



# Community Screening & Discussion Guide

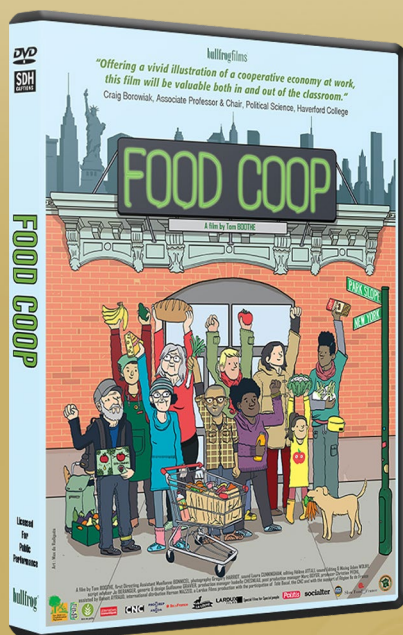
## FOOD COOP

Use your film screening of **FOOD COOP** as a tool for educating your community about cooperatives and worker-owned businesses. This guide offers some background information, helpful tips & discussion questions for an informative, rewarding screening.

**Good Luck!**

### what you'll find inside!

- about the film & filmmaker
- ready to watch! screening guide
- ready to act! handout



### About the film

FOOD COOP takes us deep into the belly of Brooklyn's Park Slope Food Coop, one of America's oldest cooperative food supermarkets, with a healthy dose of insight and wit. Working against everything that defines "The American Way of Life," the basic principles of the Park Slope Food Coop are simple: each of its 16,000 members work 2.75 hours per month to earn the right to buy the best food in New York at incredibly low prices. This Brooklyn coop founded in 1973 is probably the best implemented socialist experience in the United States.

### Director's Statement - Tom Boothe

I have long-time friends in Brooklyn who are members of the Park Slope Food Coop and once when I was visiting, they took me there. There is a very energetic feel at the Coop but not commercial at all. I thought it would be a good idea to make a documentary on this "phenomenon", because it is really a phenomenon. When you encounter a cooperative like this, you realize how much we are used to being attacked by marketing every time we go shopping at regular stores. At the Coop there is literally no marketing. I don't believe it's a different ambiance; it's just a natural one they've developed because all the commercial and capitalistic aspects have been removed. We are just not used to that anymore.



# ready to watch!

## Ideas and best practices to help make your community screening a success!

**1. Publicize Your Event!** This is the most important step because it not only tells the world what you're up to, but it lets the Bullfrog Community team know what your plans are so we can help you publicize your event. Visit [http://www.bullfrogcommunities.com/food\\_coop](http://www.bullfrogcommunities.com/food_coop) to register and get the word out about your upcoming screening. You can also email us at [info@bullfrogcommunities.com](mailto:info@bullfrogcommunities.com) if you need help getting started!

**2. Visualize Your Goal!** What do you hope to achieve with your screening? Your goal could be to generate a lively post-film discussion about issues raised in the film, gain support or recruit volunteers for a local grassroots campaign, or raise funds for a group on your campus or in your community. Or, you can simply use the screening to provide an opportunity for your audience to watch and learn together.

**3. Where To Host?** Consider which locations in your area would be ideal for accommodating a community film screening of the size you anticipate: downtown movie theaters, churches and synagogues, town halls, community centers, public libraries, school auditoriums, university and college venues, warehouses at a business and outdoor screenings at parks and playgrounds, and even private homes have been venues for many successful community screenings.

**4. Find A Partner!** Give some thought to who is already working on this issue in your community. Can they help sponsor the event? Spread the word? Speak on a panel discussion after the screening? Some potential partners include: student groups at universities and colleges; a local public or campus library; representatives from local religious congregations or faith-based community groups; local chapters of national/global activist or grassroots organizations; faculty members at nearby universities and colleges; reporters/journalists from local news publications such as newspapers and magazines; local nonprofits; and any community organizations that share goals or views with the film you are screening.

**5. Invite A Guest Speaker!** Guest speakers and panelists are a great way to encourage discussion and debate after a community screening. When people are engaged and thinking about the issues they will stay engaged long after the screening has passed. Contact representatives of local non-profits, faith groups, journalists and reporters from local media outlets, or teachers and professors who have expertise and/or insight into the issues raised by the film, and invite them to attend your screening and participate in a discussion or Q&A session with your audience.

**6. Engage Your Audience!** Use this discussion guide to engage your audience. Included in this guide is a section called Ready to Act!, — which can be used as a handout — listing additional resources for further investigation about key issues raised in the film.

**7. Spread The Word!** Think about the best methods available to you for publicizing your film screening to people in your community. Sending emails to a contact list, creating event notifications on Facebook, Google+, Eventbrite or an online community calendar, using Twitter to announce your event, and placing screening announcements in local newspapers and newsletters is a good start. In addition to this guide, you can find and download a screening poster and press photos at [http://www.bullfrogcommunities.com/food\\_coop](http://www.bullfrogcommunities.com/food_coop) that can be used to help publicize your event.

