

# ROCKINGHAM COOPERATIVE DAY

**R 100**  
Rockingham  
Cooperative  
Est. 1921

**FEBRUARY 23, 2021**

It was on February 23rd, 1921 that farmers from all across Rockingham County met, representing over 1,000 farming operations, and made their first cooperative effort by agreeing to NOT purchase fertilizer from area vendors until the price would be fair and allow for producers to turn a profit on their crops later that year. As a result of that meeting, the fertilizer manufacturers eventually lowered their price per ton to the desired level and showed the farmers in Rockingham County the value of cooperative purchasing. It was from this meeting that Rockingham Cooperative was officially formed later in that same year.

## TAKE ADVANTAGE OF ONE DAY ONLY PRICING!

In honor of those farmers that committed to take a stand against unfair pricing in 1921 we celebrate "Rockingham Cooperative Day" on February 23, 2021 - the 100th Anniversary of this meeting - by offering our members and customers special pricing in the same spirit that our original members did 100 years ago. Join us in celebrating Rockingham Cooperative Day at all of our locations! Savings and specials are packed into this circular to save you money!

## HARRISONBURG SPORTING GOODS SPECIALS

ONLY on Feb 23rd and ONLY at 1044 S. High Street in Harrisonburg

**25% off**



in-stock knives

**30% off**

**Montana West  
& Browning  
purses and  
wallets**

**30% off**

**IN-STOCK  
Wrangler®  
jeans**