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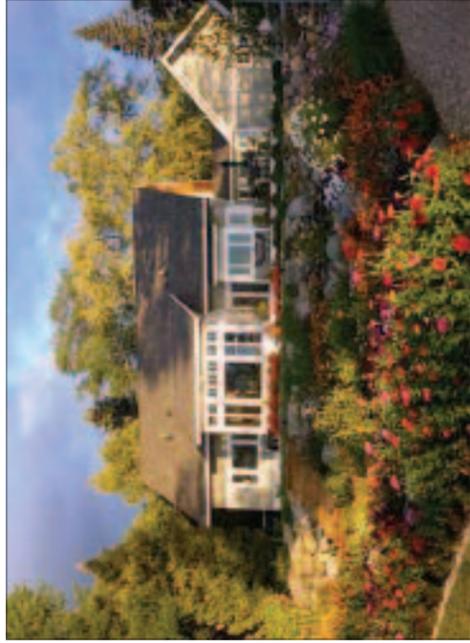
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DULUTH, MINNESOTA JULY/AUGUST 2008
WHOLE FOODS CO-OP
GARBANZO GAZETTE



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Garbanzo Gazette

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STORE HOURS:

7 am – 9 pm Everyday

Membership Investment:
\$100 per voting membership

Further membership information is available at the Whole Foods Co-op.

The Garbanzo Gazette is published six times a year (January, March, May, July, September, November) for the Member-Owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Community Co-op, Inc. to provide information on Whole Foods Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of the co-op management, Board or Member-Owners. Submissions must be received one month prior to publication. The next deadline is Friday, August 1. Refer submissions and questions to shannon@wholefoods.coop.

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MOVING? Pursuant to WFC Bylaws, Article I, Section 6. Current Address. Each Member agrees to provide to the cooperative his or her current address and to keep the cooperative informed of any changes in address. This obligation shall continue even after a membership has been terminated as long as the Member has any interest in the cooperative. In an effort to remind our Member Owners to keep WFC advised of address changes, the Board, on 8/26/96, approved a policy making a Member temporarily inactive when there is no current address on file. Inactive Member Owners are not eligible for membership benefits and will not receive the newsletter.



BEFORE RECYCLING THIS COPY of the Garbanzo Gazette, please pass it along or share it with a friend or neighbor. This can help save a bit on paper costs and reduce waste. Also, it's a good way to introduce folks to WFC who aren't current customers or Member Owners.

Dean's Report Summer vacation

by Anni Friesen, Member Services Coordinator

Summer used to be my favorite time of year when I was in school because...well...there was no school. I was a good student and usually loved to go to class, eager to learn a little more about the world, but summertime was break time. Both of my parents are educators, and therefore both had summers off. For mom, this was a time to get big projects done: paint the house, clean out the basement, and put us kids to work. For

dad, it was a time to delve into the music and creativity of his summer job: conductor of the Lake Superior Chamber Orchestra. While both parents had summers "off," both of them definitely kept busy. I learned that even when you have time off, it's not really that much of a break as a time to catch up on other things. WFC-U is the epitome of this idea. We do not have classes this summer, but that does not necessarily mean that there is no work to be done.

This spring, I scheduled classes into June, thinking that, like previous years, many would be canceled. To my surprise, most of them were a "go". Because of you, we had a very successful May/June class turnout. In May, we had an interesting combination of classes: Abdominal Massage was the first, followed by Northwoods Gourmet. In Abdominal Massage,

instructor Ryan Amunson showed class participants how to relieve some unpleasant stomach pains and maximize digestion. Northwoods Gourmet was a wonderful treat to its attendees. With various strokes of bad luck, the class was very "intimate," but chef Tom Linderholm (of Ledge Rock Grille) entertained and prepared with ease and skill, and everyone left full, and eager to try out some of the chef's new tricks.

For the fall class schedule, expect to see more classes on eating locally to go along with the Locavore Challenge.

The June schedule started with the Mediterranean Diet, instructed by the entertaining and good-looking team of Adam Sundberg and Shannon Szymkowiak presenting their useful (and tasty) information in their third (or fourth!) class on this topic. (Editor Shannon made me add the "entertaining and good-looking" part!) The class, as always, was a smashing success. "Juicing for Life" (another favorite) was well attended, as was the class "Harem in the Raw" with new instructor Emily White. White produced food that was more delicious than the

word "raw" could ever conjure in my mind before, and I hope to have her back for a few classes in the future. Vegetarian Grilling ended the 2007-08 WFC-U school year, as Debbie Manhart got everyone excited for the grilling season. All in all, classes were both fun and successful.

When I said that the work isn't done, it means that scheduling will have just begun. For the fall class schedule, expect to see more classes on eating locally to go along with the Locavore Challenge. Encourage your neighbors, family, and friends to join you while you learn more recipes that are healthy, interesting, and fun. It's a great night out with delicious results. While we're on break, try out some of those recipes that you've taken from former classes. Then, when September arrives, come back for more. **GG**

Anni Friesen has become very passionate about good organic and local food in her almost 3 years of employment at WFC. She thinks that everyone else should be too.

