Why share a shelf?

Quabbin Harvest opened in its current location in the fall of 2014 with a limited amount of working capital and an over-optimistic sense of how long it would take a new, small, locally-oriented food business to reach profitability in the center of a downtown with few other retail establishments to draw shoppers.



Since 2014 we've climbed a steep learning curve and done a lot of good things: found a product mix that draws on many small and local sources; built strong relationships with food producers and distributors; worked with the state and local partners to bring healthy produce to low-income eaters in our community; and added a kitchen area for prepared foods and ice cream service. We have a growing community following and lots to build on. We're confident that we can keep the store going as both a local food hub and a downtown gathering spot.

However, we still haven't reached a point of financial stability. In the past few years we've repeatedly found ourselves at a point where gaps open up on the shelves because we can't afford to order enough to raise sales again. The Share a Shelf program is a way for our supporters to help turn that cycle around. Adopting an item or vendor on a one-time or recurring basis lets us continue to grow sales while providing the good foods you want!

Visit our store at 12 North Main Street Orange, MA 01364

Open Mon-Fri 10-7 and Sat 9-5

978-544-6784

www.quabbinharvest.coop

quabbinharvest@gmail.com









Find us on Facebook and Instagram

We accept SNAP/EBT and participate in the Healthy Incentives Program



Other ways to help Quabbin Harvest thrive

Become a member (and take advantage of benefits like frequent shopper rewards and discounts from Orange Oil).

Volunteer! We're always looking for new volunteers. Email <u>qhvolunteer@gmail.com</u> or sign up for our email list via our website to learn about our current needs and projects.



The shopping list

Our inventory mix emphasizes **foods grown or processed close to home**, like Dean's Beans coffee, ice cream from Bart's and Snow's, apples from Red Apple Farm and New Salem Preserves, poultry and prepared foods from Diemand Farm, kombucha from Artisan Beverages, fermented foods from Real Pickles, and much more. You can sponsor any one of these great local products to help keep them on the shelves, where they always sell well!

The Share a Shelf program also includes **popular grocery items** like tortilla chips, oil and tamari, juices, tofu, salsas, canned beans and tomatoes, chocolate bars, etc.

You can also sponsor any of the **items in our bulk section**, including grains, beans, flours, and spices. You'll take home up to a third of the order and the rest will be available to other shoppers who want to minimize packaging and lower costs by buying in bulk.



How you can Share a Shelf

- 1. Check out the updated shopping list on the inserted page or ask a staff member which items are currently most needed. (We're always happy to hear your suggestions about new items, but our priority is stocking proven sellers.)
- 2. **Make your contribution** at the cash register or by sending a check to the address on the back of this brochure. You can choose a specific item (eg a case of olive oil for \$110) or contribute whatever amount suits your budget, for us to apply where it's most useful (eg \$100 to be applied to our next order of coffee, honey, or meat).
- 3. **Tell us how much of the order you'd like to keep.** This can be up to 30% of the product, pro-rated in the case of partial contributions.
- 4. **Pick up your order in the store** when we notify you that it's arrived. (In some cases this may not be until we're able to put together a full order from a given vendor.)
- 5. **Feel proud** that you've helped to put Quabbin Harvest on a more solid footing while providing food your neighbors value!



It's not a new idea

In the growing "sharing economy" there are lots of examples of people contributing to projects that benefit themselves while bringing something valuable to others. Think crowdfunding, public media, seed banks, tool swaps, Wikipedia, car-sharing, community gardening, and more.

It happens in the supermarket aisles too, although it's more about promotion than sharing. Giant food companies pay "slotting fees"--tens or even hundreds of thousands of dollars--to place their products on the shelves, with the highest prices going to the most visible spots. Like much smaller stores like ours, supermarkets are also faced with the fact that margins on food products are so low it's almost impossible to cover the

costs of operating a store on sales alone.

Most important, of course, is that this idea is what **consumer co-ops** were originally based on! The "Rochdale pioneers"



opened their small store (shown in photo) in 1844 to gain access to staples like butter, oatmeal, and tea at lower prices and higher quality than they could find at other stores in their industrializing town. Founding members contributed a portion of their wages, which let them stock the shelves and bring good food to other workers who then contributed in turn by shopping at the store. In the early 21st century there's lots that's very different about the grocery business. But the goal of members helping each other and strengthening their communities in the process still holds true!