



GOOD THYMES

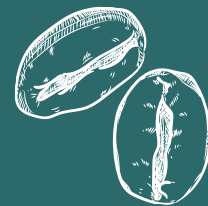
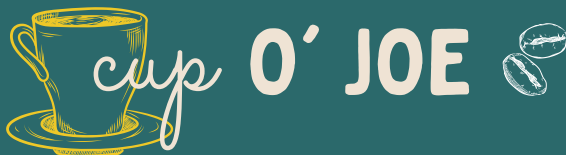


DNF CO-OP'S MONTHLY NEWSLETTER

December is Member Appreciation Days!
15% OFF one purchase for members!



DURANGO'S ORGANIC DELI! | 2025 HOLIDAY GIFT GUIDE INSIDE!



Do you like the store Whole Foods Market? You know, the Natural Foods store that started expanding across the country in the 1990s changing the landscape of this segment of the market.

I've always enjoyed them despite being a competitor with the Co-ops. They tended to stick with higher income locations and their prices reflected that often being called Whole Paycheck Market. That's a little unfair because often they were being compared to conventional products as opposed to natural and organic ones, which do cost more.

But they brought eating for health front and center to everyday consciousness of everyone.

And they kept growing, but often not "organically". That is – they didn't simply open stores but bought out small Natural Food store chains across the country and turned them into Whole Foods stores. A good close example is them buying New Frontiers Marketplace which had stores in Prescott, Sedona and Flagstaff Arizona in 2014. That part of their business, I did not like. And we are actually talking about hundreds of stores although each chain only had a few locations. They "cornered" the market as it is termed.

They also targeted locations that had established natural foods market even if they were not able to purchase the local chains. They grew to over 500 stores.

But that's competition in this country. And I've had to compete against them at times and we always held our own.

So I say I like Whole Foods but the truth is, the last one I visited was in L.A. in 2015. It was beautiful and very upscale (and big). Yet something happened in 2017 that changed my mind: Whole Foods Market was bought by Amazon.

Like many of us, we have conflicting thoughts about buying through Amazon. But buying the largest Natural Foods store in the country did not sit well with me. Why? Because Amazon could not care less about Natural Foods. They did it because they wanted brick and mortar outlets for their distribution and reach.

They did not change Whole Foods that much because it was already in prosperous areas and they let the founder of the business continue to run it for the next 5 years. But something happened: since the purchase, Whole Foods' growth slowed – not stopped but was reduced to 5% growth a year from double digit growth the previous years. That does not sit well with Amazon.

Let's be clear about Amazon: of the top 50 companies in the world by revenue, it is number two! That's quite amazing. It beats out financial companies (8 companies); insurance companies (7 companies); 3 info tech companies (Apple, Google, Microsoft); 8 oil and gas

Are you a student at FLC?

Open a free DNF Student Account today!

**AWESOME
SNACKS!**

**5% off
EVERY
PURCHASE!**

**PERFECT
PRODUCE!**

Student Deals!

Save an additional **10% OFF!** over 200 items!



Look for the symbol!



Join Us in Making a Difference!

A Giving Circle for the Earth

Quarterly 1-hour meetings to learn about environmental nonprofits in Southwest Colorado & to make a collective donation.

How It Works

We meet quarterly (Jan., April, July, Oct.).
For each meeting:

- Members donate \$100+\$2.50 admin fee; students donate \$10
- 3 nominated nonprofits are presented
- Attendees vote on which nonprofit receives the collective donation

4CORE received \$4000 from our inaugural meeting on 10/15/25.

Next Meeting: Jan. 21 at 6pm at the Union Social House



100+ for the
EARTH
Southwest CO



Scan for more info at our website

100fortheearth.org



Scan to become a member

Thank you to our administrative partner



A MONTHLY LETTER FROM YOUR DNF BOARD:



Tomas German-Palacios
DNF Board Member

Dear Co-op Members,

Hello! I'm Tomas, and I'm honored to serve as one of your Board Directors. By day, I work as a health coach helping folks optimize their wellbeing from the cellular level up. By heart, I'm deeply committed to our local food system and the incredible community we're building together right here at the Co-op. Think of me as your friendly neighborhood health nerd who gets genuinely excited about both mitochondrial function and the perfect heirloom tomato. I'm thrilled to connect with you through this letter, and I look forward to seeing you in the aisles!

