

# Own Up!

**People's Food Co-op of Kalamazoo**

**7 Great  
Reasons  
to Join Us by  
Becoming  
an Owner  
Today!**



[www.peoplesfoodco-op.org](http://www.peoplesfoodco-op.org)

# Eat Well ...

At People's Food Co-op, we do our best to be a full-service grocer, providing healthful foods and products to our community. We strive to make our community and our world a better place. Most of our produce is organic, and as often as possible we provide local produce grown without the use of chemical herbicides, pesticides, fertilizers, and GMOs. Throughout the store we have a variety of locally produced items, a large selection of bulk foods, and a variety of prepared foods made without preservatives or artificial flavors.

By becoming an owner, you take part in keeping People's financially strong, and you enhance our ability to grow and expand our offerings so we can serve you even better.

## Ownership offers several benefits:

### 1. Owner Appreciation Week

This special week happens every other month, and on top of great, one-week-only owner deals, you'll receive 10% off of all non-sale items of one order.



**OWNER SPECIAL!**  
Special pricing just for PFC shareholders.  
Not an owner? Want to be? Just ask how!

### 2. Owner Specials

Every two to three weeks, we change this set of owner specials—we find great deals, and pass the savings on to you.

### 3. Case Discounts

Owners receive premium rates on special orders, up to 20% off every day prices.



### 4. PFC Newsletter

We will send our informative quarterly, the *Coop Scoop*, directly to your door.

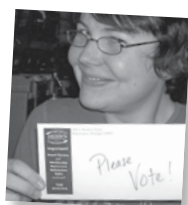


### 5. Coupon Books

At least four times per year, you will receive a coupon book (sent to your house) chock full of savings on items you buy every day!

### 6. Your Voice is Important

Owners share in the decision-making process by electing board members and voting on important co-op issues. As an owner, your opinion matters even more!



# and Sleep Well too!

## 7. Values

The People's Food Co-op is truly a values-driven organization. We strive to be fully conscious of the environmental, social, health, and economic impact of the choices we make as a business and the effects those choices have on our community. With this in mind, we actively:

**a. Support local farming and locally produced goods.**

By choosing local as often as we can, we help support our local economy, minimize fossil fuels used in transportation, and provide the freshest produce possible.

**b. Use and encourage earth-friendly, sustainable products and practices.**

We don't just carry a great selection of ecologically sound products, we also use them, from our deli packaging to the way we clean our store.

**c. Provide education on sustainability, health, and nutrition-related issues.**

In 2001, the Co-op helped found Fair Food Matters, a group dedicated to creating a strong local food system through education and action. People's continues, through our storefront and outreach programs, to build awareness of these issues.

**d. Grow our community.**

We host an annual meeting in the spring, a party in the fall, and other gatherings where good food, good people, and good ideas come together. Our Board of Directors meetings are always open to anyone who chooses to attend, and owners can volunteer in the store, serve on committees, and run for our Board of Directors.



# Ready to Invest?

An initial investment of \$10 can get you started, and you will immediately receive owner benefits. The total cost of one share is \$250, which can be paid all at once, or through a payment plan of \$10 per month or \$50 per year. As long as you are current on your payments you will receive your owner benefits. Every penny you invest in your share remains yours, and that money is used to help build and strengthen our store.

Come into the store or call to learn more, ask questions, or to get signed up. We're excited to have you.

**You  
can receive  
owner  
benefits  
TODAY  
with an  
investment  
of just  
\$10!**



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Open 7 Days a Week, 7am – 9pm

[www.peoplesfoodco-op.org](http://www.peoplesfoodco-op.org)