



# WHATCOM FARMERS CO-OP NEWSLETTER

Volume 27, Issue 2

LYNDEN, WASHINGTON 98264

SEPTEMBER 2009

## HERE IS WHAT'S HAPPENING... IN LYNDEN

The addition of our garden center was a great success. Charlie kept it well stocked with quality product at very competitive prices. We also have made improvements to our store by adding ramps at both entrances and our store is more shopper friendly. In October we plan to move our pet department forward, and the garden related merchandise will be moved by the side entrance leading to our outdoor garden center. Our pet department still continues to grow by leaps & bounds. This fall will be a strong season for our Carhartt brand clothing. We will carry jackets, rainwear, and pants. Thermals, hats and gloves will complete our selection. Thanks Torri Silva



Lynden Country Store



**Torri Silva**  
Country Store Manager



Lynden's WFC Convenience Store



**Jennifer Greene**  
C-Store Manager

This year has been a very productive year at the Lynden WFC Convenience Store. Sales are better than ever, and we are so happy to have a fresh new paint job and new signage. The new pumps are running great, all the bugs have been worked out and things seem to be running smoothly.

Stop in and see our fresh new look inside and out. We still have the same great customer service and products to offer you. The staff is a great bunch of girls,

always willing to go the extra mile for you.

We have brought in a few new items. We now offer pizza, whole or by the slice, panini sandwiches and Chuckanut Bay Foods cheesecake and muffins. The cheesecake in 7" or single serve in a variety of flavors. If you don't see the one you want, just let us know and we can have one ordered and here in a few days. Thanks Jennifer Greene



**Mgr: Marty Hilt & Delivery Truck Driver: Dean Sterk**  
WFC Country Store "on wheels"

Our route truck has a new look this year. The logo on the side of my truck, WFC Country Store "on wheels" says it all. Whatcom Farmers Coop knows how important the Dairy industry is to our community. I do my route Monday through Friday and visit approximately 80 different farms throughout the month. Give me a call for any of your Dairy and feed supplies, or anything else that I can do for you. Call 354-2108 and thank you for your support.

# HERE IS WHAT'S HAPPENING...



**Rich Stipe**  
*General Manager*

## WE ARE DOING GREAT!

Today we are still facing some of the most challenging economic times in many years. For many of you, the economic difficulties are very personal – affecting the survival of businesses that have been built over generations. Dairy producers are facing extreme price pressures in their markets. Others in agriculture are also dealing with the economic downturn.

Whatcom Farmers Co-op is working aggressively to support our producers. We want to continue to deliver solid business performance, which generates sustained returns for our members. We will continue to deliver products and services that help our members build productivity and profitability.

Our performance this year continues to be strong and you should expect similar dividends as last year. Our pledge is that we will continue to work hard for you and work together to create a more stable and sustainable future for all our members.

Rich Stipe, *General Manager*



## IN BELLINGHAM



**Todd Horat**  
*Country Store Manager*

This past year has been one of unique challenges. Our Pet Supply Department slipped from #1 to #2 as our customers cut back on feeding Deer & Wild Birds. At the same time our Pet Food Department took off in sales, capturing the #1 slot. This increase was fueled by our introduction of our house brand of dog and cat food labeled Professional, which fits in with our other premium food lines perfectly.

We had a great After Thanksgiving Day sale, with December coming in fast with two incredibly busy weeks fueled by cold & snowy weather. These conditions increased our propane sales and made 12/20/2008 the largest sales day in WFC Bellingham's history. This is when I am grateful to have a staff with over 65 years of service, fully trained, thanks to our new training program that we initiated in August 2008.

As we headed into spring and our Anniversary Sale, we saw an incredible trend develop. Poultry sales soared and we sold baby chicks as fast as we could get them. Our two largest sales months April & May of 2009 were pushed by our lawn & Garden Departments as well as increased sales in consumable goods like pet food and feed. Due to this increase in sales, our need for more storage space has increased. We are currently in the process of expanding our Warehouse space. I hope everyone out there is doing well. I thank you always for your support.



