

Real Food, Real People and a Real Investment

REQUEST FOR PROSPECTUS

Our Capital Campaign Phase II is a drive to raise \$300,000 in VFC Owner investments to expand our current store and fund our Solar Power Project.

Class C investments are offered to VFC Owners who are residents of Wisconsin.

☐ I confirm I am a resident of Wisconsin

☐ I am requesting a copy of the Prospectus

Name _____

Address _____

City _____ State ____ Zip _____

Phone _____

Email _____

For more information about investing in the Viroqua Food Co+op, contact:
Bjorn Bergman, VFC Outreach/Owner Services
bjorn.bergman@viroquafood.coop
608.637.7511



609 North Main St.
Viroqua, WI 54665
608.637.7511
www.viroquafood.coop

Owner Investments Key Things to Know:

- This program is open to paid-in-full equity owners of the Viroqua Food Co+op who are also residents of Wisconsin.
- Potential investors, ask for VFC's Disclosure Statement for a complete description of the program, the expansion plan, and the risks in making an investment.
- The Board of Directors declares a dividend at least once per year.
- Viroqua Food Co+op Class C Preferred Shares are considered a long-term, non-liquid investment. Redemption is at the discretion of the VFC Board of Directors.

"What better investment than putting your money where your mouth is!"

Cecil Wright and Sonya Newenhouse
– VFC Investors

"Real food, real people and a real investment – one that you can see working for the community every day. That's why we invest in the Viroqua Food Co+op."

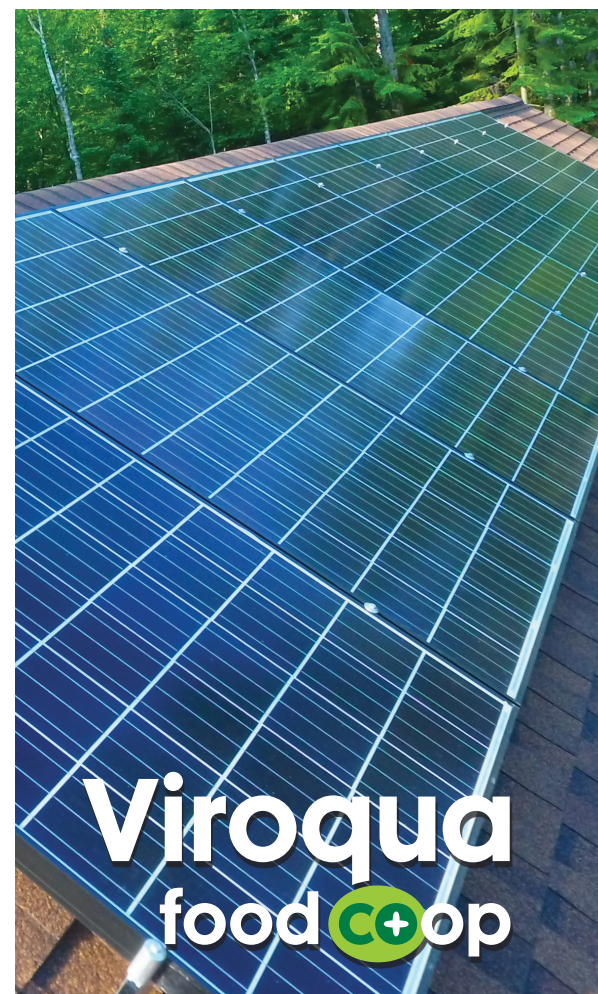
Charlie Knower and Patricia DeMark Knower
– VFC Investors

**Thank You for Supporting the
VFC's Expansion Project!**

For expansion information and updates,
visit our expansion blog at
www.viroquafood.coop/expansion

Capital Campaign Phase II

Solar Power Project



Capital Campaign Phase II

In the first phase of our Capital Campaign (June 2017-March 2018), VFC raised \$942,000 in owner investments. Our expansion project is fully funded and expected to be completed in September!

Even though the project is fully funded, we know people want to invest locally and we are pleased to offer VFC Owners another opportunity to participate in this local, impactful investment opportunity for our community!

