



News for you ....

April/May 2008

## Friendly City Food Co-op

Harrisonburg, VA

*Good Food. Good Folks. Good Fun.*

[www.FriendlyCityFoodCoop.com](http://www.FriendlyCityFoodCoop.com)

### **“Ask the Pres ....”**

Here’s a question I hear a lot: **Why is it taking so long to open this store? Can’t you just rent space and go for it?** I would love it to be so simple and quick but the reality of opening a cooperative is quite different from a conventional store. One reason is that we don’t look for a few “angel” investors who can loan or give us a lot of money but in return will get an equivalent amount of influence and financial control of the business. Instead we are building our business one \$200 brick at a time. This takes longer, and is more work, but ensures that we will have a democratic and cooperative business in the truest sense. Even those who will be taking part in the upcoming member-financing share offering, who will be investing larger amounts of money, will still only have their one vote and one voice, the same as everyone else.

Another reason this takes a while is that we are using a development model that has been used very successfully to start co-ops all over the country. It involves three phases, Organization, Feasibility and Planning, and Implementation, and within each of those phases the four cornerstones of Vision, Talent, Capital and Systems need to be developed. Although this involves work and time, it also lays out a clear roadmap we can follow that gives us the best chance possible to be successful.

Questions? Contact me (Ben Sandel) at [fccpres@verizon.net](mailto:fccpres@verizon.net) or 540-433-8554.

### **GOOD FOLKS**

**330!!** That’s our current number of member-owners, thanks to the additional 22 owners who signed up at Clementine last Tuesday evening. Another 25 owner packets were taken away. Approximately 100 people turned out to learn more about the Friendly City Food Co-op, to have their questions answered, and meet fellow cooperators. Interest in the co-op continues to grow in our community. Thanks to all who promoted this event, and to Clementine for hosting!

If YOU have creative ideas for how we can continue to reach out into the community, or want to host us to speak at your church or community group, call Adam Campbell at 434-4074.

If you have yet to become a member-owner, consider using a portion of your economic stimulus package rebate to purchase an equity share and join the Friendly City Food Co-op. <http://www.FriendlyCityFoodCoop.com/sign-up.shtml>

### **GOOD FUN**

- **Thursday, May 1 @ 7:30 pm – FCFC Founding Team Meeting at the Community Mediation Center**
- **Saturday, May 10 @ 8 pm – Mental Flossing** at Court Square Theater to benefit RMH-Hospice. More information at [www.mentalflossing.org](http://www.mentalflossing.org).
- **Thursday, May 15 @ 8 pm – FCFC Board of Directors Meeting.** Call Derik Trissel for location (540.246.2118).

### **GOOD FOOD**

If you’re looking for a good read, some seasonal recipes to try, and inspiration for eating locally, check out Barbara Kingsolver’s book [Animal, Vegetable, Miracle](http://www.animalvegetablemiracle.com). You can find recipes from the book at [www.animalvegetablemiracle.com](http://www.animalvegetablemiracle.com). Another resource for seasonal recipes is the cookbook [Simply in Season](#), available at Artisan’s Hope in Harrisonburg.