



# FIELD DAY ORGANIC BOGO SALE

NOW THROUGH JAN. 3, 2023

*Learn More About This Everyday Value Brand*



Co-op customers are invited to shop our Field Day Organic BOGO (Buy One, Get One) sale now through Tuesday, Jan. 3. This sale includes multiple household staples; watch for orange “BOGO” signage throughout the store.



The Field Day Organic brand provides sustainably-sourced and produced products that have undergone third-party certification such as USDA Organic, Non-GMO Project, Whole Grains Council, Gluten Free and Fair Trade. Field Day products do not contain preservatives, artificial colors or flavors. All packaging is BPA Free. If palm oil is listed as a product ingredient, it has been sourced sustainably. Household and body care products are cruelty free as well. (source: [felddayproducts.com](http://felddayproducts.com))

Co-op shoppers may be familiar with in-store signage indicating “Co+op Basics” - with much of it pointing to Field Day Organic options available at an “Everyday Low Price.” Field Day Organic is a product line managed by National Co+op Grocers’ (NCG) primary distribution partner United Natural Foods, Inc. (UNFI). Field Day Organic is made available to independent, natural products retailers. This includes food co-ops and small regional chains that do not have their own private label product line. Field Day Organic’s availability to us reflects our NCG relationship. NCG is a business services cooperative for retail food co-ops headquartered in Saint Paul, Minn. We are one of 151 food co-ops across the US who are NCG members. This allows us the benefit of multiple NCG resources, including that of promotional support and collective price negotiation. This savings is then reflected on our shelves. This BOGO event is a result of NCG price negotiations and its long-standing relationship with UNFI, and thus Field Day Organic.



It’s important to note that your Co-op has not increased the price of BOGO items prior to this sale. This is truly a “Buy One, Get One Free” savings event. Curious as to why a particular Field Day Organic item is not included in the BOGO? This is because NCG and UNFI created individual sales forecasts for us based on our store’s purchase, distribution and BOGO promotional history. Our BOGO sales items reflect the needs of the majority of Co-op shoppers.



NCG also has funded and conducted a promotional bulk mailing for us in advance of this event. We hope to welcome infrequent shoppers back into the store, and are excited to meet new faces as well thanks to NCG’s mailing on behalf of its member cooperatives.

Lastly, if you do not have need for the “free” item in your BOGO purchase, we welcome the “Buy One, Give One” option. After check-out, just place your item(s) in our donation box. It’s that easy! Oneota Co-op will organize transport of these needed items to area food pantries.