



La Montañita

COOP

FOOD MARKET

Local \* Natural \* Organic





Nob Hill Co-op, Albuquerque

# North Valley Co-op, Albuquerque



At the  
Santa  
Fe  
Coop  
Pedro  
demos  
his  
hand  
made  
salsa



# Gallup Co-op,



LA MONTAÑITA  
**COIOP**  
GRAB & GO

fresh AIR LOCAL

**University of New Mexico**

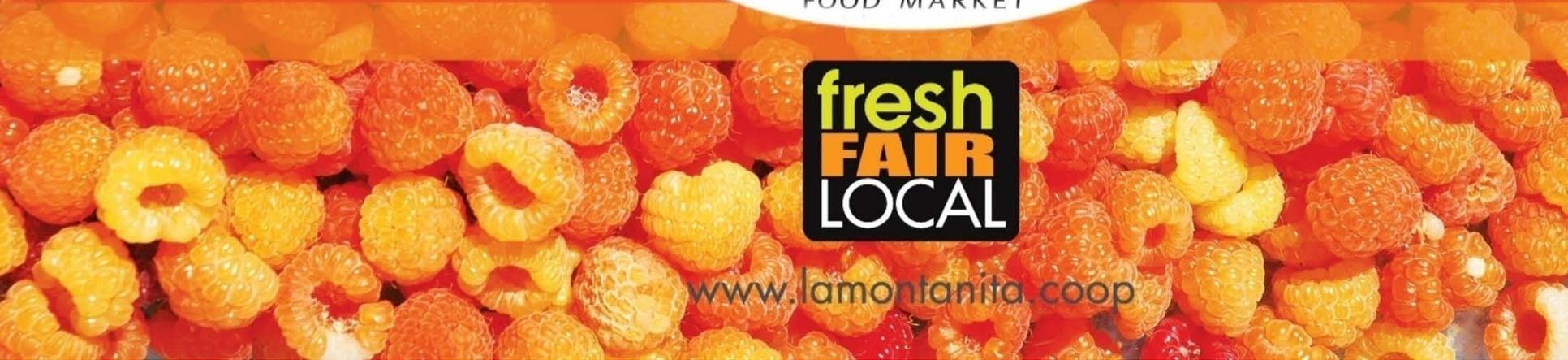


105



fresh **FAIR** LOCAL



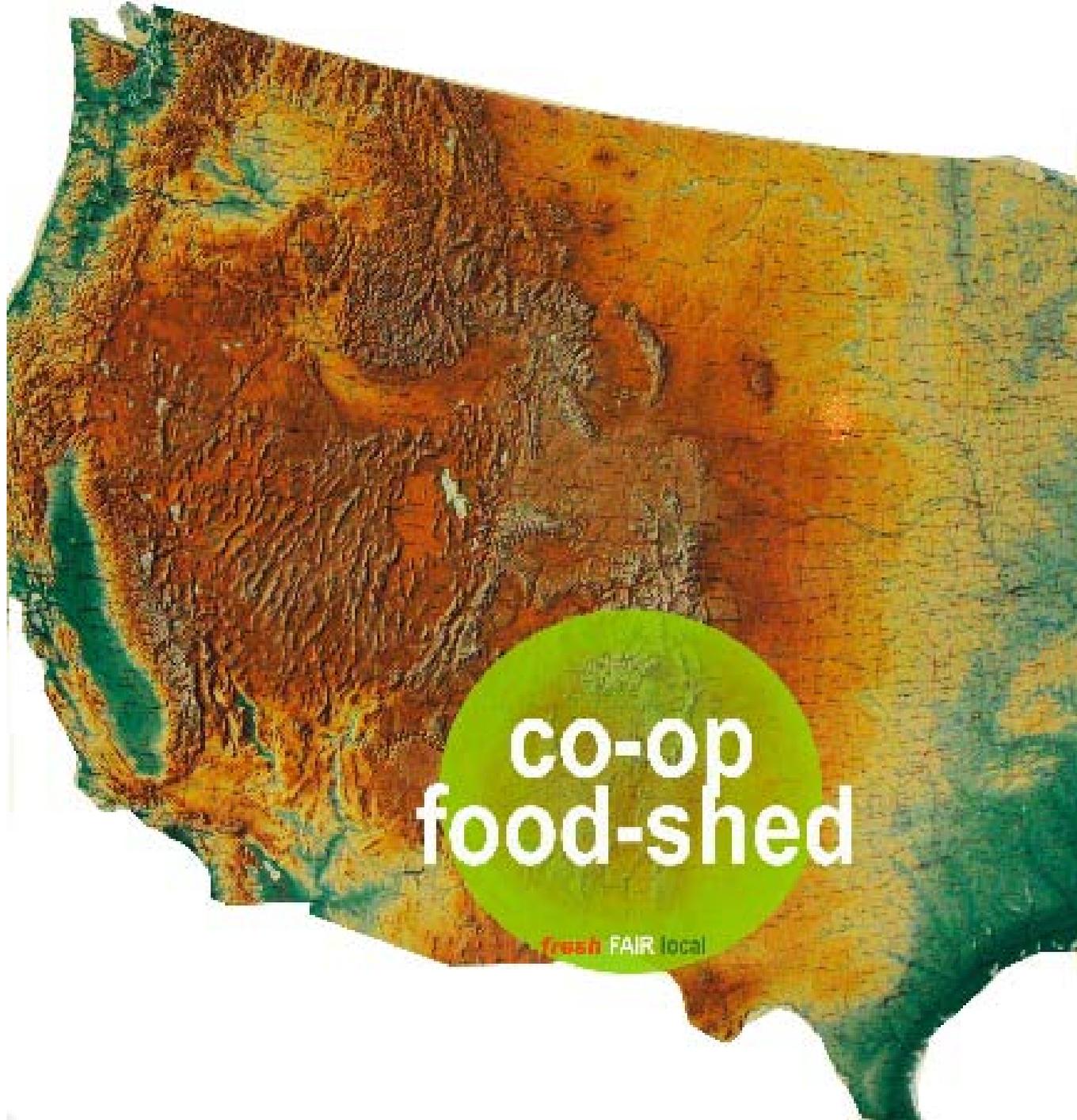


[www.lamontanita.coop](http://www.lamontanita.coop)



**TRADE**

**A FOODSHED INITIATIVE**



co-op  
food-shed