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Full breakfast is served beginning at 7:30 am each weekday.

On Saturday, Breakfast begins at 8 am. Lunch and Dinner Menu is Chef's Choice.

All menus include meat, vegetarian and vegan options.

JULY 2008

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
JULY 7-11	THAI CHICKEN	SESAME ORANGE SEITAN	JAVANESE TOFU	TAMALE PIE	TARRAGON CHICKEN
JULY 14-18	ROSEMARY CHICKEN	SPINACH FETA MEATLOAF	POTATO SALAD	LASAGNA	MANGO CHUTNEY FISH
JULY 21-25	LEMON PEPPER CHICKEN	KUNG PAO TOFU	JERK SEITAN	ITALIAN SAUSAGE	CHIMICHURRI CHICKEN
JULY 28- AUG. 1	COWBOY BEANS	SLOPPY JOES	SWEET & SOUR CHICKEN	PORK LOIN	ORANGE ROSEMARY BUTTERED LAKE TROUT

AUGUST 2008

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AUGUST 4-8	HONEY CURRY CHICKEN	SPANISH RICE	MONGOLIAN BBQ TOFU	BBQ PULLED PORK SANDWICHES	SUPERIOR LAKE TROUT ALMONDINE
AUGUST 11-15	PAPRIKASH CHICKEN	BRATWUST W/APPLES & ONIONS	SPICY PECAN CRUSTED CHICKEN	TURKEY MEATLOAF	ZUCCHINI TOMATO CASSEROLE
AUGUST 18-22	CHICKEN TIKKA	TUSCAN ROAST PORK	ENCHILADAS	CITRUS BBQ TOFU	LAKE TROUT W/SHIITAKE, TOMATOES & GINGER
AUGUST 25-29	BBQ CHICKEN	LEEK ROASTED CARROTS W/ TEMPEH	CHICKEN DIJONAISE	SWEET POTATO FRIES	MEXICAN CHICKEN

Cheese Man

Quick and Easy Fresh Mozzarella

by Eric Bong, the cheese guy

Fresh mozzarella is a summer classic! Cut a slab of it onto a slice of baguette with a slice of Roma tomato and a basil leaf and you are set. Go crazy and add a splash of Balsamic or come up with your own version of this traditional appetizer. You can get fresh mozz here at the good ol' Co-op. We sell a commercially made variety called Capri, and we will have Whole Foods Co-op House Fresh Mozz available on a limited basis. If you are really daring, here's an easy way to make it yourself:

- 1 lb. Mozzarella Curd (available for sale at Whole Foods Co-op)
- 2 T Salt
- 3 C boiling Water
- 3 C Ice Water with 1/8 C Cream

Dissolve salt into boiling water. Using thermal protective gloves, submerge curd in boiling salt water and break it into pea-sized balls. You will notice yellowish whey releasing from the curd. That's a good sign. Continue working the curd until it is lump-free. Once it is of a smooth consistency, remove it from the water (a colander works well for this), and start kneading the cheese by stretching it and folding it into itself repeatedly. Once the surface begins to get smooth and glossy, form it into a ball by stretching just the surface and tucking it into itself. Pinch off the opening and tuck the pinched part into the bottom. You can eat it fresh and hot or you can submerge it in the cream and ice water mixture for an hour to cure for later eating. CG

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notes from the front

by Briana Lowrie

RRR Progress Report

As of April 2008, the Reduce, Reuse, Redeem (RRR) Program WFC has donated \$1,400.00 to the Second Harvest Food Bank, WFC customers have redeemed \$666.00 worth of RRR cards for \$1.00 each, and the WFC has used 41,320 less bags than it would have if customers had not brought their own.

This goes to show that everyone wins with RRR! Thank you.

So many bags, so little time

With the huge influx of customers bringing their own bags these days, the cashiers have the added responsibility to remember to ask everyone if they have their "own punch card or if they donate their punches". Although ultimately the responsibility is ours to remember, we don't always see every bag or just plain forget to ask because bringing your own bag is becoming the norm. But if you notice that we didn't, please feel free to remind us. We won't take it personally because we realize that every punch counts. In fact, every punch is essentially worth a nickel whether that goes back to the customer upon redemption or as a donation to the Food Bank.

Speaking of punches, we now have the ability to keep tally of donated punches in our Point of Sale system at the register. This reduces the need to use more punch cards (paper) and labor time to document them. Big thank yous go out to the customer who submitted a comment card suggesting this procedure, to Andy, our IT Coordinator, who works all his magic behind the curtain and made this possible, and of course, all the customers who bring their own bags.

The dog days of summer are upon us

Now that it's starting to get a little warmer out, people are sharing the goodness with their pets by getting them out of the house more often.

With that I must bring up a couple of points and reminders.

