



# PLEASE ADD YOUR COLOR TO OUR TAPESTRY

*Take our Oneota Co-op shopper survey today*

By Nate Furler, general manager

As a member-owned consumer cooperative, we have a vast diversity of voices and perspectives that we must weave together into the tapestry that is our organization and the work we do. The Co-op board of directors are tasked with holding space for, and representing, this diversity as well as overseeing the financial health and well-being of the organization. As the general manager, the board relies on me to be the conduit between themselves (and the membership) and the operations of the business. When I think of the membership, the board, the staff, the community, our vendors (both local and afar), and our shoppers, I see a huge loom that requires constant maintenance, fostering, and growth.

As a consumer cooperative, we exist first and foremost to serve the membership. That membership may include you, but our operations are certainly not exclusively available to only our members. Additionally, the goodness we seek to grow is not limited to the benefit of only our membership. We are about community and the collective voice that enriches us as an entire ecosystem.

As we launch our [shopper survey](#), we hope that you will consider adding your thoughtful responses - regardless of your membership status. We have member and general shopper data through our point of sale system, but what really provides the colors on our loom are the thoughts and ideals expressed by you through your survey input. Your feedback is a vital component that will assist us in how we move forward into, and beyond, our 50th year of cooperation.



Fill out our survey between now and December 15 and you will be entered to win one of six \$50 gift cards!