fresh FAIR local





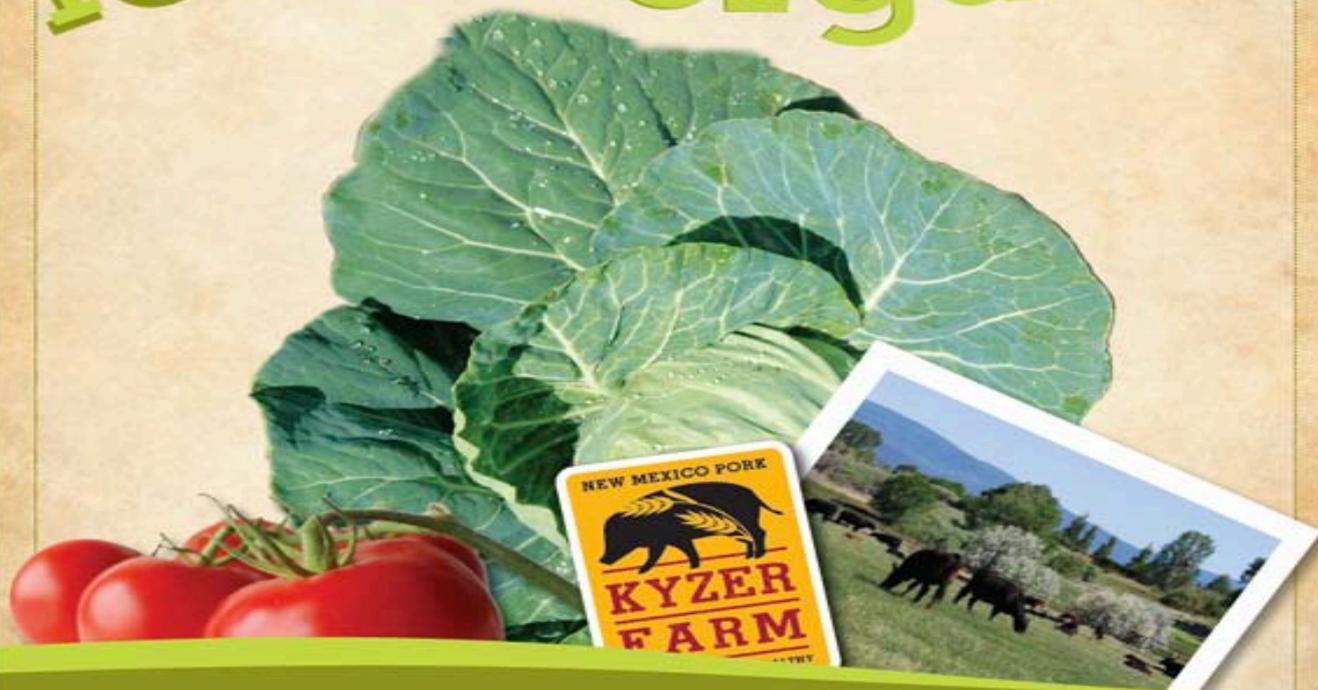
 **Distribution Center**





LA MONTAÑITA CO-OP DISTRIBUTION CENTER

**fresh. fair.**  
New Mexico's Premier Cooperative Distributor  
**local. organic.**



**a local mix of all-natural and organic  
foods from our neighbor farmers,  
ranchers and other creative folks.**



# New Mexico's Premier Cooperative Distributor



**LA MONTAÑITA CO-OP DISTRIBUTION CENTER**  
901 Menaul Blvd. NE, Albuquerque, NM 87107  
tel 505-217-2010 • 505-217-0677 fax  
orders@lamontanita.coop