- Animals are not allowed inside WFC (except Service Animals)
- If you are tying your dog up outside while you shop, WFC is not responsible for your pet or any damage done to or by your pet.
- If you are leaving your pet in your car while you shop, keep the windows rolled down far enough to allow for proper air circulation.

management report

While the numbers for membership and sales growth at WFC continue to be healthy, all of us are also part of a larger economy that is struggling to adjust to rapidly rising costs for fuel, credit, food, the environment, health care, etc. I don't know all the reasons why WFC is doing so well right now, but I had two recent experiences that may shed some light on this happy quandary.

In early May I participated in the Post Office's collection of food for Second Harvest Northern Lakes Food Bank and decided to track how far I could stretch the value of my donation. Using a combination of the coupons from the member-only coupon book mailed to my house, the Cooperative Advantage Program (CAP) sale flyer included in the May/June Gazette, and the in-house member-only sales listed on the monthly flyer available in the entry vestibule to satisfy the list of needed items, I purchased three full bags of a variety of organic, non-perishable foods for less than \$50. My savings broke down into the following categories: coupons \$12.50, CAP flyer \$7.75, member-only specials \$4.50, staff discount \$4.83. I've always paid attention to what's on sale or on member-only special, but I've rarely remembered to use the coupons. This experience was an eye-opener for me.

Also in early May, I read the following excerpts from an address to a United

Nations panel on economic development by Paul Hazen, Chief Executive Officer of the National Cooperative Business Association.

- Co-ops are not simply an alternative business model. They are a better business model. Let me give you some reasons why. Cooperatives distribute capital widely among average Americans, while stock companies make the rich richer. Surplus revenues earned by cooperatives are either reinvested in the business or returned to members. With more than 130 million cooperative members nationwide, this distributes co-op revenues broadly among average Americans...
- Cooperatives keep capital in the community where it was generated, while stock companies export capital elsewhere... By distributing profits to shareholders, stock companies take capital out of the community...
- Cooperative governance is open and democratic, while stock company governance is closed and easily manipulated. Cooperatives are run democratically, on a one-member, one-vote basis. Board members do not have a business relationship with the co-op, other than being customers of it. In a stock company, boards include members of management and those with financial ties to the organization, such as major contracts...

- Cooperatives have both economic and social goals, while stock companies are motivated solely by the need to maximize shareholder returns. This has positive consequences for co-ops and negative ones for stock companies...
- Cooperatives largely police themselves while government must provide extensive oversight and control over stock companies. Members provide oversight of cooperatives, assuring that the business adheres to good business practices and to the cooperative principles...
- One of the persistent myths about America is that rugged individualism built this country. Don't you believe it. If you look at critical moments in our history, starting with the Revolutionary War and the writing of our Constitution, it is when we come together that we have been most successful. People working together built our schools and our religious institutions. People working together built our industries, defended us in two world wars, and sent men to the moon. Cooperatives are part of this. They built our farms, brought power and light to our rural areas, and provided a place to deposit money in the 1930s when the banking system failed...
- Rugged individualism didn't build America — cooperation did. And it is needed now more than ever. **GG**

Sharon Murphy

General Manager since 1988
Attended first CCMA in 1988
Gazette contributor since 1978
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Fresh Perspective

There's a Future In Fresh

A couple of recent news items really provide some food for thought. The first was on the Produce for Better Health Foundation website. It is estimated that one-third of the children in the United States are overweight or obese and that scientists now believe these children as a result may actually have a shorter lifespan than their parents. This ties in with the other startling statistics that show that the rate of heart disease, diabetes and hypertension have also reached epidemic proportions.

The second comes from recent reports and studies showing that increasing the amount of fruits and vegetables in your diet can help reverse some or all of these trends.

So how do we get kids to eat more produce now that we know it can make a significant difference in the lives and future health of our kids?

As adults we need to model produce eating. Have you ever overheard these lines from parents when shopping in the produce department: *Oh, you don't like that to a child asking for some broccoli? Or would you like your cookie before your apple?* to a tired child in a stroller. All of this gets your wheels turning, doesn't it? If not, it should.

Let's start with the broccoli comment. This may be true, but then again, the child may not have liked it the way it was prepared that time or not liked it two years ago. For example, one of my daughters doesn't like steamed broccoli, but loves it sautéed or in Chinese food. And at a recent family gathering, Grandma made blanched broccoli with peanut sauce as a snack and everyone loved it. The broccoli was cooked al dente so it was firm but not hard, and the peanut sauce was thinned with water and seasoned with cilantro, garlic and a pinch of cayenne.

The second assumption that a child prefers sweets to apples could be just a matter of learning what's in season and what tastes best right now. After

all, a fresh peach, a slice of cantaloupe or a handful of Thompson seedless grapes will be just as welcome as anything else a parent might offer. So perhaps some small adjustments in our thinking as parents and a little meal planning can yield big results for the future.

So let's go back to the broccoli. Why not make a dinner with the lightly cooked broccoli, some fresh carrot sticks, cherry tomatoes, lightly steamed green beans, sliced red peppers all placed on a platter in the center of the table, then pass around bowls of the peanut butter dip and other nut butters like almond, cashew and tahini. Have everyone choose their favorite with each different vegetable. Then make these available for lunch or an afternoon snack.

