



**DURANGO NATURAL FOODS**

A Co-operative Market

*Established 1974*



**A SMALL STORE  
WITH A BIG IMPACT**



Whitney Jones shows off  
red and butterleaf lettuce from Tierra Vida Farm.



Fields to Plate



Twin Buttes



High Pine

## FARMERS FIRST

DNF is committed to support local farmers and other local food producers more than ever. We believe that having the option to purchase locally grown food has many benefits for our member-owners, growers and the community.

We prioritize buying and selling locally grown and produced foods first. We work with our local farmers and other food producers in a mutually beneficial and meaningful way. We don't price bargain and this keeps more proceeds from the sale for the producers and their families.

“What I would like to thank DNF for the most would be your overall dedication to buying local food whenever possible! Whether it is for the deli or your produce department you guys always try and source all your produce from local farms before you order from a larger distributor. For a relatively small store DNF has a very good selection of items in both your produce department and deli. Combine your great selection with your commitment to purchasing all your produce from local farms at a fair price, is what benefits our farm the most in our relationship. I can always count on you guys to purchase almost any crop, whether it is a staple crop or a more obscure specialty crop. I believe this is what makes your store special and also why you guys are such an important account for our farm.”

-- Chad Goodal, Twin Buttes Farm

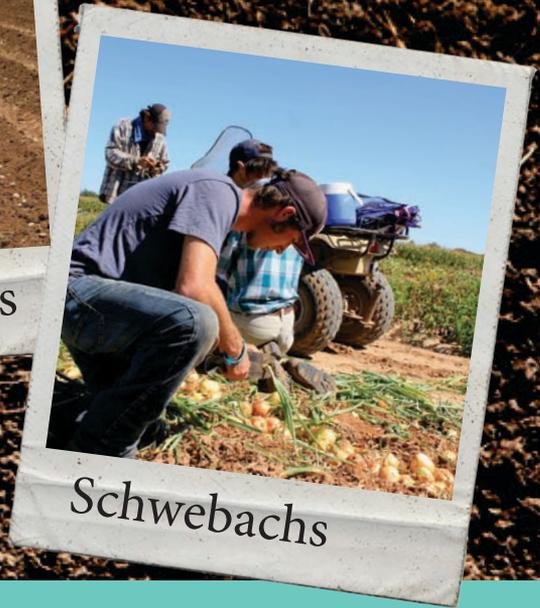




Tierra Vida



Mountain Roots



Schwebachs

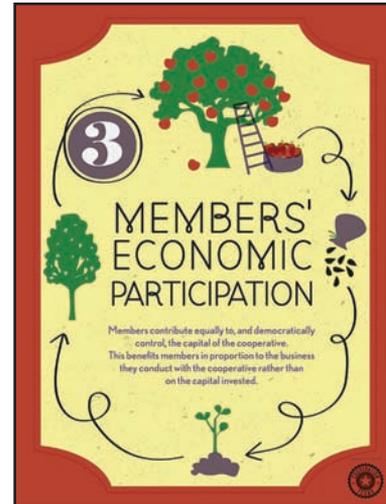
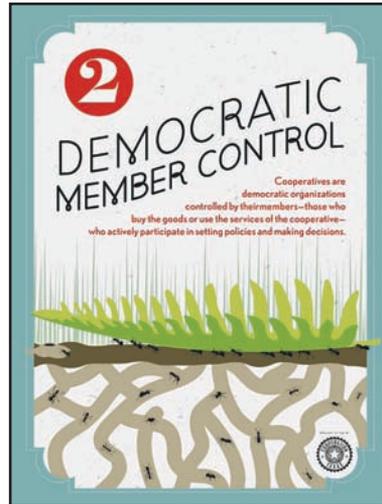
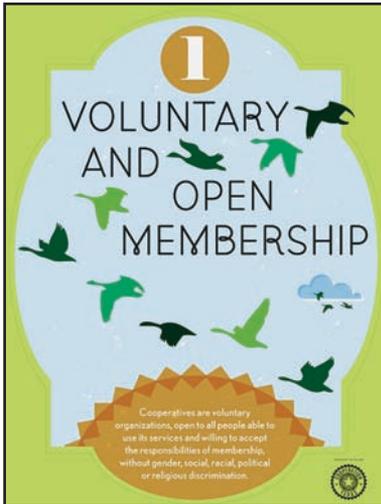
## SUPPORTING LOCAL IS SUPPORTING GLOBAL

It may be a little hard to visualize how purchasing fruits and vegetables from DNF Co-op can carry global implications, but it does. Our present industrial food production system is heavily dependent on oil for transportation and petro-chemical fertilizers that are rapidly depleting topsoils the world over. A typical food item in the US travels 1500 miles to get to its destination. When you purchase local food from DNF, you are simultaneously reducing your economy's dependency on oil, bringing down the food's carbon footprint, and helping preserve topsoil degradation.