## WHO WE ARE

La Montañita Co-op's commitment to local food began over thirty years ago with our first retail store's practice of purchasing directly from area farmers. With the demand for local foods blooming, La Montañita's decades of demonstrated commitment make the Co-op a regional leader in the local food movement. The creation of the Co-op Distribution Center further demonstrates this commitment.

Smaller scale, local networks  
promote fair business practices and  
forge strong partnerships that  
produce the finest possible products.

La Montañita Co-op Distribution Center (CDC) provides access to market for local producers by selling to wholesale customers. Since its foundation in 2006, the CDC has grown to operate two truck routes running five days a week around the state. We have over 150 customers including retailers, restaurants, redistributors and institutional foodservice buyers, and purchasing relationships with over 200 vendors both local and national. The CDC also offers marketing, development and distribution services to medium-sized farmers and value-added producers. Today the CDC increases the quantity, diversity, and availability of local foods while helping boost the local economy through a robust, cooperatively-based regional food distribution system.

# local. organic



## VALUE CHAINS

When partnering with producers in product development, the CDC always endeavors to use value chain methodology in its work. This approach keeps customers' needs a top priority while operating in a way that benefits every stake-

holder in the process. Unlike a conventional supply chain, the value chain model emphasizes both product quality and the values on which every business relationship within the network operates—transparency and trust.

We can help you meet the **growing demand** for **all-natural and organic** with our product lines and local center-of-the-plate brands.

WHY WORK WITH LA MONTAÑITA CO-OP DISTRIBUTION CENTER



- A wide variety and consistent supply of local, all-natural and organic products to meet growing consumer demand
- Individual attention to your needs from our sales, purchasing, administrative and warehouse staff
- Orders filled and shipped for next-day delivery
- Deep retail experience in the national natural and organic food industry
- Help promoting our center-of-the-plate brands
- Technical support to help you best utilize our proteins and their various cuts
- **WE KNOW THE INDUSTRY.** For over three decades, La Montañita Co-op has supported our local growers and producers. We are dedicated to fostering a strong local economy and promoting ecological stewardship practices for a sustainable future.

Supporting local food businesses is what we are here for— whether it's a restaurant, a retail grocer, university commissary, small bakery or a value-added product producer.



fresh.

### Consumer Demand for Local, Natural and Organic Continues To Rise

The local foods movement is gaining momentum as more consumers seek to know where their food comes from and actively support their local economy. Eighty-two percent of U.S. consumers reported purchasing locally grown or produced items in 2010.

Consumer demand for humane, quality protein is also increasing—especially pork and grass-fed and grass-finished beef—as consumers seek alternatives to conventional factory production.

- U.S. sales of organic food and beverages have grown from \$1 billion in 1990 to \$26.7 billion in 2010.
- What was a \$2 million market for grass-fed beef in 1990 is now a domestic market of over \$380 million as of 2009.

**WE KNOW THE INDUSTRY** and have the ability to source and coordinate our neighbor farmers, ranchers and vendors to provide the freshest, regional food while building our local food economy.

### OUR UNIQUE PRODUCT MIX

Whether we're working with a restaurant, university commissary, small bakery, or value-added producer, supporting local food businesses is what we are here for. Because we also have deep experience in the national food industry, we have access to an excellent mix of national branded items to fill in the gaps where local products are unavailable.



Tamaya  
Milled Corn

### FEATURED LOCAL BRANDS

We provide easy access to unique local products:  
Beneficial Eggs • Big B's • Heidi's Raspberry Farm  
Old Windmill Dairy • Tamaya Milled Corn Products  
Tucumcari Mountain Cheese Factory

### CENTER-OF-THE-PLATE BRANDS

#### Sweet Grass Co-op Grass-Fed Beef

Sweet Grass Co-op is a collaboration of livestock producers in Colorado and New Mexico producing pasture-raised livestock and livestock products. All animals marketed through Sweet Grass Co-op are 100% grass-fed and grass-finished, raised entirely on pasture. Sweet Grass cattle are raised on open land with rich grasses and natural forages, with low-stress handling methods and no antibiotics or hormones.

#### Kyzer Farm Pork

Kyzer Farm hogs stay on the farm from birth to market and are never grazed on chemically-sprayed land or given hormones or antibiotics. These heirloom breeds are grain-fed, supplemented with local vegetables and, occasionally, whey. Their slow, natural growth produces solid, quality meat with less shrinkage during cooking than conventional pork—and you can taste the difference.