**Gary Plagge**  
*Retail Division Manager*

In last years newsletter I advised our customers of the challenge to concentrate on employee training for our customers benefit. Our emphasis was Sales training, Co-op Knowledge training, and a never-ending training of Product Knowledge. We successfully brought more than 45 employees through all three levels of training. We are committed

to bring all new hires to this level by the end of their first year of employment. We also started a program to intensify our efforts to invite all of our customers to become members of Whatcom Farmers Coop. During the past 12 months we have signed up more than 1539 new customers as members. Welcome Aboard!

During this past year we also concentrated on our overall appearance and branding of our stores. We installed new gas pumps and signs at the WFC Convenience Stores in Nooksack & Lynden. The Nooksack location received new exterior paint and both stores have a fresh coat of paint inside. We have added new items, like pizza by the slice and new Vendor: Chuckanut Bay Foods who supplies us with a selection of Muffins and Cheesecakes. Come in and check us out!

In most of our Country stores we improved the identification of departments and merchandise categories with new signage. Nooksack added a greenhouse to increase their ability to stock more plants. Our Bellingham location is just beginning a needed warehouse expansion. Lynden has put in ramps at both entrances for easier shopping convenience.

Our Route Truck has become the WFC "Country Store on Wheels". This past year we have added a website [www.wfcoop.com](http://www.wfcoop.com) please login and check it out.

# HERE IS WHAT'S HAPPENING...

## IN FERNDALE



**Sharon Weathersby**  
*Country Store Manager*

### Ferndale Country Store

I became manager of the Ferndale WFC Country Store last December. Together with our very friendly and knowledgeable staff, We have grown our customer base and business has continued to grow. As you enter our location off of La Bounty Drive, check out our new reader board for ongoing in-store specials. Inside the store here are new red department signs directing our customers to the areas that they need, just in case they don't have time to browse through the aisles. Stop in and check out our expanded pet department. If you don't see what you need, we will try to get it for you. We hope to see you soon.

## IN NOOKSACK



**Cindy Tjoelker**  
*Country Store Manager*

### Nooksack Country Store

Our Nooksack store is continuing to grow! The addition of our new greenhouse was a huge success. We were able to carry a larger variety of garden starts & flowers for our customers to choose. Our staff is continuing to learn about our products and customer service, thanks to a strong training program. We would like to thank our customers for their support, and look forward to continuing to help them with their shopping needs.



### Nooksack C-Store

It has been a year of progress for the WFC Convenience Stores. At the Nooksack location we received a facelift from the pumps to the restroom. We are now featuring Chuckanut Bay muffins, cookies and cheesecakes. They are going great! We participated in the Everson-Nooksack Days parade this year and also had a booth at the park. We truly enjoyed seeing many of our customers there, and we plan on being there next year! I think you will all agree that we have a pretty good crew working our store this year. Some Old - Some New, but overall very friendly and helpful. Thank you for your support and stop in and say hello when you can!



**Jan Osborn**  
*C-Store Manager*




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**COUNTRY STORE**

**ANYONE CAN SHOP AT WHATCOM FARMERS CO-OP!**

Yes, we are a cooperative...organized for your benefit. Everyone gets special treatment at WHATCOM FARMERS CO-OP regardless of where they live or how they make their living. There is no cost to join and no need to be a member to take advantage of the fine products we sell. We're here to help anyone who needs gasoline, diesel fuel, heating oil, propane gas, pet supplies, feed, horse tack, western clothing, lawn & garden products, farm supplies and the list goes on.

And the additional benefit to you is our year end dividend, paid back to you each year, based upon your purchases and our profitability. So when you are looking for quality products, backed by friendly, helpful service, come on in and check us out!

**WFC \$5.00 OFF COUPON**



**\$5.00 OFF**  
*your purchase of \$25.00 or more!*

Good **ONLY** at  
WFC Country Stores  
A Division of Whatcom Farmers Co-op

**Locations:**

<b>Bellingham</b>	<b>734-4010</b>
<b>Lynden</b>	<b>354-2108</b>
<b>Ferndale</b>	<b>380-0578</b>
<b>Nooksack</b>	<b>966-4193</b>

Restrictions apply. Limit one coupon per customer. Not redeemable for cash. Does not include fuel. Not valid with any other offer. In-stock items only. Expires 10-31-09

**Check our our NEW website at [WWW.WFCOOP.COM](http://WWW.WFCOOP.COM)**