

January 3, 2012



**TO:**

Isla Vista Food Co-op  
Attn: Caitlin & Melissa  
Re: Egg Prices

Dare 2 Dream Farms  
890 La Salle Canyon Road  
Lompoc, CA 93436  
Phone: 805-458-8612  
D2Dfarm@gmail.com

Hello ladies,

Due to our increased operating costs, and *overwhelming* demand of our eggs, we have decided to increase our prices per dozen of eggs to [\$5.49] per Large/Extra Large Dozen, and [\$4.79] per Small/Medium Dozen. This change will be effective January 15, 2011. We want to thank you for helping us to create the customer base that we have now at your awesome Co-op; and for always being so good at forwarding on positive feedback to us about our eggs and our farm. We love doing business with you and appreciate the hard work you do to make Isla Vista Food Co-op the place it is. Happy New Year!

Your favorite farmers,

Megan & Jeremy

[co-op note: we've included the our retail shelf price in brackets as this letter wasn't directed to customers].