



# Member Newsletter

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## Co+op Deals Makes September Debut at TRM



This September, you'll notice some changes to the signs and sales at Three Rivers Market. The Co-op Advantage Program (CAP) and its monthly sales are undergoing a transformation. Beginning this month, we are introducing Co+op Deals, which will replace the CAP sales.

In Addition to the new look, you'll see more deals, more often. The number of sales, coupons and flyers will be increasing. Co+op Deals will provide sales that last for two weeks rather than the entire month. This adds up to more monthly savings for you!

Special orders for Co+op Deals items can still be placed at their sale prices, but the deadline to receive the sale price will change. In order to get Co+op Deals items at their sale prices, special orders must be placed at least six days before the end of the sale.

For example:

Members will continue to enjoy a 10% discount on qualifying volume purchases, including Co+op Deals items.

The Co+op Deals program is a perfect example of the Cooperative Principle of "Cooperation among Cooperatives" in action. We are able to provide these deals because of our cooperation with 113 other food cooperatives across the country through our

mutual membership in the National Cooperative Grocers Association (a Co-op of Co-ops). We are excited to offer you this new way to save!

CO+OP DEALS CALENDAR	
Co+op Deal sales dates	Deadline to place special order and receive sale price
September 1 - 14	September 8
September 15 - 28	September 22
Sept. 29 - Oct. 12	October 6
October 13 - 26	October 20

## About the Board of Directors

The Board of Directors is composed of 9 Members\*, whose work and vision guide the direction of the co-op.

*Kim Davis*

*Matt Foster*

*Tiffany Foster*

*Wes Goddard*

*Jim Hagerman*

*Lauren Hill*

*Brent Minchey*

*Ellen Zavisca*

The Board meets the second Thursday of each month at the Carriage House at Greystone, located at 1300 N. Broadway St. (behind WATE-TV). As a Member, you are encouraged to get to know the Board and you are welcome to attend the meetings.

If you would like to attend a Board meeting or find out how you can serve on the Board, send an email to [board@threeriversmarket.coop](mailto:board@threeriversmarket.coop).

\* One seat is currently vacant and open to appointment. If you are interested in serving on the Board of Directors, contact the Board at the email above.

## Notes from the Board Community Economic Empowerment

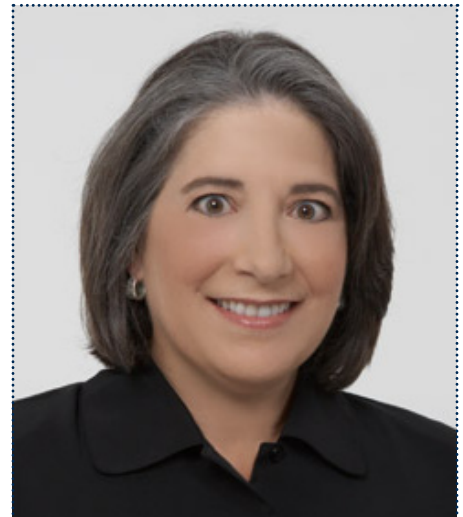
In July, the Board reported about our 2010 study topics which help us to stay informed and aware of ways that Three Rivers Market can make a positive difference. For the past three months, we have been devoting 45 minutes of our monthly board meetings to the study of Community Economic Empowerment. This is an especially important topic for us now because of ongoing plans to expand our operations to the new store on Central Street, allowing the opportunity for greater investment in Knoxville's local economy.

At the July meeting, we kicked off this study topic by exploring some of the topics discussed in Michael Shuman's *The Small-Mart Revolution* (for sale at the store). In his book, Shuman drives home the inherent advantages that local businesses have over regional and national chains, and the positive impact of shopping locally. There is growing evidence that every dollar spent at a locally owned business generates two to four times more economic benefit—measured in income, wealth, jobs, and tax revenue—than a dollar spent at a business owned by those outside the local community. And this is not as hard to do as it sounds; locally owned, small businesses constitute about one-half of the private economy in terms of output and jobs.

So what about the supposed advantage of “economy of scale” that big chains have over a small local business? A closer examination of the underlying economics suggests some interesting conclusions. It is very true that a global-scale producer can wield its vast resources to produce a multitude of products at a low cost. But this is true only up to a point, after which there are diminishing returns due to increasing complexities that lead to inefficiencies. Moreover, by operating at the “right” scale, locally owned businesses have a greater capacity to hear and respond to the needs of the community; they also enhance an area's sense of place.

As a member-owned food co-op, Three Rivers Market is poised to become a greater force in the “relocalization” of Knoxville. By supporting local farmers and other local vendors, our new store will continue to contribute to these small businesses' vitality, but in a bigger way. Members also share the benefits by having access to a greater number of healthier products and having the opportunity to invest in the cooperative, as with the recent member loan campaign. We hope to play an important part in promoting the “rehumanization” of economic relationships among area residents, and helping us gain more control over our destiny in the process.

