



Member Newsletter

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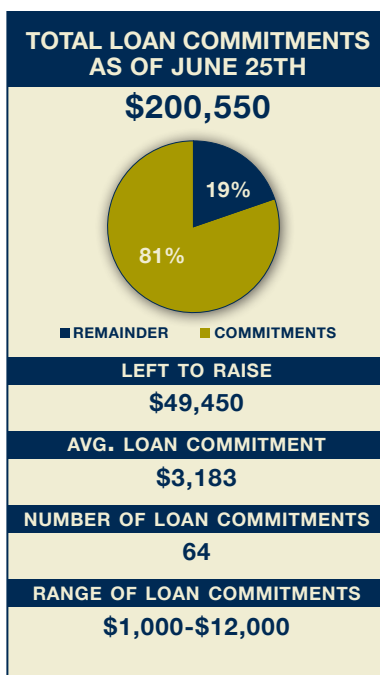
TRM Cooperative Loan Campaign

Creating Our Own Success Story

In early June Three Rivers Market began its Cooperative Loan Campaign as part of the funding for the development project that will put the Co-op into its new location. This campaign is an opportunity for Members who are residents of Tennessee to make an interest-bearing loan of \$1,000 or more to the Co-op for 5-10 years to help finance the relocation and expansion project. In this phase of the Cooperative Loan Campaign, we can raise a maximum of \$250,000, and that is exactly the goal we have set.

The goal may seem large, but our Members' response to the campaign so far has been tremendous. Five staff members and three Board members have been working hard, making phone calls to Members and answering questions about the campaign. As of June 25th we have received \$200,550 in loan commitments from 64 Members. With loans ranging from \$1,000-\$12,000, the average loan commitment so far is \$3,183. Three Rivers Market would like to thank all of the Members who have made loans during this campaign, and also those who have added equity to the Co-op by purchasing additional Membership Interests. And, of course, thanks to all who continue to support the Co-op by shopping with us regularly.

The Cooperative Loan Campaign is a supreme example of the cooperative principle of Autonomy and Independence. Your Mem-



ber loan is a powerful investment in your Co-op and in your future. You are helping to build a strong, healthy, and sustainable Co-op that will serve you and your community for years to come. And, the new store will enable the Co-op to serve you like never before!

We now have only \$49,450 left to raise to meet our goal of \$250,000. If only 16 Members make a loan at about the average amount we have received so far, we will meet this goal. If you are interested in making a Member loan or would like more information about the Cooperative Loan Campaign, ask a staff member during your next visit or send an email to loan@threeiversmarket.coop.

Please note that you can participate in the Cooperative Loan Campaign only after you have received and reviewed the

Information Statement in detail. The promissory note that will represent members' loans to Three Rivers Market are offered only through the Information Statement. The promissory notes are offered only to individuals who are Members of Three Rivers Market and who are residents of the State of Tennessee; the promissory notes are not offered in other states.

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

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.

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

TRM's Quality Standards: Eggs and Dairy

Fresh, local, safe

Three Rivers Market supports natural, organic, and humane dairy production methods. Three Rivers Market offers only dairy products — including fresh milk, yogurt, butter, sour cream, cheese, ice cream, and kefir — that are produced without the use of artificial growth hormones, including rBGH.

Three Rivers Market only sells eggs from hens that are raised cage-free, with a preference for those from local, family-owned, and certified organic farms. The use of antibiotics is prohibited and the hens are fed only 100 percent vegetarian feed. Certified organic eggs come from hens raised on certified organic feed.

All eggs and dairy products sold at Three Rivers Market are Certified Organic, Certified Naturally Grown, or are locally produced and meet the standards of the Certified Naturally Grown program.

Humane

Three Rivers Market proudly offers eggs and dairy products exclusively from animals raised under humane conditions. We define humane products as products produced in ways that prevent needless suffering of livestock and laborers. Humane practices include:

- Nutritious diet without antibiotics or hormones
- Access to shelter and resting areas
- Sufficient space and ability for animals to engage in natural behaviors

Artificial growth hormone free

Recombinant Bovine Growth Hormone (rBGH) is a genetically engineered hormone which forces cows to artificially increase milk production by 10 to 15 percent. Consumers and advocacy groups have raised concerns that the use of rBGH in dairy cattle may have negative effects on both the health of the animals and the health of the people who consume the products. All dairy products sold at Three Rivers Market—including milk, cheese, butter, and yogurts—are rBGH-free.

Cage-free

Battery cages are confinement systems used in industrial egg production. These cages increase the efficiency of egg production but allow an extremely limited range of movement for laying hens. All eggs sold at Three Rivers Market come from hens that are not confined in battery cages.

100% Vegetarian Feed

In most commercial egg production facilities, laying hens are fed a diet that contains “animal protein products.” These “animal protein products” consist of rendered slaughterhouse material and other hens that have been euthanized, among other things. Eggs sold at Three Rivers Market come from hens fed a 100 percent vegetarian diet, balanced to supply their dietary needs.