In September 2017, VFC Owners voted to make more Class C Shares available. We are now launching the second phase of the Capital Campaign with a goal to raise \$300,000. For this phase, \$80,000 of the shares purchased will fund our highly anticipated Solar Power Project. The expected date for completion is in October 2018.

Part of our success comes from people like you who invest in the VFC. In return, you receive a respectable interest rate, as well the feeling that you have contributed to the vibrancy of your

community in a way consistent with your values.

Class C Shares are a nonvoting, preferred stock for cooperatives. Series 2 offers a 3% interest rate with a minimum \$500 investment. Series 3 offers a 4% interest rate with a minimum \$10,000 investment. If you already have a Series 2 investment, now is your opportunity to bring your total to \$10k and receive the 4% interest rate.

Benefits of Class C Preferred Shares:

- Capital from owner-members means less dependency on outside lenders.
- Preferred Shareholders earn a competitive interest rate.
- Preferred Shares demonstrate tangible support for our cooperative model of business and vision of our community.

Our Goal

\$300,000
by September 30, 2018

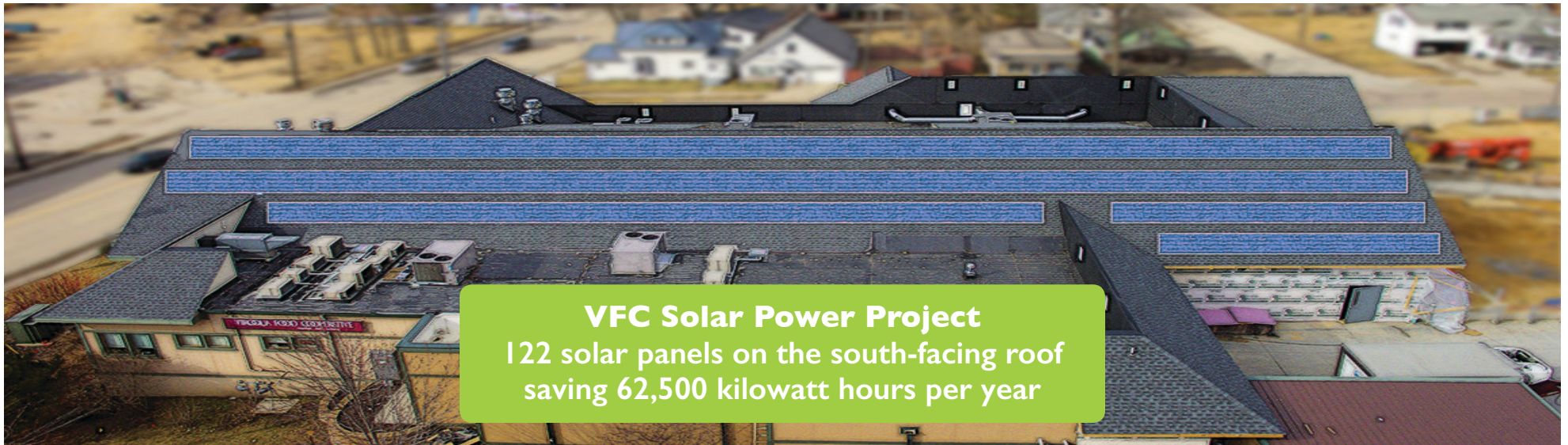
Solar Power Project

VFC received a Renewable Energy Competitive Incentive Program (RECIP) – Focus on Energy Grant for our Solar Power project! The \$25,000 grant covers 23% of the cost of the 122 solar panels and the installation on the south facing roof of the Co-op.

The solar panels will save about 62,500 kilowatt hours per year (equal to 7 average US homes), approximately 10% of the Co-op's total electric usage. We are very excited to finally implement solar power as part of our green initiatives with the expansion project.

Currently, we are working with Kish Electric and Ethos Green Power; the final designs for the solar panels are very close to approval and are already in the construction plans.

For details contact Bjorn Bergman at 608.637.7511 or email bjorn.bergman@viroquafood.coop



VFC Solar Power Project
122 solar panels on the south-facing roof
saving 62,500 kilowatt hours per year

Preliminary drawing: blue area indicates placement of future solar panels.