### NATIONAL BRANDS

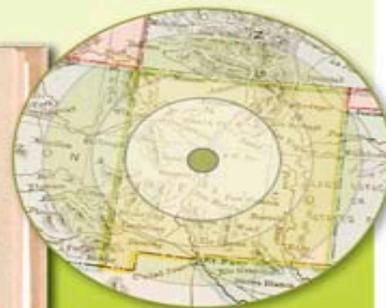
We distribute select national brands that meet our quality standards:  
Applegate Farms • Crystal Geyser • Natural Value • Organic Prairie  
Organic Valley • Petaluma Poultry • Shelton's Farms

## What is LOCAL?

The CDC recognizes as "LOCAL" any foods produced within a roughly 300-mile radius of Albuquerque.

Underlying this definition is the concept of a foodshed, a term that is borrowed from the concept of a watershed, and describes the regional flow of food from where it is grown to where it is consumed.

The New American Foodshed is a way of thinking about local, sustainable food systems—a triple-bottom line business model in which social, economic and ecological outcomes matter.



# Dairy, Cheese and Eggs

## LA MONTAÑITA CO-OP DISTRIBUTION CENTER

New Mexico hosts a thriving dairy industry and La Montañita Co-op Distribution Center is pleased to be working with several local producers as well as select national producers who share our values and meet our quality standards. All of our dairy and cheese products are RGBH and GMO free and every effort has been made to offer certified organic options. Our vendors range in size from small family creameries to large cheese plants and dairies that distribute nationally.

- **Tucumcari Mountain Cheese Factory**, family owned in Tucumcari, NM, offers a large variety of cow milk cheeses in both retail and foodservice packs.
- **Old Windmill Dairy** in Estancia, NM, is a goat creamery specializing in plain and flavored chevre, produced year round. Their operation has expanded into aged goat cheeses and cow cream cheese and mozzarella. They pack for both retail and foodservice.
- **F&A Dairy** has a plant in Las Cruces, NM, which provides foodservice portions of mozzarella, provolone and Muenster.
- **Organic Valley Cooperative** based in Wisconsin, is a producer co-op made up of certified organic small and mid-size farms. The CDC distributes their full line of liquid milks, foodservice packs, eggs and cheeses.
- **Tillamook Cheese** from Oregon, packs both retail and foodservice sizes, and is also a producer cooperative.
- **Applegate Farms** from Pennsylvania makes deli sliced cheeses in retail packs.
- The CDC delivers milk for **Rasband Dairy**, a family-owned dairy in Albuquerque, NM, to customers outside the Albuquerque area.
- **Beneficial Farms** is a consortium of small farmers in Southern Colorado and Northern New Mexico who provide the CDC with local eggs raised without the use of pesticides, hormones or antibiotics.



**New Mexico's Premier Cooperative Distributor**

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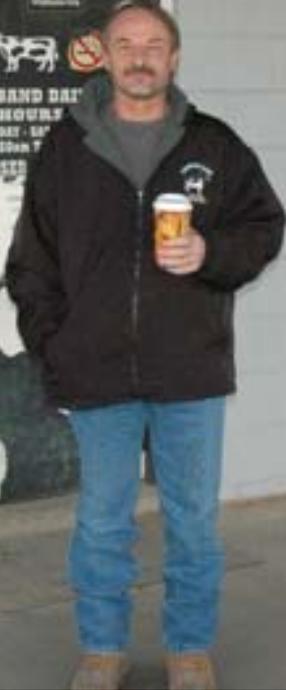


Gabriel has been working  
this land for 40 years



# RASBAND DAIRY

FARM FRESH MILK



Rasband DAIRY  
MILK  
ORANGE  
EGGS  
BREA











# GROW CO-OPS



STRONGER TOGETHER

# Sweet Grass Co-op Beef

LA MONTAÑITA CO-OP DISTRIBUTION CENTER



Sweet Grass Co-op is a collaboration of livestock producers in Colorado and New Mexico marketing pasture-raised livestock and livestock products. All animals marketed through Sweet Grass Co-op are grass-fed and grass-finished, raised entirely on pasture.

## Our Practices

We utilize ultrasound scanning, a cutting-edge technology, to select animals for their tenderness, and we employ breeding techniques that enhance traditional genetic selection. We are committed to responsible farming practices, careful management of our delicate ecosystems and natural resources, as well as preservation of local wildlife and plants to avoid overgrazing.