The next night have everyone make up grilled zucchini pizzas. It would only take some sliced zucchini, a little pasta sauce, some cheese and your children's imaginations. You could

grill them outside or put them in the toaster oven. With all the summer fruit in season, you could pull your blender out of the cupboard and have plenty of fresh berries and nectarines around so it is

easy to make a smoothie whenever they feel the urge.

Children like different things and small portions that are fun to eat. Cut your corn into little cobs before cooking them, and put a bowl of lemon slices or some mild chili pepper on the table when serving for experimentation. (Young children may need help with the chili but make it part of the fun. And remember a little can go a long way.)

Young children could learn their colors with different produce items, getting to eat each color as they say it.

Call it the rainbow lunch.

Lastly, it is well known that if you have produce items pre-cut and ready to go children and adults alike will eat more. Investing in some storage containers for the fridge for cut items can make this a lot easier to make into a habit. Anything you do will make a positive difference, and who knows, you may find that you really like broccoli too! If you'd like more tips on getting kids to eat more produce, go to www.fruitsandveggiesmorematters.org.

Mollie Katzen's Broccoli Dipped In Wonderful Peanut Sauce

Children love this dish! The broccoli can be cooked up to several days ahead of time. Serve it at any temperature with room temperature or warm sauce. Serves five. (If you are using honey instead of sugar, add it at the beginning with the peanut butter so it can be softened by the hot water.)

INGREDIENTS: 1 large bunch broccoli (1 1/2 lbs.), 1 cup good peanut butter (smooth), 1 cup hot water, 2 to 3 Tbsp. soy or tamari sauce, 3 to 4 Tbsp. sugar or light-colored honey, 1 1/2 tsp. minced or crushed garlic, 2 tsp. cider vinegar, 3 to 4 Tbsp. minced cilantro, salt and cayenne pepper to taste.

PREPARATION: Bring a large pot of water to boil. Meanwhile, trim and discard the tough stem end of the broccoli, and slice the rest lengthwise into about six to eight hefty spears.

When the water boils, lower heat to a simmer and plunge the broccoli for two minutes if you like your vegetables tender-crisp, or three minutes if you like them tender. Drain in a colander, then run the broccoli under cold running water to cool it. Drain thoroughly; dry the broccoli first by shaking it, and then by patting it with paper towels. Transfer to a zip-top bag, seal it and store until use.

Place the peanut butter in a bowl. Add hot water, mash and stir with a spoon or a small whisk until well blended. Stir in the remaining ingredients, add salt and cayenne to taste. Mix well. Serve right away, surrounded by broccoli of any temperature. (You can also cover it tightly and refrigerate for up to a week. Let the sauce come to room temperature before serving.

notes *continued*

- Whether you are tying up your pet or leaving them in your car, please try to make your shopping trip as quick as possible. Many people are concerned about the wellbeing of other people's pets and undoubtedly they will let us know of their concern regardless of how long the animal has been left alone. We will only approach pet owners if its been verified that the animal has been left alone for a significant amount of time or the animal is in obvious distress.



mission statement

The Whole Foods Co-op is committed to the Cooperative Principles, to providing its members, patrons and community the highest quality nutritious whole foods, and to the products and practices which make positive changes in the life of its community, employees and environment.

co-operative principles

1. Voluntary and open membership.
2. Democratic member control.
3. Member economic participation
4. Autonomy and independence.
5. Education, training and information.
6. Cooperation among co-ops.
7. Concern for community

References this issue: *The Vegetable Dishes I Can't Live Without* by M Katzen; *Tips on Choosing Produce and Keeping It Fresh...and Safe from Plant to Palate*, by Julie Garden-Robinson, Kristi Martin, www.ext.nodak.edu/pick.htm; "Effect of Dose Size on Bioavailability of Acylated and Nonacylated Anthocyanins from Red Cabbage," by C.S. Charron, B.A., Clevidence, S.J., Britz, J.A., Novotny, *Journal of Agricultural and Food Chemistry*, Volume 55, Number 13

THIS MONTH'S TIDBIT

Eating enough servings of produce each day is easier than you think.

A serving is any of the following:
 1 medium piece of fruit,
 1/2 cup fresh vegetables,
 3/4 cup of fruit or vegetable juice,
 1 cup raw leafy greens.