Jerseys grazing at the Cruze Dairy Farm in Knoxville



Notes from the Board

2010 Board Retreat



The Horton House at the Highlander Center: The Highlander Research and Education Center is an important part of the history and culture of East Tennessee and stands at the forefront in the struggle for justice, equality, and sustainability. To plan your group's workshop or retreat at the Highlander Center call (865) 933-3443 or email them at workshopcenter@highlander.org.

In May the Board members convened at the Highlander Center in New Market, TN for its annual retreat. This retreat featured exercises and discussion as part of the Board's ongoing work to provide effective leadership. Mark Goehring, of CDS Consulting Cooperative, led the retreat, guiding the Board through topics such as *Study and Engagement* and *Board Perpetuation*.

The discussion on *Study and Engagement*, which we perform through our Ends Study topics, included the Board's ability to use this process as a means of creating a linkage with the

Co-op's Members. We do this by telling the story of what we are learning as we explore our Ends Study topics in articles like this, among other ways.

As part of this discussion, we addressed our upcoming Ends Study topic, *Community Economic Empowerment*. Within this topic we will explore how Three Rivers Market links with the community — how it affects and benefits its community. Mark suggested that Board Members (and anyone interested in developing and empowering a community's economy) read Michael H. Shuman's *The Small-Mart Revolution*, a book which explores the benefits of investing in small, local businesses rather than "big box" retail chains. This book and others similar to it are available for sale at Three Rivers Market.

During the discussion of *Board Perpetuation*, Mark stressed the need to have a method of ensuring a good supply of leadership for the Co-op. To this end, we created a list of the qualities prospective Board members should have, including accountability, transparency, effective communication, and moral courage. With this in mind we were able to put together a list of 40 Members of our Co-op who clearly demonstrate these qualities. And we know there are others out there!

If you are interested in serving on the Board of Directors or in attending a Board meeting, contact us at board@threeriversmarket.coop.

TRM and the Seven Cooperative Principles

Democratic Member Control

Cooperatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. In primary cooperatives members have equal voting rights (one member, one vote) and co-operatives at other levels are also organized in a democratic manner.

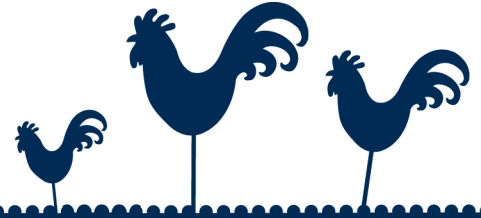
Three Rivers Market exists for and is controlled by its Members, who are represented by a democratically elected Board of Directors. The Board establishes the Ends that the Co-op is to establish. All Members are eligible to run for a seat on the Board and to vote in Board elections. Every Member receives one vote in the Board election regardless of the number of Membership Interests (shares) he or she owns.

The Board consists of nine directors who serve on staggered terms. Each year, the term of service expires for three directors, leaving those three seats open for election. This staggering of terms ensures that as new directors begin their Board service there are always experienced directors still seated, creating consistency and continuity that fosters the Co-op's health and growth.

If you are interested in serving on the Board of Directors, contact the Board at board@threeriversmarket.coop.

NEXT MONTH: Cooperation Among Cooperatives

For questions or comments about the newsletter, including advertising, please contact Three Rivers Market's Education Services Manager at 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 difference! When you become a Member by purchasing equity shares, you are becoming an owner of Tennessee's only natural foods cooperative and a vibrant locally owned, independent grocery store that has served Knoxville and East Tennessee for almost thirty years.

You must buy at least one share per year to receive the benefits of Membership, which currently include: A 10% discount on volume purchases, such as whole cases and full units on bulk items; lower prices on 99 basic food staples and household items throughout the store; participation in the governance of the co-op by voting and by running for a seat on the Board of Directors; Fair Share Members, those Members with 8 or more shares, receive the additional benefit of participating in the Patronage Refund Program. This is a type of profit-sharing based on personal purchases at the cooperative.

You're not the only one who benefits from your Membership! Membership is a purchase of equity shares, not an annual fee, so becoming a Member strengthens the co-op's equity, contributes to the capital we need to run the business, and enables us to continue to create and nourish a healthier community and environment.



READY TO JOIN?

MEMBERSHIP IS OPEN TO EVERYONE, AND JOINING IS EASY.

Ask any staff person how to join, or visit our website at www.threeriversmarket.coop to learn more about our store, our services and products, and about cooperatives.

Our Neighbors In Downtown North



In more than 25 countries around the globe -- and right here in Knoxville -- people are enjoying the many benefits of practicing the Taoist Tai Chi Society™ arts of holistic health in the friendly atmosphere of our volunteer, non-profit organization. We invite you to experience one of our classes for yourself and discover a genuine path for health and tranquility.

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