In August, Madeline Rogero, Director of Community Development for the City of Knoxville, joined our Board meeting to talk about her vision for local community economic empowerment. As an outspoken advocate of neighborhoods, much of her department's work has focused on helping individual homeowners through grants and loans to improve the housing stock and character of neighborhoods that may be struggling due to neglected properties and lack of access to amenities that wealthier neighborhoods enjoy. Her office is also responsible for fostering local business via the administration of low-interest loans and facade grants, among other methods. Three Rivers Market has been the recipient of both a Business Expansion Loan and a Façade grant.



# TRM's Quality Standards: Seafood

## *Delicious Seafood, healthy oceans*

Three Rivers Market uses the Monterey Bay Aquarium's Seafood Watch Program recommendations, which rates seafood choices according to environmental criteria including the method used to catch the fish and whether the species is abundant or endangered or threatened by over fishing.

Most of the seafood sold by Three Rivers Market is rated "Green, A Best Choice" or "Yellow, A Good Alternative". Seafood rated "Red, Avoid" is noted by the Look Closer label. Additionally, no Canadian seafood is sold at Three Rivers Market while the commercial seal slaughter continues in Canada.

The Natural Sea canned Chunk Light Tuna on our shelves is noted by the Look Closer label. This is because of the methods used to catch the fish, which give it a "Red, Avoid" rating. The product remains popular because it is relatively inexpensive. Looking for an alternative? You can now find Wild Planet canned Albacore Tuna on the shelf, which costs a bit more, but earns a "Green, A Best Choice" rating by Seafood Watch.

You can download your own Seafood Watch pocket guide at:

[http://www.montereybayaquarium.org/cr/cr\\_seafoodwatch/content/media/MBA\\_SeafoodWatch\\_MidwestGuide.pdf](http://www.montereybayaquarium.org/cr/cr_seafoodwatch/content/media/MBA_SeafoodWatch_MidwestGuide.pdf)



# TRM and the Seven Cooperative Principles

## *Voluntary and Open Membership*

Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership, without gender, social, racial, political or religious discrimination.

### **VOLUNTARY ORGANIZATION**

Individuals join Three Rivers Market in membership and are free to leave the cooperative at will. Not only is this idea central to our identity as a cooperative, but it means that we have a Membership that has freely chosen to participate with us in cooperative enterprise. One of the real joys of being a part of Three Rivers Market is serving a Membership of diverse individuals who, regardless of their differences, stand together behind the shared values of self-help, democracy, equality, equity, and solidarity.

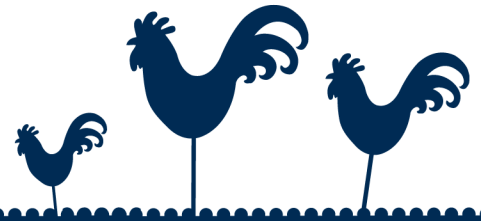
### **OPEN TO ALL, WITHOUT DISCRIMINATION**

A sign in front of our store reads, Everyone Welcome!, and that sentiment is at the core of our identity. Three Rivers Market welcomes anyone who can use our services to join us in membership and to be a part of our cooperative. Three Rivers Market



does not discriminate based on gender or race, or on social, political, or religious affiliation. Anyone able to purchase Membership Interests and to fulfill the criteria of the membership application may join us in membership.

For questions or comments about the newsletter, including advertising, please contact Three Rivers Market's Education Services Manager at [educationservices@threeriversmarket.coop](mailto:educationservices@threeriversmarket.coop).



Three Rivers Market • 937 North Broadway • Knoxville, TN 37917  
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## Membership Matters!

At Three Rivers Market, your membership makes a difference. Membership is a purchase of Membership Interests, not an annual fee. When you become a Member, you are becoming an owner of Tennessee's only food cooperative and Knoxville's oldest locally owned, independent natural foods grocery store. You must buy at least one Membership Interest per year to receive the benefits of Membership, which include:

- A 10% discount on volume purchases, such as whole cases and full units on bulk items.
- Lowered prices on 99 basic food staples and household items throughout the store.
- The right to participate in the governance of the co-op by voting, or by running for a seat on the Board of Directors.

Purchase 8 or more Membership Interests and you become a Fair Share Member. As a Fair Share member you are eligible to participate in the Patronage Refund Program, a type of profit-sharing based on personal use of the cooperative.

You're not the only one who benefits from your membership! Your investment strengthens the co-op's equity, contributes to the capital we need to run the business, and enables us to continue to foster a healthier community and environment.

### READY TO BECOME A MEMBER?

**MEMBERSHIP IS OPEN TO EVERYONE, AND JOINING IS SIMPLE.**

Ask any staff person how to join, or visit our website at [www.threeriversmarket.coop](http://www.threeriversmarket.coop) to learn more about our stores, our services and products and cooperatives.

## Our Neighbors In Downtown North



**“ANTIQUES, THE ULTIMATE FORM OF RECYCLING!”**

1201 N Central Street

(865) 524-3803