Thank You for Speaking Up

Nearly 1,000 of you took time out of your busy lives to complete our recent member survey. That's not just impressive, it's a powerful testament to your dedication to making our Co-op the best it can be. Your thoughtful feedback shows that this isn't just a place to shop; it's your store, shaped by your needs, your values, and your vision. Thank you for caring so deeply and for helping us grow stronger together.

This Holiday Season, Your Dollars Are Your Values in Action

As we head into the holidays, I want to share something remarkable: when you spend \$100 at a locally-owned business like our Co-op, approximately \$68 stays in our community through local wages, purchasing from regional suppliers, and reinvestment. Compare that to chain stores, where only about \$43 recirculates locally. Your choice to shop local doesn't just support one business—it creates a ripple effect that strengthens our entire local economy, supports your neighbors' livelihoods, and builds community resilience that lasts for generations.

This season, every purchase you make here is a vote for the kind of community you want to live in.

Wishing You Joy

From all of us on your Board, may your holidays be filled with nourishing food, warm connections, and the deep satisfaction of knowing you're part of something truly special. Thank you for being the heart of this Co-op.

With gratitude and good health,

Tomas

Director, Durango Natural Foods Co-op Board



CO-OP QUIZ



How much do you know about your local Co-op?

- 1** Which of the following is not a perk of Membership at DNF?
 - a) Cooperative ownership of a local institution that prioritizes community and values independence.
 - b) Member Appreciation Days 4x/year
 - c) Hiring/Firing Staff Members
 - d) 50% OFF Weekly Member Coupons
- 2** What was the most popular item in November in the DNF Deli?
 - a) The ABC Sandwich
 - b) Bacon Breakfast Burrito
 - c) 16oz Soup
 - d) Turkey Cheddar Sandwich
- 3** How many active members does DNF have as of 12.01.2025?
 - a) 806
 - b) 1642
 - c) 2741
 - d) 4299
- 4** How many DNF members participated in October's Fantabulous Co-op Survey?
 - a) 51
 - b) 275
 - c) 421
 - d) 972
- 5** How much did DNF customers Round-up for local farmers via Four Corners Slow Money in 2025?
 - a) \$3,057.24
 - b) \$6,469.92
 - c) \$12,942.01
 - d) \$20,936.28
- 6** True or False: DNF cashiers are tested on how many bananas they can balance on their heads at once?
 - a) True
 - b) False
- 7** Which of these items, made by the DNF Deli, are 100% Certified USDA Organic?
 - a) Juices
 - b) Fire Roasted Salsa
 - c) Garlic Hummus
 - d) All of the above
- 8** How many people sit on the DNF Board of Directors?
 - a) 9
 - b) 3
 - c) 7
 - d) 15
- 9** Fingered Citron is also known as
 - a) Banana Arms
 - b) Chicken Fingers
 - c) Buddha's Hand
 - d) Octopus Reachers
- 10** What type of potato has the lowest glycemic index?
 - a) Tater Tots
 - b) Huckleberry Gold
 - c) Russet
 - d) Purple Sweet



MEET FINN!

OUR GROCERY
LEAD IN CHARGE
OF KEEPING OUR
SHELVES WELL
STOCKED AND
OUR SMILES
NICE & WIDE

CHECK BACK EVERY
MONTH FOR A SPECIAL
FEATURE CELEBRATING THE
HEART OF DNF--
OUR STAFF!



Q: So, where are you from?

A: Santa Fe, NM. I lived there my whole life before moving to Durango for college.

Q: What's your favorite part about living in Durango?

A: I love being so close to so many beautiful hikes and locations. It's so cool to be able to drive 20 minutes and suddenly be surrounded by just nature.

Q: When you're not at DNF, what else are you getting up to?

A: Outside of work, I'm usually dancing. I choreograph for and dance with a club at Fort Lewis College. I also love drawing, painting, costume making, writing and crocheting - basically anything creative.

Q: What is your message to the world?

A: It is worth it to put in effort and time to better understand and respect someone, especially when that person is so often misunderstood by society.

Q: Favorite things about working at the co-op?

A: I enjoy working with my fun and kind coworkers, and I like helping all of our friendly customers.

Q: What is something you are excited to bring to the store?

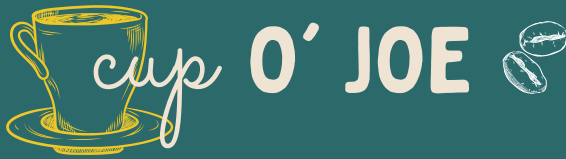
A: Organization and attention to detail.