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 - Original Mix
 - Cracker Mix
- **Native Forest***
 - Pineapple Chutney
 - Hot Mango Chutney
- **Popcorn Indiana**
 - Chili Con Queso Popcorn
 - Movie Theatre Popcorn
- **Pam's Salsa**
 - Hot
 - Medium
 - Mild

FOG CITY DELI

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 - Gran Canaria Cheese
 - Crema Kasa Cheese
 - Menage Cheese
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 - Aged Marisa Cheese
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 - Sogn Cheese
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 - Tomato Basil Gouda Cheese
 - Salted Butter

– Unsalted Butter

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 - Feta in Oil
- **Black River**
 - Gorgonzola Cheese
- **Prairie Rose**
 - Amish Cheddar Cheese
- **Prairie Breeze**
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- **Roland**
 - Wild Swedish Lingonberries

DAIRY

- **Organic Valley***
 - Unsweetened Soymilk
 - Half & Half Quarts
- **Silk**
 - French Vanilla Creamer Quarts

FROZEN

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 - Thai Shrimp Spring Rolls
 - Chinese Shrimp Spring Rolls
- **Henry & Lisa's**
 - Fish Nuggets

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 - Poison Ivy/Oak Cream
- **Dr. Bronner's**
 - Fair Trade Shave Creams, Lemongrass, Spearmint/Peppermint, Lavender
 - Fair Trade Pump Soaps, Lemongrass, Spearmint/Peppermint, Tea Tree
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 - Goji Berry Hand & Body Lotion
 - ScarGo Lotion

– Celadrin Joint Cream

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 - Neuormins, vegetarian DHA
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Gonzo Gourmond

organic camping

by Jim Richardson, Bulk Buyer

Well camping season is upon us and there are a number of benefits to shopping co-op camping goods. First, in Bulk, we have numerous organic and all-natural items that are perfect for camping and here's why:

1. They are easy to prepare. All of our camping mixes have easy preparation instructions in our Bulk Mix Recipes pamphlet, available in the bulk aisle and at the Customer Service desk. Basically if you can boil water, you can feed yourself well under the stars. My favorites are the dried bean mixes, which remind me of a camping trip I took one time where all kinds of crazy things happened that I don't want to go into, but needless to say my belly was full the entire time. I can also highly recommend all the Middle Eastern-themed mixes: hummus, tabouli, and falafel. Easy and fun.
2. They are easy to carry. Minimal packaging means no cans weighing down your backpack. Bring your own bags from home or reuse the ones we supply here, and you will be camping with less to carry, and with a smaller carbon footprint to boot.
3. They are delicious and nutritious. It's true — the green-minded camper can fill up on organic and

all-natural items that contain only the whole foods nature intended you to go camping with. Leave the preservatives behind as well as the excessive packaging, and you will be eating foods at the peak of their flavor and nutrition. Why waste money on artificially preserved items with less nutrition, more packaging, and a larger carbon footprint? Right off the top of my head I can think of the perfect camping snack or trail food: organic mango slices. A couple bucks gets you a handful to nibble on as you get out of town. Other ideal favorites include our variety of trail mixes: the organic Deluxe Trail Mix, the Go Take a Hike Mix (recommended), the organic Cranberry Harvest Mix, roasted/salted Trail Mix, and Nutty as Walter Mix. I have eaten all of these in the woods and I can report that the Northland's booming Sasquatch population likes them too, so buy more than you think you need.

So come on down and check out the selection, all of it has been consolidated in one place so it's easy to find. Happy camping/hiking season. **CG**

Jim Richardson, Bulk Buyer, is a ten-year veteran of the natural foods industry, including eight years at Whole Foods Co-op.

Local Jingles

During the Homegrown Music Festival, we had some extra tickets to give away to staff. In honor of the Locavore Challenge, I set up a contest. In order to win tickets, staff had to submit a little ditty written to the tune of either *Roll Out The Barrel* or *This Land Is My Land*. As you can see, we have a talented staff. All entries were winners. Sing along as you prepare that locally grown meal.

To the tune of *This Land Is Your Land*:

This land is your land, this land is my land,
from a seed in the soil, to a squash in the hand,
from your neighbor's toil, to your tummy true,
this food was grown for me and you.

As I sat eating a Delicata,
I had to linger, like a fermata,
to imagine this beauty in an autumn stew...
this food was grown for me and you.

Who grows your carrots? Tell me do you know?

Have you tasted kale after a soft first snow?

Do you think food sacred, or mere commodity?

This food was grown for you and me.

Here come our farmers, food shares en tow,

Here come farmers' markets, tomatoes in a row,

Thick braids of garlic ol' man Swensen grew,

This food was grown for me and you.

So as you're shopping, look for the sign
telling you its local: soil, toil, and vine.
Blessed be our farmers, who feed us well and true,
This food was grown for me and you.

— Name withheld on request, 1st place winner

This Land is your land, this land is my land,
from the Wrenshall foodfarm to the great big lake ake, ake...this land was made for you and me

From Sherry's Berries to Northstar Bison, we keep them growing
we keep them ripening, to re-use our commodities, and clean up the road side

that waters sparklin because of our pride, to the free range animals and the community

our work is greenin due to our unity,
from the folks at the co-op to the small time farmer
this sustainable land was made free.