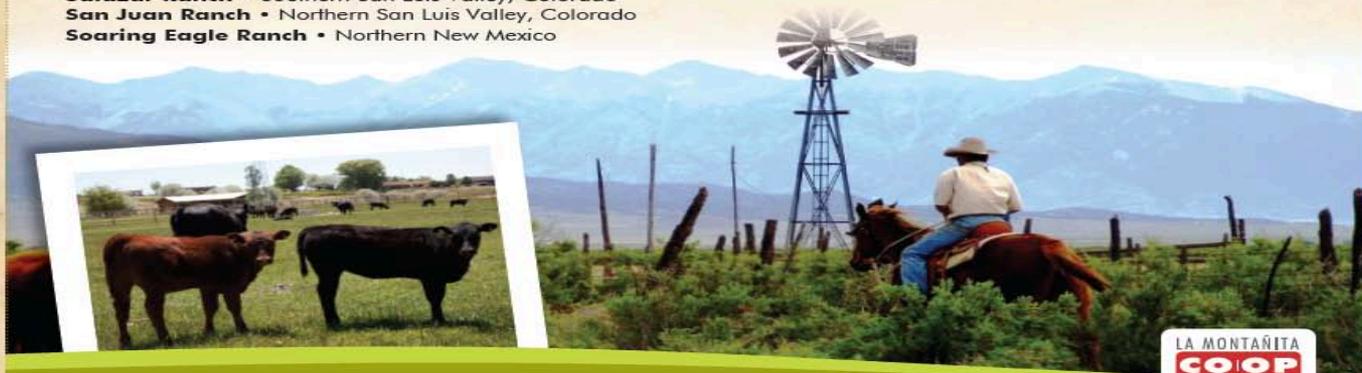
## Our Members

**Blackstone Ranch, Inc.** • Northern New Mexico  
**Hobo Ranch, LLC** • East of Las Vegas, New Mexico  
**KW Farms** • Southern San Luis Valley, Colorado  
**Maytag Mountain Ranch** • Hillside, Colorado  
**Salazar Ranch** • Southern San Luis Valley, Colorado  
**San Juan Ranch** • Northern San Luis Valley, Colorado  
**Soaring Eagle Ranch** • Northern New Mexico

## Why Buy Local, Grass-Fed Beef?

- It tastes good: it's dry-aged with a rich, hearty flavor.
- It's lower in total fat, saturated fat, cholesterol and calories.
- It's heart healthy: high in conjugated linoleic acid (CLA).\*
- It's high in Omega-3 fatty acid which is necessary for heart and brain function.\*
- It's high in beta-carotene: an antioxidant linked to lower incidence of cancer and cardiovascular disease.\*
- It's good for the cows: animals are raised on open land with rich grasses, natural forages, without antibiotics or hormones and low-stress handling methods.
- It's good for you and the earth.

\* Source: American Grassfed Association's [www.AmericanGrassfed.org](http://www.AmericanGrassfed.org)



Sweet Grass is a co-op of ranchers and farmers who believe quality and sustainability work hand-in-hand.











Questa, NM grown



Jarales, NM milled



Albuquerque, NM baked



# LOCAL baguette

This fresh baguette is made from northern New Mexico grown wheat that is artisan milled in small batches and crafted into bread with the personal touch of a small bakery. It represents a value chain of growers, processors, producers, and distributors all in New Mexico.

Enjoy the taste of local!



**TRADE**

A FOODSHED INITIATIVE

*fresh to you!*

Distributed by Cooperative Distribution Center, Albuquerque, NM

# fresh, fair local juice

LOCAL  
MADE  
JUST FOR  
You



# LOCAL



**NEW MEXICO PORK**



**KYZER**

**FARM**

**HAND•RAISED AND HEALTHY**

# Kyzer Farm Pork

LA MONTAÑITA CO-OP DISTRIBUTION CENTER



The Kyzer family has been raising livestock in New Mexico since 1970, and heirloom pigs since 1997. Their exceptionally flavorful meat comes from raising animals in an old-world style. Kyzer Farm hogs are fed a vegetarian diet, and you can taste the difference.