Q: In preparation for any adventure, which three DNF products would you bring?

A: For all of my road trip adventures, I bring GoMacro granola bars, Simple Mills Sundried Tomato Crackers & either an Evolution Pressed Juice or fresh fruit (especially plums & Asian pears).

Q: In ten words or less, how would you describe our Co-op to an out of town visitor?

A: It's a cozy little store with lots of variety.



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companies; 7 automotive companies.

What's the number one company? Walmart. Now Amazon and Walmart are actually pretty close in revenue although Amazon is 3 times more profitable. The only other company on this list that has grocery as part of its portfolio is Costco.

So why am I talking about Whole Foods/Amazon? That's because there are current plans to bring Whole Foods/Amazon to Durango at the Durango Mall.

I'm not saying big is bad. But in the case of Durango, I believe it detracts from our small town appeal – especially when we have two local stores and one Colorado based store that serves the same market. Money is a wonderful motivator for city planners and is often put before established small businesses, town aesthetics and distinctiveness.

It's not just Whole Foods though – it's Amazon. They have announced – now that the Whole Foods Founder has retired – that they have plans to integrate Amazon into Whole Foods – more than they currently are. They are just finishing incorporating the Whole Foods Staff into the Amazon pay system – where it has been separate for the last 7 years.

They are also introducing a "One Grocery" concept – that is bringing non-Whole Food type products into the stores. In their Chicago store, they installed a 3,700 sq ft section dedicated to non-Whole Foods products. Just for comparison sake – our Co-op has 1,700 sq ft of floor space.

And, unfortunately, we cannot talk about Whole Foods/Amazon without talking about its owner, Jeff Bezos.

As I said, big is not necessarily bad. Bezos, though, is intent on proving this wrong. He has

a reputation of buying companies and changing the dynamics of them. In addition, he is known to treat employees poorly and to eliminate jobs through automation.

While Amazon may be the 2nd largest company in the world (by revenue), Whole Foods only has small portion of the Grocery Business. Once again, the largest grocery retailer by market share is Walmart with about 22% of the market. Second is Kroger (City Market in Durango) with "only" 8.6%. This is why Kroger was trying to merge with Albertsons (5%) so the combined market share (14%) would be closer to Walmarts, their main competitor.

Whole Foods ranks at 1.6% but if you add the other grocery that Amazon sells – they're at 3% of the market. Certainly they want to grow that but the main strategy is to spread out Amazon distribution across the country. Amazon (and Bezos) are only interested in making money.

They do not care about the towns they are in, the legacy customers of the businesses they buy or their employees. While this is my opinion, it is based on watching Amazon for over 20 years and verified by many, many former staff and a plethora of business articles (yeah – I'm a business nerd).

What do you think? Are you excited about Whole Foods coming to town? I'm not concerned for our Co-op as I've competed with Whole Foods in other locations and we have always found our niche. It will affect us of course but the real concern is how it will affect Durango which may be becoming indistinguishable from other towns across the country, losing its uniqueness and charm. I think that would be sad.



**JOE Z. -
GENERAL MANAGER,
DNF**



NEW PRODUCTS

in store now!

AYEYA BODY CARE

AYÉYA means "life in balance," and was born out of a desire to empower. Our deep connectivity and roots within West African communities allow us to provide meaningful employment while adding value to the local economies by sourcing local ingredients and materials, preserving cultural knowledge, and bringing joy to life through beautiful and ethically crafted goods.



TOBY'S RANCH & CAESAR

Toby started making food in the 1970s from her home kitchen. It wasn't to make profits or capitalize on "the next big thing." It was to feed her family simple, nutritious food that they actually liked eating! Forty years later and our approach is still true to its roots. We handcraft food in small batches that we're proud to share with our family and friends.



ION GUT SUPPORT

Backed by science and powered by nature, this soil-derived supplement begins strengthening your gut lining in as little as 16 minutes. Experience smoother digestion, better nutrient absorption, and real support where it matters most—starting with your very next meal.



DECEMBER IS:

MEMBER APPRECIATION DAYS!



MEMBERS SAVE **15%** ON ONE PURCHASE THIS MONTH!

DURANGO'S ORGANIC DELI



High quality food for high quality people – that’s how we’ve been running things here in the Deli. For as much as we value transparency and quality in our own lives, we realized that we could share more with our members.

