

Middlebury Natural Foods Co-op

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Dear Prospective Co-op Connection Partner,

Thank you for your interest in becoming a Co-op Connection Partner with Middlebury Natural Foods Co-op. As a community-owned grocery store, we're committed to strengthening our local economy by connecting our Member-Owners with fellow local businesses.

The Co-op Connection Program does this by promoting partner businesses through Co-op channels and encouraging our Members to shop with them—helping drive new customers your way. In return, partners offer exclusive benefits to Co-op Members, adding meaningful value to membership.

What's New for 2026–2028?

Starting in 2026, we are refining the program to feature 24 dedicated Co-op Connection Partners across two levels of participation: **Spotlight** and **Highlight Partners**.

- **Spotlight Partners** offer a standard 10% discount and receive consistent, year-round visibility.
- **Highlight Partners** offer a custom promotion and are featured more periodically throughout the year.

This more focused structure is designed to provide stronger support for participating businesses while delivering clearer value to our members.

Partnerships will run from August 2026 through August 2028, with the opportunity to reapply.

Applications for the 2026-2028 cycle will be accepted through July 10, 2026.

Our shift to a biennial application cycle is designed to:

- Give partners enough time to assess the value of participation.
- Allow Members to discover businesses and build lasting relationships.
- Create regular opportunities for new businesses to join, while allowing others to step out through a planned transition.

Community Visibility & Engagement

By partnering with the Middlebury Co-op, your business will gain visibility with a community of over 7,000 Member-Owners who care deeply about where their dollars go. In addition to ongoing promotion through our website, brochures, and other marketing materials, partners may also have opportunities to participate in MNFC-sponsored events throughout the partnership term.

As part of the Co-op's 50th anniversary year, we are planning a large community celebration on the Middlebury town green on August 22, 2026. All selected 2026–2028 Co-op Connection Partners will be invited to participate.

If you have questions or would like to learn more before applying, please don't hesitate to contact us. We look forward to the possibility of working together.

Warm regards,

Olivia Miller

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