## Our Practices

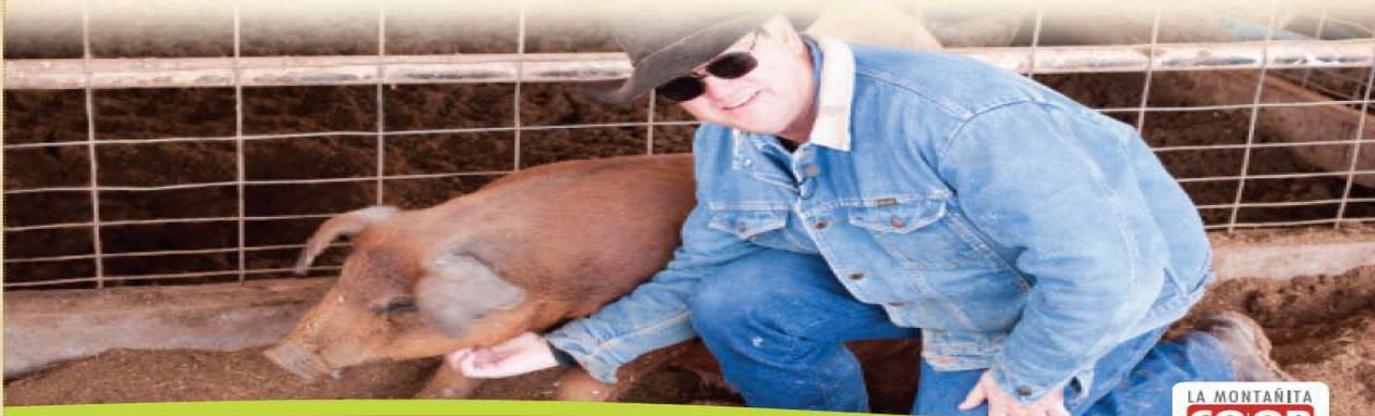
Unlike industrial farms, which use only a handful of breeds, Kyzer Farm raises heritage hogs, crossbreeding Yorkshires and Berkshires. Preserving heritage breeds is important. Without adequate variation in the genetic pool, any new illness or radical change in climate could wipe out whole breeds.

Our animals stay on the farm from birth to market and we see them every day. That familiarity fosters a gentle, contented animal.

They are never grazed on chemically-sprayed land and are never given hormones or antibiotics. These heirloom breeds are grain-fed, supplemented with local vegetables and, occasionally, whey. Slow, natural growth produces solid, quality meat.

## Why Buy Kyzer Farm New Mexico Pork?

- Exceptional mouth-watering flavor, texture and juiciness
- Natural, solid meat with no shrinkage due to hormones and chemicals when cooked
- From humanely-raised animals fed locally-sourced grains and vegetables
- 100% traceable and source-verified
- Good source of protein (50%), iron (15%), B12 (70%), and zinc (30%)



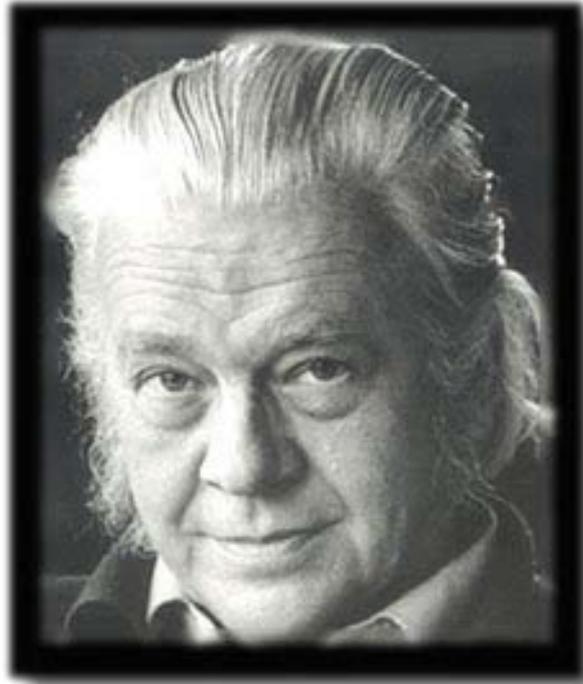
**“We were born to raise animals- we care for them and they care for us.” -Robert & Pauline Kyzer**



LA MONTAÑITA



# E.F. Schumacher



"Any intelligent fool can make things bigger, more complex, and more violent. It takes a touch of genius -- and a lot of courage -- to move in the opposite direction."

Over four years the Co-op made \$40,000. in pre-payment for product, loans to local farmers and food producers who had difficulty getting reasonably priced loans.

With the growing local foods movement, the Co-op was receiving more requests for loans than it could cover.

The La Montañita Fund is a logical outgrowth of this prepayment loan program, giving Co-op members the opportunity to help build the local food system.