At the DNF Deli, we source organically whenever possible, meaning that approximately 90% of our ingredients are Certified Organic! From spices to vegetables, dry goods and breads, what we can’t find organic, we look for the most environmentally-conscious product available to us. We love our locals, shoutout to our favorites: Luv Tempeh, Turtle Lake, Tortilleria La Flor, Bread, and our newest addition, High Desert Bagels!

So it happens, we’ve been making fully organic deli items, without really telling anyone. All of our juices? Fully organic. The 4oz salsa in our little fridge? Fully organic. A large amount of our soups, believe it or not, also fully organic.

We want our members to feel good about what they’re getting from the Deli, whether they’re regulars of our Grab N Go breakfast, loyal buyers of Green Goddess juice, or the occasional sandwich shopper.

Not to pat ourselves on the back, but based on our research, we’re the Durango deli with the highest quality ingredients, all-around, without a doubt. This isn’t an accident – it’s part of our alignment with the Co-op principles, and our own ethos around food.

We’re intentionally setting a high bar for food, and we take pride in holding ourselves to a standard that we would want for our own kitchens.

Next time you’re shopping in the Deli, take a peek at the label. All organic items will have an asterisk (*) by them!

Only the best for you.

With love,
The DNF Deli Team



November 2 - December 31

Round-up at the Register for:

NĀTIFS

NORTH AMERICAN TRADITIONAL INDIGENOUS FOOD SYSTEMS

**Reinvigorating Native
communities through the power of food!**



**JANUARY 1, 2024 -
NOVEMBER 1, 2025**

TOTAL RAISED:

2025: \$20,936.28!

2024-25: \$33,600.05!

**THANK YOU FOR
ROUNDING UP TO
HELP SUPPORT
LOCAL FARMERS!**



River Runs Through it Collective

Jeff Bragg spent decades working for Green Giant foods in Idaho, researching potato varieties for traits that would be useful in the processing of America's 7th largest crop. A self-described "potato person", he lives and breathes everything associated with our favorite tuber. He first came to the four-corners area while on assignment to hone Frito-Lay's potato operation at NAPI (Navajo Agricultural Products Industry), south of Farmington, NM. Things took a turn when he was diagnosed with insulin-dependence, turning one of his favorite foods and career focus into a health adversary. A full body rash from coming in contact with pesticide residue on a conventionally raised potato crop was more than he needed to start thinking about a better way to grow our food.

Much of the answer was actually in thinking small. While American agriculture tends to push farmers to seek the largest machine to do a job on ever-expanding acreage, many other nations lack the space and population to fall prey to a bigger-is-better mentality, and so they build farm equipment suited to be used on a smaller scale. Hence Jeff's two row potato planter, easily pulled with an old tractor and moved from farm to farm on a standard trailer, and built in...Italy. His one row potato harvester? Made in Norway. The answer to "where to grow?" is everywhere.

Jeff and his wife now call northern New Mexico home, and have founded the River Runs Through It collective, made up of farms in the Chama, **CONTINUES ON NEXT PAGE!**



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Animas, and San Juan river basins whom the Braggs have helped to produce and market healthier, more flavorful, potato varieties than are available at the average supermarket, without using chemical fertilizers, herbicides, and pesticides.

This year, River Runs Through It is harvesting 5 varieties of potatoes from their fields:

German Butterball is a sturdy yellow, with excellent frying potential.

Red Thumb is a Fingerling that has rosy hues mixed with white inside.

French Fingerling is red skinned with yellow flesh and red flecks throughout.

Jester has variegated purple and white skin, mirrored inside. Small and dense, it's also the creamiest.

Huckleberry Golds are the crown jewel, with purple skin and yellow flesh they are the lowest registering potato on the glycemic index (52)!

Each will make an appearance this winter at DNF until the storage cellars are bare.

Written by: Jack Leggett DNF Produce Manager
Photos by: Jacob Lienhardt



GINGER-MISO TOFU & SNOW PEAS

TOTAL TIME: 30 MINUTES

SERVINGS: 4.

