

## Caledonia Food Co-op Newsletter

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### The Feasibility Study Begins



#### **Inside the Feasibility Study.**

Last week the Caledonia Food Co-op welcomed Debbie Suassana of G2G Consulting to the area for a site visit. She is conducting a feasibility study funded by a \$30,000 USDA RDBG grant, which was secured for the Co-op by the Town of St. Johnsbury. Debbie does work for co-ops across the nation and has extensive experience siting new food co-ops.

#### **Her goal is to identify locations that will give the Co-op its best chance for success.**

Debbie will also identify certain characteristics about the store that will allow it to live up to its sales potential—parking, square footage, product line mix, etc.

#### **During her time in St. Johnsbury, Debbie evaluated the competitive environment.**

She worked to define the stores' trade area: the geographic area with demographics favorable to co-op participation. This is the population most likely to contribute significant sales to the store.

#### **Debbie described general industry patterns related to store design and composition.**

Food co-ops with similar demographics to the St. Johnsbury area often feature both conventional and natural/organic products: a hybrid model. She emphasized that hybrid co-ops across the country are maintaining health and wellness standards by focusing on a “clean conventional” line of products in addition to natural and organic offerings.

We are confident that this study will provide us with the information we need to build a successful food co-op that will be a great addition to this community.



## Co-op Week at Heart Space Yoga The Week of Feb. 2nd

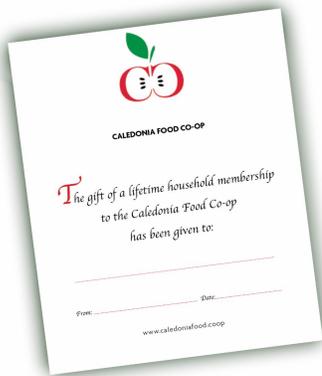
Heart Space Yoga (446 Railroad Street, St. Johnsbury) believes in the start-up Caledonia Food Co-op and wants to help. Join us during the week of February 2nd to learn more about all the latest developments and news. Co-op board members will attend classes throughout the week and will be available to answer questions after the class.

*A big shout out to Andrea and the Heart Space Yoga community for hosting us throughout the week.*

Go to Heart Space Yoga's Facebook page [HERE](#).



**Like yoga,** building a new co-op is something we can do for ourselves. It is also something we are doing it for our neighbors. The member-owner structure of a food co-op creates lasting community resilience and wealth. Stop in at Heart Space to learn how to become a member-owner of the Caledonia Food Co-op. Your membership in the co-op, a one time \$100 payment lasts for a lifetime and includes your whole household. It is an essential first step in moving the project forward. Find out more and become a member at [CaledoniaFood.coop](http://CaledoniaFood.coop).



## Give the Gift of a Co-op Membership-Ownership

Help the Caledonia Food Co-op gain momentum!

### It Never Expires

If you give the gift of a \$100 lifetime co-op membership, you enable an entire household to join as founding members - forever. Your generosity this holiday season will help make this dream a reality and bring others into the project.

### A Meaningful Present for Employees and Colleagues

A memorable and lasting gift for businesses looking to offer a holiday perk to their employees.

### If You Would Like to Give the Gift of a Co-op Member-Ownership:

- Fill out the online application [HERE](#) or print application [HERE](#).
- Go online and fill in your name and the name of your gift recipient in the "ship to" field.
- Contact [office@caledoniafood.coop](mailto:office@caledoniafood.coop) to receive an official Caledonia Food Co-op gift card to present to the recipient of your kindness.

[The Caledonia Food Co-op](#)

Visit our Facebook Page

Become a Founding Member [HERE](#)

## Help us build a Food Co-op in St. J.!

Your founding membership shows that you want to bring high-quality locally-produced food and beverages to St. Johnsbury and contribute to the economic development of the Northeast Kingdom.

The Caledonia Food Co-op will be a full service grocery store located in St. Johnsbury. It will feature an exceptional variety of local and international food and beverages. It will assist in the economic redevelopment of the region; provide a new market for local producers; expand access to natural and organic products; and advocate for healthy lifestyle choices.

*You can view previous newsletters on our website [HERE](#).*

**[Visit our Facebook Page](#)**