*"Sentiment without action is the ruin of the soul."*

—Edward Abbey





## OWN YOUR SHOPPING EXPERIENCE!

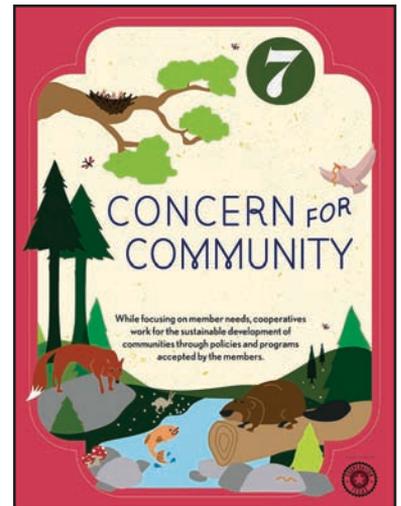
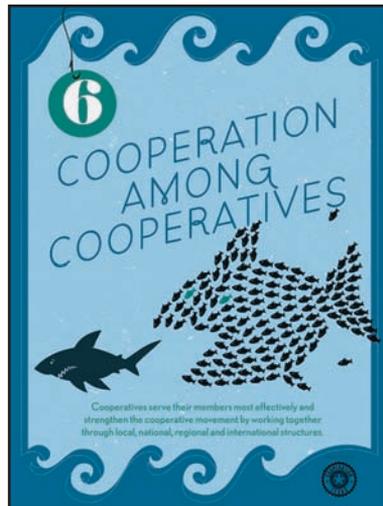
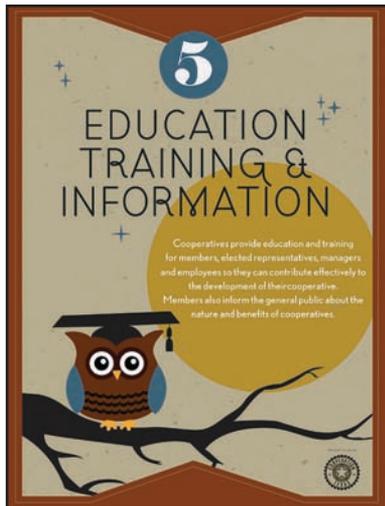
When you are a member-owner of DNF Co-op, you can rest assured that your purchases are making your family, community, and planet healthier and stronger!

DNF Co-op is a retail cooperative that is owned by the people who shop there. This means that we are owned by members of the community – not outside investors. Each member-owner has a say in decisions that affect the co-op. Instead of paying outside investors, DNF returns their profits to their member-owners in the form of patronage refunds – dividends, cash, discounts, or store credit and re-invests into the store and community.

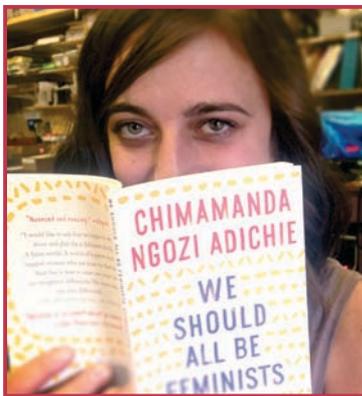
We source products from more local farmers and producers than conventional grocery stores, donate proportionally more dollars to charity, and give back more to the local economy.

Large grocery chains offer more items with fewer quality control measures. DNF alternatively “keeps things local” by sourcing local, fresh, organic foods and products from producers in the area. This not only benefits local farmers; it also gives community members ownership and decisions in the kinds of foods their families eat. Community ownership, knowledgeable employees, and strong farm-to-store relationships are just a few factors that showcase the DNF Co-op difference!





*pictured above: The 7 Cooperative Principles*



**Ashley Boyd**

As an employee and someone that lives only two blocks away from the Coop, shopping at DNF is convenient and affordable. However, if you took away my employee discount and put me on the north end of town, I would still find myself buying groceries here. In an economy and culture that is progressively moving to a more global mindset, maintaining community becomes more and more important and one of the countless ways we can nourish community is through co-ops. DNF Co-op helps support local agriculturalists and artisans, we source products sustainably and ethically, take care of employees and co-op owners as members of our community and we try to be as environmentally conscious and progressive as possible. These principles challenge the global capitalist ideas that I believe have been detrimental to communities around the

world. While most of us can probably agree that co-ops are valuable to communities, we must also face the fact that co-ops in the US are in decline because of the same neoliberal forces that they challenge.