Rae Lynn Monahan, Assistant Merchandising Manager

This food is my food
This food is your food
From Northern Harvest to Olund's Greenhouse
From Sherrie's Berries to Grassroots Faa-rrm
This food was grown for you and me

As I was walking the aisles of produce
I saw before me a pile of carrots
I saw some onions and some potat-oh-oes
This food was grown for you and me

This food is local it comes from Wrenshall
Not California or (the New York Islands) Argentina
It wasn't shipped here in an eighteen whee-ler
This food was grown for you and me
Rain Elfvín, MOD

To the tune of *Roll Out The Barrel*:

Let's go to the co-op, we'll see the gang their all there

eat some great veggies, drink root beer, eat cheese, have some fun
Sing! Ode to the hot bar, bring auntie, bring grandma, bring friends
Have some dessert, with coffee or tea no end

Don't forget to buy your sunscreen when you shop
Whole Foods Co-op!

Rae Lynn Monahan, Assistant Merchandising Manager

Turn down the Musac
Maybe then I can write this song
Turn over sales stuff
Get 'em while their hot (sung very quickly by voice #2 or a chorus of stockers in the backbeat so not to throw off the tempo of the song)
They only stay one month long!
Turn up the sales growth Yeah!
Keep the fat bonuses coming strong

Jill Hall, HBC Buyer



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savor the season

Member Benefit — Special Orders

by Shannon Szymkowiak, Marketing and Members Services Manager

Last month, Board Member David Helf wrote his article about the monetary benefits of Membership. We often talk about the belonging part of Membership, but when someone first begins thinking about becoming a Member Owner, often the first question is “What do I get?”

The question is a fair one. In a time when we have so many economic pressures, it is natural to want to get value for your dollar. Well, I have great news for you. Becoming a Member Owner of Whole Foods Co-op is a sound investment.

You'll notice that lately we've been using the term “Member Owner” instead of simply “Member” when referring to all of you (and me). This is an intentional change to differentiate ourselves — meaning you (and me), the Member Owners — from someone who is a member of Sam's Club or Book of the Month or MPR. Because that's what we are: Owners of this business we call Whole Foods Co-op.

One of the Co-op Principles is “Economic Participation”. This means that we must participate economically to get the economic benefits of the Co-op. What does this mean? I like this example: If you purchase stock from Coca-Cola, you can (in theory) never purchase a Coca-Cola product your whole life, yet you will most likely gain benefits such as increased stock value, dividends, stock splits, etc. However, if you never spend any money at the Co-op, you will still have the value of your equity invested, but you won't gain further benefits. As an Owner of the Co-op or as an owner of any other business, naturally you want to have some gain to your investment.

For some, the gain is the sense of belonging. For some, it's the opportunity to vote or have a say in their business. For many, it's the opportunity to get a good deal on products they use and/or to see some economic gain on their investment. That was the original idea behind the formation of this co-op. The ability to group together — dare I say cooperate? — to buy

unadulterated, organic and bulk foods for themselves.

We've come a long way since the basement of the Chester Creek House, but did you know you can still buy items in bulk or case quantities when your personal consumption exceeds what we don't have on the shelves? You can and here's where one of your Member Owner benefits really pays off.

Any item you special order in a case quantity comes with a discount if you're a Member Owner of WFC. A case of black beans or fruit leathers or yogurt, pre-ordered, gets you a discount. You don't need a coupon or a special day of the week. You just need your handy member number that was assigned to you when you made your investment in the co-op.

Many Member Owners take advantage of this great everyday deal. For those of you who don't because you don't think you'll use a whole case of something, keep this in mind; a “case quantity” of something is the smallest increment of something we can pur-

chase. In other words, a 5-pound bag of coffee is a “case” (think about how much coffee you drink), many of our supplements can be ordered singly and are considered a “case” (what about that maintenance remedy that you take every day?), a 35 pound bag of dog food is a “case” (with a 60 pound lap dog, this is one of my personal favorites). The discounts range from 15–30% off the shelf price. If you're unsure how large or small a case of a particular item is, you can get that information before you commit to an order. How swell is that?

Many of our Member Owners are also members of Sam's Club. This membership is a yearly financial commitment for the privilege of getting a deal on large quantities of Product X. This may be a great deal for you, but don't forget that the investment you've made in your co-op gets you the same kind of deal. You just have to pre-order. You can realize a pay back on the cost of your Co-op membership in a big fat hurry without having to reinvest every year for the pleasure of sav-

ings. And you have the added knowledge that you are also increasing the profits of your business — yeah, because you are an Owner — as well. Profits that stay in our community, that improve the lives of staff and our local vendors and may eventually come back to you in the form of a Patronage Rebate. Yes, it's true that the next Patronage Rebate is a ways down the road. After all, we have Member loans from the expansion to pay back. But isn't it a great goal to possibly see money back in your pocket in addition to every day savings, the CCP program, the Member Extreme Coupon, the Annual Meeting, and more? All that for a \$100 investment in a business you own. Wall Street ain't got nothin' on us.

Keep your eyes on the prize and do business with YOUR business. Go Co-op!

Shannon is spring cleaning and planning her garden. She anticipates her own local tomatoes sometime in late July.

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Big Winners!

In Your Own Words

Earth Day was Lucky Day for some of our shoppers. Looks like some summer fun to us.



Alyssa LaSart was our non-member bicycle winner.



