



Water Street, here we come! We are thrilled to take this next step in our goal of growing our thriving co-op. Our JLF community has been asking for a new store for many years, and we are excited to bring it to you!

Our Water Street store will be a larger version of the South Farwell Street store you love, with more fresh produce, coffee, deli, dairy, groceries, meat --- more of everything, and lots more parking. With your help, our new store will quickly become even more of a gathering hub for Eau Claire.

Just Local Food Co-op is truly a grassroots success story. Throughout our history, community-owners have invested in the co-op to help it grow. In 2004, our founders invested their time, passion and money to get this co-op off the ground. In 2008, owners invested nearly \$100,000 to move the co-op from First Avenue to the South Farwell Street location. Since we moved there, over 1,000 people have invested \$150 each to become owners of the co-op.

Now we are asking **you** to invest in this opportunity to grow our co-op, and our local economy, to serve more people than ever before. **We are seeking to raise \$1.5 million in loans and preferred shares in amounts from \$500 to \$500,000 by June 30th.** This money will help to leverage the support of banks and co-operative development agencies seeking to invest in our community. Investment opportunities in Just Local Food Co-op are only available to community-owners who are Wisconsin residents. You can read more about the project and the investment program on our website, jlfgrows.com. **If you are a Wisconsin resident and are ready to invest in preferred shares, or have questions, please email me at maria@justlocalfood.com.**

We will be calling you in the next few weeks to discuss our plans for the new store, and the opportunity for you to put your money to work in our community.

Raising \$1.5 million by June 30th is a big challenge, and will require our owners' energy and efforts to make this venture a success. We are truly grateful for the generosity and support of our community that has taken us this far, and look forward to taking this next step in our journey with you!

Yours in cooperation,

MARIA BAMONTI
GM, JUST LOCAL FOOD

