



September 1, 2006

Latest News . . .

- ❖ Medford Market Sponsors as part of *Eat Local Week* - "The Real Dirt on Farmer John" movie at the Medford Library Sept 9th -7pm.
- ❖ Join us at the Greenway Adventure Sept 23rd at Blue Heron Park.
- ❖ Run for the Board of Directors! Applications due by Sept 8th!

Greetings Medford Market Co-op owners! As we approach the changing of the seasons, we thought it'd be timely to fill you in on our progress and the changes that have been occurring on the journey towards opening Medford's Food Co-op, Medford Market. We also need your help to continue making progress! Please see below for opportunities to get involved!

What we've accomplished in the past year...

- Held 3 large-scale community meetings.
- Organized and hosted a Fundraising Gala.
- Attended the Provender and the Consumer Cooperative Management Association's Conferences.
- Surveyed numerous potential members.
- Featured and/or advertised in: The Craterian Playbill, Rogue Flavor Guide, The Green Book, West Medford Community Coalition Newsletter, Ashland Food Cooperative, Channel 10 News, RVTV, Mail Tribune, Cooperative Grocer.
- Created our own website at: www.medfordmarket.org.
- Community Outreach at:
 - Medford's Multicultural Fair
 - Rogue Valley Earth Day Celebration
 - The Phoenix Green Market
 - Medford's Pear Blossom Parade
 - Rogue Valley Grower's and Crafters Market (We're there every Thursday from 8:30-1:30pm!)
- Information presented to these community groups: MURA, Medford City Council, Heart of Medford Association, AFC Board, Consumer Cooperatives Management Association conference, League of Women Voters, West Medford Community Coalition.
- Toured and networked with dozens of Food Co-ops across the country.
- Received a matching Seed Fund Grant of \$10,000 from Co-op 500 Foundation.
- Expanded our contact list to over 600 households and numerous businesses.
- Incorporated with the Secretary of State.
- Formed By-laws that were approved by owners.
- Solicited Board of Directors candidates (on-going through Sept 8th).
- Drafted a business plan (including competition mapping, traffic patterns, industry data, etc).
- Sought assistance from SBA, SCORE, AFC, Cooperative Grocer's Information Network, Cooperative Development Services and other cooperatives across the country.
- Hired a commercial real estate broker to assist in the property search.
- Conducted 2 site tours to assess potential locations of the Co-op (reviewed 9 potential locations).

What's on the agenda for the next 9 months....

- Secure a location.
- Elect a Board of Directors (Nov. 1).
- Completion of the Business Plan.
- Hire a Project Manager and General Manager.
- Conduct a Member Loan Campaign.
- Apply for loans.
- Increase number of owner households by 750 new subscriptions.
- Connect with local growers and producers of goods.

Ways you can get involved:

- Experienced in writing successful business plans? We are currently in need of professionals with these skills to assist in the revision process of our plan.
- Attend subcommittee meetings - (visit www.medfordmarket.org for more info.).
- Spread the Word!!! Tell your friends and neighbors. Write a letter of support to the Mail Tribune, Medford City Council and MURA. Express the importance of this project to the vitality of the Medford area. Remember Co-ops not only provide good food, they provide a community gathering place.
- Invest in a Member Loan to help get the doors open sooner! A member loan program will be drafted and available for your review soon after the Board of Directors are elected.
- Run for Board of Directors (deadline for applications is Sept 8th). See website for more information.
- Vote on Nov 1st for the Board of Directors!

Our Best,

Velda, Lori, Michelle, Shareen, Paige, & Hayley

Medford Market Steering Committee

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