Judy Ilse, Member Owner, with her son Reeve Heinis, shows off her new bike.



Mataya Westrick, age 11, happy winner of the Puffin.

by our Member Owners

On Wednesday, May 21, we had our first Member Appreciation Day at this location. It marked a milestone in many ways. Financially, we had to be in a certain place to have one. Additionally, we have a great deal of staff who have never seen or been part of one, so this was the ultimate test in preparedness, customer service and the handling of a huge number of Special Orders. The fact that we had our top sales day ever and it seemed almost effortless speaks volumes about how far we've come in the past couple of years.

There were several Member Only drawings. On the drawing slips, we asked, "What makes you proud to be a WFC Member Owner?" Besides "The great food" and "Supporting local farmers", which were by far the most popular answers, I thought it may give us all some food for thought to read what some of your co-Owners had to say.

"Our wonderful organic apple selection." — Rain

"Way to go Duluth! Non-corporate, local organic, good for me, my community & the earth!" — Veronica

"I'm part of the Co-op" — Heidi

"How long we've been around" — Dianna

"It is fun to watch and experience all of the positive changes this co-op has had over the many years I've been a Member." — Patricia

"The amazing staff that I work with and how well employees are treated!" — WFC employee

"Support progressive lifestyle." — Jean

"If you were a skateboard shop, you would only sell Slayer Decks." — Lethe

"Milk in returnable bottles, soft tofu, bulk products." — Jen

"When the Co-op recycles and improves on the "green" movement." — Guadalupe

"The Board of Directors" — WFC Board Member

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jeri@wholefoods.coop
Treasurer
Finance Committee (Chair)
GME Committee
Term expires 2008

Alison Champeaux

alison@wholefoods.coop
GME Committee
Term expires 2008

Lynn Fena

lynn@wholefoods.coop
President
GME Committee (Chair)
Member-Owner Committee
Term expires 2009

Mark Friederichs

mark@wholefoods.coop
Finance Committee
Appointed 10/07
Term expires 2008

David Helf

davidh@wholefoods.coop
Vice President
Food Policy Committee
Member-Owner Committee (Chair)
Term expires 2008

Theresa Koenig

theresa@wholefoods.coop
Secretary
Board Recruitment Committee (Chair)
Food Policy Committee
Term expires 2009

Heather Murphy

heather@wholefoods.coop
Food Policy Committee (Chair)
Member-Owner Committee
Term expires 2008



Sharon Murphy, General Manager

Whole Foods Co-op
610 E 4th Street
Duluth, MN 55805
728-0884/w
728-0490/fax
smurphy@wholefoods.coop

WFC web site: www.wholefoods.coop

e-group address to communicate with entire Board and General Manager: wfcbod@wholefoods.coop

Call 218 728-0884 to leave a call-back request for a Board member.

Letters addressed to Board members c/o Whole Foods Co-op, 610 E. 4th St., Duluth, MN 55805 will be forwarded unopened to the Board/Board member.

Interested In How the Board Works?

Meetings of the Board of Directors, except for closed sessions, are open to WFC Owners. If you have an item for discussion at the Board meeting, please submit your item in writing by the first Friday of the month in which you request the Board's consideration. Such agenda items will be subject to time constraints at the Board meeting. Board meetings are on the 4th Monday of every month beginning at 5:30 PM subject to change due to holidays.

board report

Not Bored, Board!

by Lynn Fena, Board President

The Board accomplished three important things since I last wrote — at least three! There were also two regularly scheduled Board meetings, a Membership Committee meeting, a Finance Committee meeting, and a Member Appreciation Day. Plus, there are enough new initiatives emerging that the Board is definitely busy.

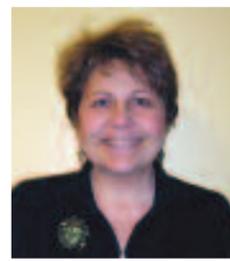
First, we spent a Saturday “retreating” at Hartley Nature Center. Our consultant from Cooperative Board Leadership Development, Thane Joyal, arrived in a snowstorm. (It was, after all, only April 26.) And, she brought with her some fresh and challenging questions to consider. We spent the day reflecting on *Leading, Following and the Wisdom to Know the Difference*, which happened to be the title of one of the articles we read in preparation for the retreat. Our work began with reviewing the International Cooperative Alliance Cooperative Principles and discussing how these are expressed in the WFC Ends Policies. It's the Board's job to use Ends Policies to articulate what benefit the organization is to deliver to whom

at what cost. Ultimately, we wrestled with our opportunity to lead — to discern the dreams of our Members at this time, inform ourselves about related global and community issues ahead, and lead the organization into a sustainable and vital future existence.

So, you can see, we have our work cut out for us.

You could help a great deal in the area of discernment. If you are harboring a little vision and you are wondering why the co-op doesn't... (*fill in the blank*), please get a hold of a Board Member and tell us about it. Among ourselves, Board Members are thinking about the value of safe food, about deficiencies and opportunities in local food production, about community building, about what needs our region will have in five years. We hope to hear from you.

