

October 15, 2006

Dear Editor:

The Yahara River Food Cooperative (YRFC) Interim Board is finding that the community has a strong desire for choice when it comes to shopping for groceries. The YRFC is currently collecting information from a survey to help develop a store that meets the specific needs of community residents, serving everyone, both co-op member-owners and non-members.

A survey can be found inserted in today's Courier Hub (October 19th). Surveys can also be found at the Stoughton Library, City Hall, Stoughton Area Senior Center, Skaalen Sunset Home, Heather's Coffee & Confections, All Through the House, Woodland Studios Gallery & Framing, Midnight Moon, Next Generation, Catfish River Arts & Antiques, Culvers, Papa Murphy's, and the UPS Store. We thank these businesses and sites for their generosity in putting YRFC surveys on their counters.

We encourage people to fill out the survey and return them to the YRFC. We're interested in hearing as many voices as possible to help guide this initiative.

We will be holding community meetings in the near future to share our findings and to get additional feedback from potential members and shoppers.

The YRFC is a community effort, spearheaded entirely by volunteers. We are looking for more volunteers to join us, especially in the areas of Finance, Business Planning, Marketing, Communications, and Membership. Please contact Eric Borchardt at (608) 877-0416 if interested.

Sincerely,
Eric Borchardt
Chair, Marketing Committee
Yahara River Food Cooperative