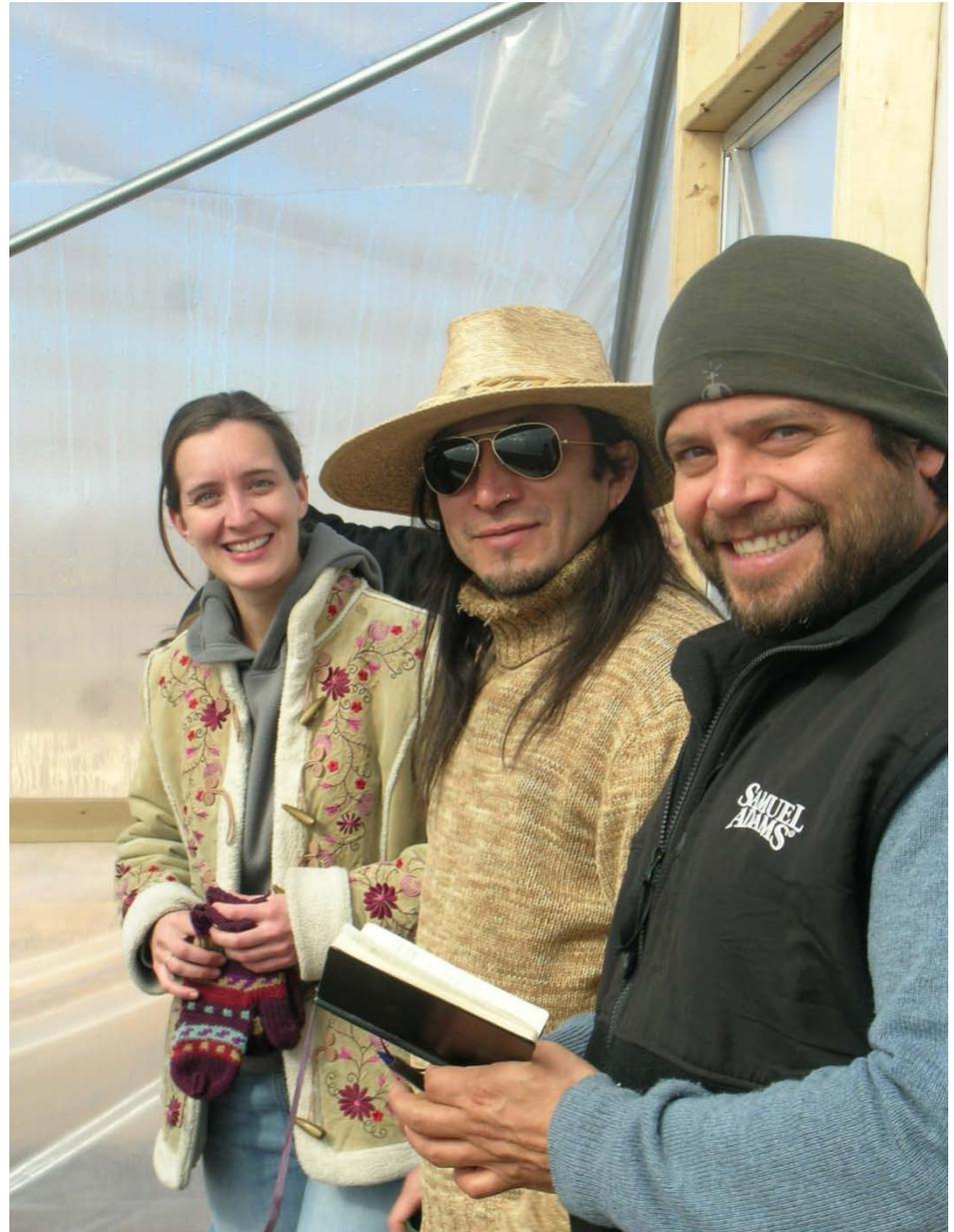


Grassroots investments in the LaM FUND are providing collateral for micro-credit and loans made and administered by The New Mexico Educators Federal Credit Union, to farms, ranches and other food system endeavors that might not be able to access capital from traditional sources.

The 2012 offering consists of 800 nontransferable A and B Participation Interests at \$250 per Interest for a total aggregate amount of \$200,000.

Investment is open to all currently active La Montañita Co-op members residing in New Mexico.

Investment in the LAM FUND is high risk.



## A INTERESTS

Will be held solely by La Montañita Co-op

Will be accessed first in event of loan default

Are otherwise the same as the B Interests.

La Montañita invested \$25,000 for a total of 100 A Interests in the 2012 LAM FUND offering.

## B INTERESTS

Can be held by any current Co-op member residing in New Mexico

Cost \$250 each, are non-transferable, non-membership, participation Interests

Investors receive non-transferable certificates for one, three and five year investment terms

Individual B Interest investors are limited to a maximum investment of \$10,000 (40 units).



# LaM FUND Fair Lending Standards

The La Montanita Fund is ...committed to ensuring that all loan applicants receive fair and equal treatment regardless of race, religion, national origin, sex or sexual orientation, marital status, familial status, handicap, age, military status, receipt of income from public assistance, or their good faith exercise of rights under the Consumer Credit Protection Act or any other prohibited basis.

# LaM FUND Loan Criteria

1. Loans should help your business provide goods or services more efficiently or economically.
2. Businesses must be based in New Mexico and as much as possible the goods should be locally produced, using local materials, employing local people and selling to a local market.
3. The goods or services offered should be part of New Mexico's food-shed system. Our main intent is to help encourage "import-replacing" food business initiatives.
4. Production methods should be environmentally sound, using appropriate scale technology and include good land stewardship practices including wildlife habitat, organic and sustainable production methodology, and measures for energy conservation.

