

## benefit from membership

- Avoid the 5% non-member surcharge
- Get *Catalyst*, the Co-op newsletter by mail or online
- Vote for leadership in New Pi Board elections
- Serve on the Board or on a committee
- Choose to join the working member program and earn an extra discount
- Enjoy a 10% discount in Wellness the first Tuesday of each month
- Receive 20% off supplements every Monday, and 10% off storewide the first Monday of each month as a Senior Member (60+)
- Receive patronage rebates in profitable years
- Feel good being part of a progressive, local, member-owned business!

## join us

Everyone is welcome to become a member-owner. It's a tradition for people who love good food, care about the environment, and like the idea of a community-owned store. The member share is a one-time investment of \$60, and your privileges extend to those people with whom you live and share food expenses. Any cashier or customer service representative will be glad to sign you up. The Co-op will buy back your share if you choose to relinquish your membership.



NEW  
PIONEER  
food co-op

join us!

22 S. VAN BUREN ST.  
IOWA CITY, IA 52240  
(319) 338-9441  
OPEN 7AM-11PM DAILY



1101 2<sup>nd</sup> ST.  
CORALVILLE, IA 52241  
(319) 358-5513  
OPEN 7AM-10PM DAILY

all shoppers welcome  
[www.newpi.com](http://www.newpi.com)



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## enjoy great food

At New Pioneer, we love food. We care about where and how it was grown, and how it tastes. We believe that it is possible to do the right thing for your health, protect the environment, and strengthen the local economy when you buy groceries.

From local garden produce and flavorful seafood to handmade cakes served with freshly roasted coffee, New Pioneer offers the very highest quality food.

Expand your food horizons with Co-op cooking classes, articles and recipes in the newsletter, and samples in the store. We provide helpful information and products for a wide range of diets.

## feel good

Find foods that satisfy you and your family. We feature local, organic, and natural food products. They're better for your body and help build the fertility of the land.

Choosing locally grown food means less shipping pollution and a very fresh product. By supporting area sustainable farmers, we help ensure a healthy earth for the future. We are all stronger if we spend our shopping dollars in our own community.

## learn our history

In 1971, some thoughtful folks in Iowa City pooled their resources to bring natural foods to their community. New Pioneer's founders were committed to environmental stewardship and sought food that was naturally delicious and healthful. Today over 20,000 Co-op members own a share in a grocery store that reflects their values.

In 2001, we introduced a second location in Coralville, featuring wider aisles, deli seating, and a cooking class facility to better serve our growing community.

## know how the co-op works

Your \$60 member share provides the capital to stock the stores and improve the facilities. Shop at shelf prices and help guide the future of the Co-op by voting in Board elections. The Board sets the course for the business, and hires and directs the general manager. The GM carries out the directives of the board and oversees store managers and department managers.

New Pi is proud to be a community-owned business. Our member-owners support the local economy by shopping at the Co-op. In turn, we support local arts, agriculture, and service groups like the local food rescue non-profit, Table to Table.