

Yahara River Grocery Cooperative

REVISION 1

3:20pm, April 16

FOR IMMEDIATE RELEASE:

April 16, 2007

CONTACT:

Eric Borchardt

(608) 877-0416

twoborks@charter.net

New Yahara River Grocery Cooperative Web Site Answers Many Questions

Stoughton, Wisconsin – If you've been looking for information about the Yahara River Grocery Cooperative and what it's all about, the cooperative announced today it has launched an information-packed web site at www.yaharagrocery.coop.

Visitors can learn about the benefits of becoming a member, such as receiving a 5% discount with every purchase. They can learn about how to become a member, an investor, or how to become involved. They'll be able to download membership and investment forms directly from the site. And an FAQ section can help answer the common questions that have been asked throughout the community over the past year.

(more)

Yahara River Grocery Cooperative Web Site

Page 2

“We invite everyone interested in having another grocery store in town to visit the site and learn more about the cooperative grocery and how they can help make it happen,” said YRGC spokesperson Eric Borchardt. “If people like what they see, we can have a new grocery store in place by this autumn through individual membership and investment support.”

The site is divided into five easy-to-access informational sections: About, Join, News, FAQs, and Contact. The About section gets visitors up to speed on the definition of a cooperative, the mission and legal bylaws of the organization, who is involved with the board of directors and committees, and community partnerships in support of the cooperative. The Join section gives information about membership benefits, how to become a member, how to become an investor and how to volunteer. The News section gives up to the minute news on what’s happening and the FAQ section covers commonly asked questions from the community. The contact section offers several ways to get even more information.

The grocery cooperative is also planning a Membership Kickoff Event called “Make It Yours: The Yahara River Grocery Cooperative Kickoff” on Sunday, April 29th from noon – 4:00pm at the proposed future site of the new grocery at 229 E.

Main Street (the former Java Junction coffee shop). “All community members are invited to come to the event to tell organizers what types of products they’d like to see in the store, to ask questions and learn more about the grocery cooperative, and if they desire, to become members,” said Borchardt. “It’ll be fun for the whole family with entertainment and refreshments as well.”

Borchardt points out that \$100,000 is needed in capital by June 1 to be raised through memberships and investments to secure the business loans necessary for the store to open. “Our goal is to provide a hometown grocery experience that addresses an unfulfilled need in the community,” said Borchardt. “We invite individuals interested in supporting such a store to become members or investors. Since the store is entirely member-owned, its success is directly tied to member financial support.”

A combination of memberships and Certificates of Investments will be sold to raise the \$100,000, roughly half of the \$250,000 needed to start the store. Memberships are being sold now online for a one-time fee of \$75. There are no annual fees after the one-time fee. “Someone spending \$1,500 in the store over time will recoup their \$75 membership fee through the 5% savings on every purchase,” Borchardt said.

(more)

Yahara River Grocery Cooperative Web Site

Page 3

In addition, the grocery cooperative is selling Certificates of Investment in \$500 increments that offer a return of 3% annually per year over 3-5 years. 100 individuals purchasing a Certificate of Investment would put the grocery cooperative halfway toward its goal, said Borchardt. “We wanted to offer an investment that offered a fair return while giving people an opportunity to help develop their community grocery store,” said Borchardt.

Several people have commented on the .coop suffix for the web site rather than a .com suffix for the web site address. “Using the .coop allowed us to shorten our name for easier typing,” said Borchardt. “If people type .com, they’ll still get to the site, but we liked the unique aspect of having a site reads like a brief version of the name: www.yaharagrocery.coop.”

The site was created and donated by Fred Leonard of Stoughton.

###