Ingredients

1 pound extra-firm tofu
 1 tablespoon vegetable oil
 1 tablespoon sesame oil
 1/2 cup diced red bell pepper
 1/2 cup carrot, peeled and julienned
 1 cup snow peas, strings removed
 4 green onions, diced
 2 tablespoons peeled & minced fresh ginger
 1 clove garlic, peeled and minced
 1 teaspoon tamari
 1/4 cup orange juice
 1/2 cup vegetable broth
 2 tablespoons white miso

Preparation

Pat tofu dry with a paper towel, then cut into 1-inch cubes. Heat vegetable oil in a large skillet over medium-high heat. Add the tofu to the pan and pan-fry for 2 minutes or until starting to brown. Turn the tofu pieces and cook to brown on all sides, then remove and set aside.

In the same skillet, heat sesame oil and sauté the red pepper and carrot for about 2 minutes. Add the snow peas, green onions, ginger and garlic and cook another 2 minutes. Add the tofu back to the pan along with the tamari, orange juice and vegetable broth. Bring to a simmer and cook a few minutes, stirring to coat the vegetables and tofu. Turn off the heat, add the miso and stir well.

Serving Suggestion

Serve over ramen noodle cakes, jasmine or fried rice, or garnish with candied ginger, sliced toasted almonds, pine nuts or sesame seeds. Feel free to substitute snap peas for the snow peas.



Wildwood Extra Firm Tofu
\$3.49/14oz



Napa Valley Naturals
Sesame Oil
\$12.99/12.7oz



Oshawa
Nama
Shoyu
Soy
Sauce
\$11.99/10oz

Luv



Chickpea Miso
\$24.99/16oz

Local!

TEMPEH "CHICKEN" SALAD

TOTAL TIME: 15-35 MINUTES

SERVINGS: 4



Ingredients

8 ounces tempeh, thinly sliced
2 teaspoons canola oil, optional
2 teaspoons tamari soy sauce, optional
3 scallion, chopped
1 rib celery, split and chopped
1/2 cup grated carrots
1/4 cup chopped parsley
1/2 cup mayonnaise, your choice
1 tablespoon dijon mustard
1/2 teaspoon dill, dried
1/2 teaspoon salt
1/2 teaspoon freshly cracked black pepper

Preparation

Bake or steam tempeh.

To bake: Preheat the oven to 400°F.

To steam: Set up a steamer and steam the tempeh for 10 minutes, then remove from the steamer and let cool. You can proceed without baking, if you want a softer texture.

If baking, spread the 2 teaspoons oil on a sheet pan and crumble the tempeh on it, then sprinkle with the soy sauce. Toss and spread on the pan. Bake for 10-15 minutes, until lightly browned. Let cool on the pan.

In a large bowl, combine the scallions, carrots, celery and parsley, then add the cooled tempeh.

In a medium bowl, stir the mayo, mustard, dill, salt and pepper, then pour over the tempeh mixture. Stir and mix, breaking up the tempeh into smaller pieces. Can be refrigerated, tightly covered, for up to a week. For sandwiches, serve 1/2 cup salad per sandwich, and load up with sliced tomatoes, lettuce, spinach, or avocado.

Luv Tempeh



\$9.99/8oz

Local!

Woodstock Mayo

\$5.49/16oz



Carrots
\$3.99/bu.



Maille Dijon
\$7.29/7.5oz

coop deals

DEC 3 - DEC 16, 2025



2/\$6
Nature's Path
Organic
Frozen Waffles
7.4 oz., selected varieties



7.99
Rao's
Pasta Sauce
15-24 oz., selected
varieties



3.79
Montebello
Organic Pastas
16 oz., selected varieties



3.79
Imagine
Organic Broth
32 fl. oz., selected
varieties



5.49
Toby's
Dressing & Dip
12 oz., selected varieties



10.99
Equal Exchange
Organic Coffee
10-12 oz., selected varieties



4.99
Unreal
Candy
3.2-5 oz., selected
varieties



4.99
Tony's
Chocolonely
Chocolate Bar
6.35 oz., selected
varieties

INCLUSIVE TRADE PARTNER

Fishwife is a woman-owned company. We aim to make ethically sourced and delicious tinned seafood a staple in every cupboard.



6.49
Fishwife
Tinned Fish
3.7-4.2 oz., selected varieties

*rich lather,
clean feel*

Our Pure-Castile Magic Bar Soap is made with a nourishing blend of Regenerative Organic Certified® oils to effectively clean body, face and hands! Real soap with genuine scents for mindful care.



3.29

Dr. Bronner's
Pure Castile Bar Soap
5 oz., selected varieties



5.99
Davids
Toothpaste
5.25 oz., selected
varieties