-op – Is there any way for the co-op to verify the contents of products (cosmetic and personal care) that are on the shelf. Because some of them ingred's of these products can be toxic, endocrine disruptors, etc. As a consumer, I expect that the store would be evaluating these and putting non-toxic products on the shelf that will not cause allergies, etc.
- Educate new economic model.
- How does the co-op define “quality” and/or “standards of living”? How can it move forward with this understanding?
- Tie together advertised products with a health article as to why it would be beneficial to you
- Consider how members can help (financially) to subsidize low-income member purchases
- Undervalue food we eat – cheapest
- Free memberships
- More membership info and participation
- Cost cutting – less fancy
- Generic “co-op” brand
- Diversify economics for the customer – Affiliate with Park Slope co-ops for economically degreed(?) Grab & Go (*hard to read this one!*)
- 3-4 x year fund drives in co-op stores to support educational efforts – food and farming
- Income does not equal expense
- Affordability and access are crucial
- Engage youth – need social media updates – No current events on facebook – Hire a teenager!!
- Engage elderly/retired
- More equal representation by store on the board
- Worker coop?
- Volunteering connects us community
- More democratic access to discount opportunities – more proportionate to store
- Incentive for people to participate in coop meetings
- Our bag \$ goes to SF local groups.
- Democratic economies
- Lynchpin to the entire community
- Education about nature not taught in schools
- Give children tree starts – learn delayed gratification – activity
- Veganism to decrease global warming
- Garden service through co-op (help with set-up, co-op will send over a team)
- Local cuts down pollution, keeps produce fresher, less food miles cheaper
- Co-op farming program
- Solar powered
- Relationship with food
- Grow your own food
- Promote fruit trees sales in connections

- Keep out GMOs, support local farmers
- Co-op get into solar
- Educate for health – veggie of the month with recipes
- Coordinate gleaning in the community, organize
- Planting fruit and nut trees, giving to kids
- Learn to grow corn, beans, and chile (or make connections to those who do)
- Cooking classes
- Kyoto protocols to reduce greenhouse emissions was a cataclysmic failure. Profit-seeking erodes social norms. People before profits. Co-ops can help stop the end of the world. Co-op values. Coop democracy.
- Emphasize trustworthiness of the co-op vs. say Whole Foods
- Co-op farm stands – to enhance accessibility
- Prepare for zombie apocalypse – are we prepared for the unexpected?
- Create / nurture community/urban gardens
- Connect with native NM for sustainable gardening into next centuries (as adapting to new climate)
- Strong promotion of a cooperative economy where labor is valued above capital
- Gardening service by co-op
- A kid's café – run by kids
- How do we solve access to healthy food for rural communities (return to buying clubs)
- Make eating healthy fun, available, and affordable to kids
- Family dates: discounts exclusive to co-op families
- New pricing strategy
- Co-op take out meals with lots of nutritional information
- Seasonal spotlight of products
- Creating an ecosystem (thru policy) for thriving co-ops in New Mexico – including worker and consumer, producer co-op; worker justice
- Amends bylaws to reflect kitchen space to use commissary
- Cooperative kitchen
- Keep customer service great. Reward it.
- More democratic control by members and workers – i.e. members can vote on major decisions like opening of or closing of a store.
- Workers are mandatorily made members and/or are unionized
- Workers can vote on store decisions which affect them, like hiring and firing of staff in their department.
- Movie nights once monthly on food growing and climate change (donation? free?), with co-op refreshments
- Local small theater for movie night
- Co-op news board
- Constant contact service format
- Education on strategy shopping
- Once a month movie night
- Bulletin board
- Archived v. everyday green affordable organic
- 1 day a month discount PCC
- Education – talks on food: quality, USDA, local food supply
- Suppliers tour, meet your supplier

- Community space for classes and for garden
- Board finds effective means to make quantity buying that allows for more competitive pricing with other stores
- More education, more inside school
- Cooking classes
- This fall no mail
- Buy land, have garden classes, perhaps involve homeless
- Connection with various growing CSA and veterans learning about growing – presentations spring and fall for communication
- Add another UNM store
- Co-op restaurant/café

The following ideas were offered by Susan Guyette (505-670-2577):

- More education on “organic on a budget” strategies – it can cost less than non-organic with volume discount, observing specials, and eating foods in season – check Every Day Green
- Communication with members – people who don’t opt to get your emails are missing info. A solution could be a co-op announcement board with flyers for your events. Folks could scan briefly when in the store. You are doing much, but many members are not getting the main events. Constant Contact.
- Constant Contact – Put announcements major events, link to more detail newsletter and website
- Education – Seminars
- Need water available in the eating area. This is essential.
- Food in food bar is often mushy. I get this feedback often when trying to arrange meetings at the co-op. Also very spicy for your baby-boomer clientele.
- Community room is a great service! Not many know it is available.

All of the following notes were on one piece of paper, in the same hand-writing. I couldn’t make sense of all of them.

- Training and experience with co-op, sharing, local/regional + systems approach, acequias, water rights, urban vs. rural + population growth – “Negetalue” (?)
- Climate change – “Neveatane” (?)
- Culture, social justice, environment, systems approach, land grants, organic food safety
- Acequias, water rights training program
- History, water rights, climate change, land grants, culture, social justice, farm, environment, new farmers

Doodle