Rather than approaching the problem of failing co-ops, I would like to think through a larger framework, with regard to the political climate we are in. Supporting co-ops is a form of activism that fights against

globalization, corporate capitalism, slave labor, climate change, etc. Shopping at your local co-op is one of many ways to support your community and, in these times in which we may feel as though we have no control over global economics and politics, we can at least make change within our community.

### **Sociology class learns about the cooperative model**

Janine Fitzgerald, a Sociology professor at Fort Lewis College, asked us to help educate her “Resiliency and Society” class on the cooperative model and DNF Co-op in particular. We had a great time sharing our philosophy of serving the community and caring for the environment. Pictured is Janine and some of her class doing some shopping, touring and sampling of our products.

# Community Giving and Donations

The seventh cooperative principle is all about concern for our community and finding ways to give back. One of the many ways DNF strives to serve Durango and our region is through our Donations Program. Each month we donate money, food and time to numerous local non-profits and organizations such as the following...

The Garden Project  
Green Man Festival  
The Living Yoga Project  
Durango Dharma Center  
Rainbow Youth Center  
Durango Nature Studies  
Annie's Orphans  
Thrive!

Durango Arts Center  
Week of The Young Child  
FLC Water Justice Project  
Three Springs 5 & 10K  
San Juan Citizens Alliance  
Turtle Lake Refuge  
Black Mesa Support Caravan  
Great Old Broads for the Wilderness

Kiwanis Club  
LPC Humane Society  
Growing Partners of SWCo  
Big Brothers Big Sisters  
Rocky Mountain Wild  
Tour De Farms  
Inspire Chiropractic  
Tiospaye Leadership Fund

## Community Connections CO



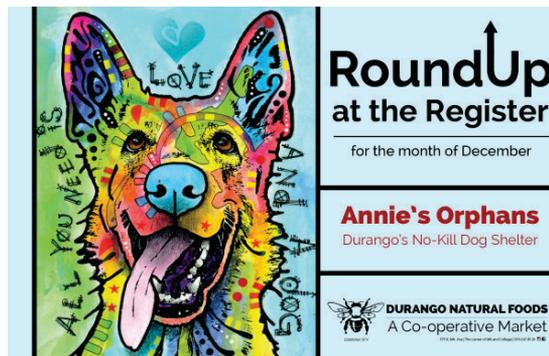
Meet Travis. He works one day a week helping us do bulk re-pack. We love working with him and Community Connections Colorado to further their mission of creating opportunities for children and adults with intellectual and developmental disabilities to lead healthy and fulfilling lives in our community.

## Help Feed Those In Need



Representatives from the LaPlata Family Centers Coalition accept bags of food from DNF for distribution to LaPlata County families in need.

## Round Up at the Register



So far we have met our \$200 goal for each recipient. Annie's Orphans, Compañeros, The Garden Project, iAM Music

# A SMALL STORE

# Greener and Cleaner:

## Caring for people and the environment through our business practices

We purchase only unbleached paper with 100% post-consumer waste content for use in office machines. We recycle paper by using both sides.

We participate in the LPEA 100% Club by purchasing enough wind-generated power to offset over 100% of the electricity we use.

20-50% of the produce we sell during the height of growing season is locally grown.

While many of our local growers are not certified organic, they follow organic and sustainable growing practices, and remainder of our produce is 100% certified organic.

7-10 % of products sold throughout the store are locally produced including body care, supplements, grocery, dairy-eggs, meat-cheese, Bulk items and more.

We have switched all our lighting to more efficient compact fluorescent bulbs.

We switched all our freezer lighting to energy efficient LEDs.

We do not use plastic grocery bags to bag customer purchases. We pack customer purchases in used compostable cardboard boxes. We encourage reuse of bags, and support local efforts to reduce our community's environmental footprints.

Our Deli, Juice bar and produce departments save compostable foods scraps and offer free organic compost to customers.

The paint we use in the store are completely free of volatile organic compounds (VOCs).

Our receipt paper is BPA free.

We recycle all recyclable waste generated by the store, including receipts left behind by customers.

Our produce and bulk departments carry oxo-biodegradable bags that can be composted. Our Deli containers are made from recycled plastics, coffee cups from recycled paper, and flatware from potato and corn starch.

We are founding member of local first, an evolving local independent business organization supporting local business and producers.

We take care of our employees better. Our starting pay is \$ 10.00 per hour. We pay excellent health benefits to many of our employees.

