

Yahara River Grocery Cooperative

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Yahara River Grocery Cooperative Announces

Kickoff Event to Hear Product Ideas

Stoughton, Wisconsin – The Yahara River Grocery Cooperative is curious to hear from the community on what products people would like to see stocked in the new grocery store. So much so that they're holding a special event for anyone interested in the new store. The event is called "Make It Yours: The Yahara River Grocery Cooperative Kickoff" and it will be held Sunday, April 29th from Noon – 4:00pm at the proposed site of the new store, 229 E. Main Street in Stoughton.

"The idea behind a grocery cooperative is to serve the needs and wishes of the members," said spokesperson Eric Borchardt. "We thought it would be fun to hold an event where people could come and tell us the types of groceries they'd like to see in their neighborhood grocery."

Area residents who come to the Make It Yours event will also be able to see the space and envision their store, ask questions and learn about the benefits of a grocery cooperative, ask farmers and suppliers about their products and practices, and learn more about the benefits of becoming a member. Those interested can sign up to become members at the event with the immediate benefit of using their membership card at participating area retailers for special discounts. There will also be activities for the entire family including face painting, take-home flower planting, grain milling and baking, storytelling and more.

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