

## **What's New with Idaho's Bounty Co-op**

This week we wanted to share another direction the Co-op is taking to better serve your needs and live up to our trilogy of quality, value and convenience.

When you buy direct through the Co-op, you are enabling the producer to get the highest price for their products. The Co-op covers expenses only. The farmer sets a fair price for their products and gets paid 15% less the price you see on our site. The "Co-op Fee" is just the extra mark-up we need to pay for our delivery costs, website programming, order maintenance and the many other tasks and costs associated with creating a seamless process for you to get fresh local food.

Though a store-front Co-op is something we all dream of in the Wood River Valley, it also has its challenges, first and foremost being costs. The second is the challenge of stocking the store on a regular basis, which would require us to step out of our primary mission of focusing on building a sustainable local food shed.

Our online market also allows us tremendous opportunity to reach out to more locavores in South Central Idaho and to bring in more product from new producers within the greater bioregion. We are currently working on an energy efficient and environmentally sound way to enter Boise and to work with farmers there to bring you a broader selection.

We will most likely start weekly delivery in July with perishables only so you can have fresh produce, milk and cheese every week during the harvest season. Our producers are anxious to see how the Co-op will complement the Farmer's Markets in Hailey and Ketchum. We work closely with their directors and fully support the community and familiar experience we all love when we stroll the afternoon markets. However, we also know that there are times folks cannot make the markets and there are products the Co-op provides that are not available there like milk and eggs in volume, thereby creating an opportunity for all of us to thrive on a weekly basis.

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In an effort to make local products available at all times and to generally grow the locavore movement supporting sustainable small farms and healthy communities, we are opening up some of the retail outlets in town. (We already work with many of the local restaurants. Look for our brochure and stickers and ask if they carry Idaho's Bounty local products.)

This week, Ciro's Deli will open with a selection of Idaho's Bounty products. Check them out for frozen meats, jams, chutneys, breads and soon to be produce and dairy products.

Elkhorn Market, a new grocer in Elkhorn, will also carry a wide selection of Idaho's Bounty products. They plan to open in two to four weeks.

Though we encourage you to order online as that allows us to provide our producers with the most return for their sales and provides the venue for the Co-op to continue to support them, the outlets are a great way to fill in when you run out of local food from your order.

As usual, we highly value and need your feedback and ideas. As equal member-owners of the Co-op, it is up to each and every-one of us to help forge a successful and long term future and sustainable local food network.

Thank you again for your support.  
The staff at Idaho's Bounty Co-op, Inc.

*Local Food For Local People*  
*Helping change the world one bite at a time*



### ***Imagine ...***

- + Knowing where your food comes from, who is producing it, and their ethics and farming practices
- + Working in support of the health of your local community food shed  
where energy stays local and supports our rural economy

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