**8. Tell Us How It Went!** Visit [http://www.bullfrogcommunities.com/food\\_coop](http://www.bullfrogcommunities.com/food_coop) to tell us about your event. Contribute to the film's discussion page to help other student groups, universities, non-profits, congregations and community groups further the discussion and put on successful screening events of their own. Where was your screening held? Who attended? What went well, and what was challenging? What did you discuss? Your feedback will help others to organize their own events, and will energize Bullfrog Communities as a whole.

# ready to act!

handout

## **National Cooperative Grocers Association (NCG)** - <https://www.ncga.coop/>

The NCG is a business-services cooperative for retail food co-ops located throughout the United States, representing 125 food co-ops operating over 160 stores in 35 states with combined annual sales of over \$1.4 billion and over 1.3 million consumer-owners. NCG helps unify natural food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere.

## **The National Cooperative Business Association CLUSA International (NCBA CLUSA)** <https://ncba.coop/>

NCBA CLUSA is the nation's oldest not-for-profit cooperative development and trade association, fostering cooperative and international economic and social development in the United States and abroad. NCBA CLUSA works to develop, advance, and protect cooperative enterprise, highlighting the impact that cooperatives have in the economic success of communities around the world.

## **International Cooperative Alliance (ICA)** - <https://www.ica.coop/>

The ICA is a non-profit international association established in 1895 to advance the cooperative model. ICA represents 313 co-operative federations and organizations across 109 countries. And, through its membership, ICA represents 1.2 billion people from any of the 2.6 million co-operatives worldwide. ICA aims to act as an effective and efficient global voice and forum for knowledge, expertise and coordinated action for and about cooperatives.

## **Cooperative Grocer Network (CGN)** - <https://www.grocer.coop/>

The CGN is a non-profit trade association intent on strengthening all retail food co-ops by a creating a community of cooperators who can develop and share their best resources and practices. CGN publishes the bimonthly magazine, Cooperative Grocer, a trade journal documenting its history since 1985.

## **The Neighboring Food Co-op Association (NFCA)** - <http://nfca.coop/>

NFCA is a co-operative federation bringing together over 35 food co-ops and start-up initiatives that are working together toward a shared vision of a thriving co-operative economy, rooted in a healthy, just and sustainable regional food system and a vibrant community of co-operative enterprise.

## **Mid-Atlantic Food Cooperative Alliance (MAFCA)** - <http://mafca.coop/>

The MAFCA exists for the mutual benefit of its members and the greater community. Its purpose is to grow the cooperative economy, provide education about co-ops, and build a sustainable and equitable system of healthy, local food production, distribution, and consumption.

**Twin Pines Cooperative Foundation (TPCF)**

<https://community.coop/twin-pines-cooperative-foundation>

TPCF was founded in 1964 to serve the educational and development needs of cooperatives.

**Blooming Prairie Foundation** - <http://www.bloomingprairiefoundation.org/>

Blooming Prairie Foundation is a self-sustaining non-profit organization, created by the members of the Blooming Prairie Warehouse Cooperative with the purpose of education and enlightening buying clubs, cooperatives and privately owned businesses.

**Cooperative Development Foundation (CDF)** - <http://www.cdf.coop/>

The CDF promotes self-help and mutual aid in community, economic and social development through cooperative enterprise.

**National Cooperative Bank (NCB)** - <https://ncb.coop/>

The NCB is a cooperative financial institution working to support and be an advocate for America's Cooperatives and their members, especially in low-income communities, by providing innovative financial and related services.

**Shared Capital Cooperative** - <https://sharedcapital.coop/>

A national loan fund and federally certified Community Development Financial Institution (CDFI) that provides financing to cooperative businesses and housing throughout the United States, working to foster economic democracy by investing in cooperative enterprises, with a focus on providing financing to co-ops to create wealth in low-income and economically disadvantaged communities.

**Cooperative Fund of New England (CFNE)** - <https://www.cooperativefund.org/>

A community development loan fund that facilitates socially responsible investing in cooperatives, community-oriented nonprofits, and worker-owned businesses in New England and adjacent communities in New York.

**Food Co-op Initiative** - <https://www.fci.coop/>

Food Co-op Initiative strives to provide exceptional resources for people in the U.S. working to start a retail food co-op that meets the needs of their community.

**CDS Consulting Co-op** - <http://www.cdsconsulting.coop/>

CDS is committed to co-op development and the widespread practice of cooperative values in business. The goal is to help organizations empower high performance and participation among individuals and teams, from the board of directors and managers, to the employees and co-op owners; and to support strong leadership development in every co-op and organization with which it works.

**Cooperative Food Empowerment Directive (CoFED)** - <http://www.cofed.org/>

CoFED supports the vision and leadership of young people, people of color, and people from poor and working class backgrounds to lead the movement for food justice and co-ops. Since 2011, CoFED has developed 11 new cooperative projects, trained over 500 students on over 60 campuses, and cultivated a community of nearly 4,000 supporters.

**Cooperative Development Institute (CDI)** - <http://cdi.coop/>

CDI works with people in the Northeast to create cooperative businesses and networks that grow a prosperous, equitable economy.

**Cultivate.Coop** - [http://cultivate.coop/wiki/Main\\_Page](http://cultivate.coop/wiki/Main_Page)

A library of information about cooperatives.