## LaM FUND Loan Criteria

5. The business should be socially responsible in relation to its employees, consumers, animals both domestic and wild, and land and water use. Products and services should be of high quality and safe to the health and well-being of the community.

6. Non-discriminatory hiring practices, fair employment terms and safe working conditions should be used at all times. Priority will be given to organizations structured as cooperatives in which workers have a significant participation in management and ownership.



## How LaM FUND Loans Work

Application is simple, quick and helps borrowers create the beginning of a business plan.

Fees are affordable and applied only if loan is approved

1. \$25.00 Application fee
2. 5% one time access to funds fee, income for investors
3. 5% APR fee by the New Mexico Federal Educators Credit Union for processing and administering loans.
4. Repayment terms are flexible, can be re-negotiated during loan term and agreed upon with borrower to meet the needs of the borrower's crop/product.

# LaM FUND Financial Summary 2011-2012

Total Aggregate Amount Approved By the N.M. Securities Division		\$150,000
Total Investments in 2011-2012	-	\$ 97,000
Total Member Investments		\$ 75,000
Total La Montanita Coop Investments		\$ 25,000

# LaM FUND Financial Summary

Earnings to be distributed on Interests held by Investors

2011 = \$2040.15

2012= \$1679.29

2011--388 interests ROI= \$5.25 per Interest/ 2.10% return

2012-- 400 Interests ROI= \$4.18 per Interest/ 1.67% return



# LaM FUND

	2012	2013
NMSD Approved Aggregate Amount	\$ 150,000	\$ 200,000
Total Investments	\$ 102,000	\$ 122,500
Total Loans Made	\$ 86,850	\$
Income as of May 2012	\$ 2,655	\$





# The Old Windmill Dairy

ESTANCIA ★ NEW MEXICO

ARTISAN GOAT & COW CHEESES

Locally Owned ★ Family Operated



# VETERAN

farmer project

NMDA

ALVARADO Farm Park

LA COMUNIDAD COOP Community

McCune

[www.lamontanitascoop.com](http://www.lamontanitascoop.com)



For more information or to download:

State Approved Memorandum of Offering

Investor Agreement  
Loan Criteria

Fair Lending Standards  
Loan Applications

Go to [www.lamontanita.coop](http://www.lamontanita.coop)  
call 877-775-2667 or e-mail: [robins@lamontanita.coop](mailto:robins@lamontanita.coop)



CREATE  
JOY



PEOPLE AND PLANET

# 2012

## INTERNATIONAL YEAR OF THE

# COOP

**TOGETHER WE'RE MAKING HISTORY**

International Year  
of Cooperatives:  
Cooperative Enterprises  
Build a Better World



The cooperative movement  
brings together over  
**1 billion people**  
around the world.

During 2012, the International Year of Cooperatives, people all around the world will celebrate a business model which puts people first, innovates to meet member needs and provides local service while fueling an important part of the global economy.

From credit unions to housing co-ops to food co-ops, cooperatives are all around you.

In the United States, more than 30,000 cooperatives operate in every sector of the economy and in every congressional district.



About 1.2 million rural Americans in 31 states are served by 260 U.S. telephone cooperatives.

At least 100 million people around the world are employed by cooperatives, which is 20% more people than those employed by multinational corporations.



U.S. cooperatives operate 73,000 places of business throughout the U.S., own more than \$3 trillion in assets and generate over \$500 billion in revenue. They also provide more than 2 million jobs and \$25 billion in wages.

Co-ops are run by the people for the people

More than 50,000 families in the U.S. use cooperative day care centers, giving co-ops a crucial role in the care of our children.

Farmer-owned cooperatives provide over 250 thousand jobs and annual wages of over \$8 billion- not to mention great food!

Americans hold over **350 million** cooperative memberships.



The cooperative movement began in Rochdale, England, in 1844, when a group of ordinary people wanted access to good food at a fair price.

More than 6,400 housing cooperatives exist in the U.S., providing 1.5 million homes.

Over 8,300 credit unions provide financial services to nearly 100 million members.



Co-ops are, and will always be, community-owned.

More than 900 rural electric co-ops deliver electricity to over 42 million people in 47 states. This makes up 42% of the U.S. electric distribution lines and covers 75% of the U.S. land mass.





# LOCAL POWER



GROWING A CO-OPERATIVE FOOD WEB

# COIOOP

january 2012

connection

free

# 2012

THE INTERNATIONAL YEAR OF THE CO-OP

an answer for the  
**challenges**

THAT WE FACE

more money stays

# LOCAL

more jobs are created

AND OUR COMMUNITY GROWS AGAIN.

choose a co-op. local. trustworthy. dependable experts.

make history. build a better world.

STRONGER TOGETHER. ABSOLUTELY.....CO-OPS WORK.