We offer many other excellent benefits to our employees including but not limited to paid vacation, paid personal/ sick days, paid bereavement leave, paid Jury duty, paid job training, Holiday overtime and great discount on employee purchase.

We knowingly do not sell GMO products.

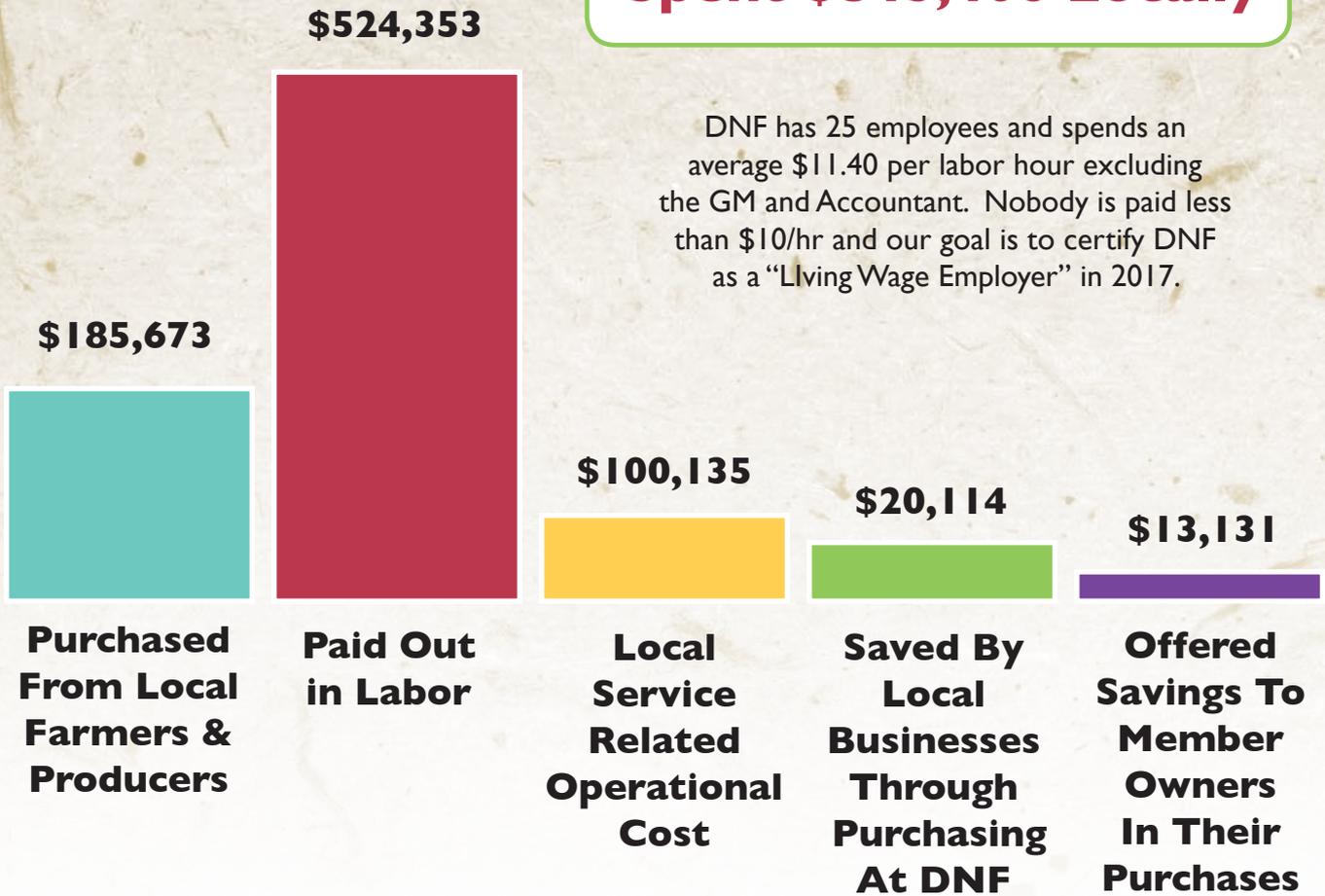
We offer more products in bulk to save money for our customers and support cleaner environment.

# WITH A BIG IMPACT

# DNF Spending In Support Of The Local Economy

**In 2016, Durango Natural Foods Co-op  
Spent \$843,406 Locally**

DNF has 25 employees and spends an average \$11.40 per labor hour excluding the GM and Accountant. Nobody is paid less than \$10/hr and our goal is to certify DNF as a "Living Wage Employer" in 2017.



Thank You For Your Participation and Support



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A Co-operative Market

Established 1974

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