Another thing officially off the Board's to-do list is re-writing the By-Laws. They are done! Approved by 225 members ballots in support of the changes and 8 ballots opposed.



Lynn Fena, Board President.

Hopefully, that is an undertaking that WFC doesn't need to worry about for another 20 years!

Last, but not least, we completed the annual evaluation of our General Manager. I decided to write about this because it is important our Member Owners, particularly our many new Members, appreciate how fortunate we are at WFC.

Sharon Murphy, our GM, operates at an exceptional level of commitment, integrity and competence. She has been running our store for more than 20 years. But not only that, she is nationally recognized for her efforts in the food co-op industry. When Board Members travel to national conferences, we are always known by, “Oh, you have Sharon!” As one Board Member recently put it, she “makes us all look good!”

THANK YOU, Sharon, for your dedication to WFC. GG

MAY 21st, MEMBER APPRECIATION DAY ROCKED

We welcomed 13 new Member Owners (we usually average 2 to 3 new Members/day) and set a new single day sales record of just a hiccup under \$50,000 (double the sales on an average Wednesday). THANK YOU! We expect to offer another Member Appreciation Day in October (National Co-op Month) but, in the meantime, don't forget to take advantage of your quarterly “virtual” coupon for 5% off on up to a \$50 purchase, member-only specials in every department (listed on the monthly Member specials/calendar in the entry area), and member-only discounts on special orders.

Membership Matters

by David Helf, WFC Board VP and Chair of the Membership Committee

As I bagged groceries during Membership Appreciation Day, a former Board Member told me she enjoyed reading my column and that I was doing a good job. She then added to another Board Member “I shouldn't have told him. He'll get a big head now.”

I'll admit that I am full of myself now and then, but serving on the Co-op Board is not a cause. If anything, I am humbled by the responsibility of representing over 4,500 active members, who invest money where their ideals are, and who continue to shop at our store and help make us a success.

- It's inspiring to stand on the shoulders of the many who have served on previous WFC Boards, who had ability and vision to bring us to the point where I can be on a Board that's not planning a new facility or thinking about how to avert a crisis of some sort.

- It's rewarding to serve on a Board where the momentum is positive, where we stay ahead our changing world, and where we have the luxury of planning for a promising future.

- It's exciting to serve on a Board and help plan for our Locavore Challenge. Please sign up and make this very first event of its kind a great success.

- It's satisfying to be on a Board that hires exactly one person: The General Manager, and to watch that super-competent person, Sharon Murphy, negotiate the competitive and ever-changing world of retail grocery. (aided by her super-competent and good-looking staff)

So, what's the deal? Doesn't David Helf always make a pitch? Okay, you're

a bit cynical, but accurate. Here it is:

How would you like to join a group where words like inspiring, rewarding, exciting, and satisfying describe what you do?

How would you like to be a part of a group that helps guide the Co-op over the next three years? If you said yes!, you might consider running for the Board of Directors. There are a STAGGERING five seats up for election this cycle, out of seven seats.

The ultimate way of “proving up” how seriously you take membership might be to serve. GG

David Helf is WFC Board VP and Chair of the Membership Committee. Please email comments about WFC Board matters to the Board at bod@wholefoods.coop.



David, as a still life.

Are you a Whole Foods Co-op Member Owner?

Do you care about the needs of our community, our Co-op Members and our Co-op Staff?

Would you like to become a Co-op Board Member?

There will be 5 openings for the 2008 WFC Board of Directors election this fall. Good people are needed, so put your passion for food and health issues to work. If you are interested in learning more, contact Theresa Koenig at theresa@wholefoods.coop or pick up a Board application at Customer Service.

Welcome, New Members!

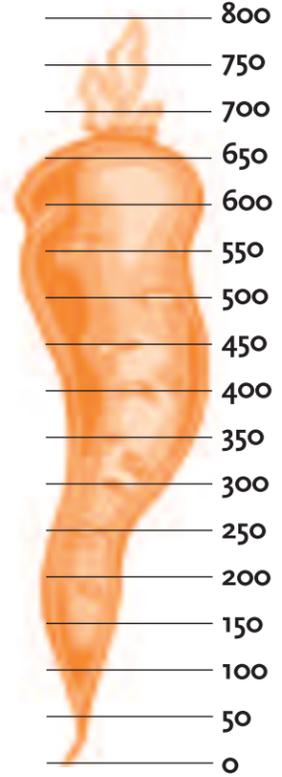
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Kristy Pearson-Klein
Margaret Ann Manderfeld
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Jennifer Noelle Koester
Julie Mackey
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Leyla Suzan Olson
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Stuart John Anderson
Kara Dalaine Nelson
Robin Roeser
Greg Oates
Patrick Kelley
Laura Mix
Peter Christopher Lande
Darla Louise Delaney
Michelle Asp
Elizabeth Walton
Barbara Salminen
Nancy G. Shultz
Edward B. Oconnor
Richard Watson
Kay R. Sheils

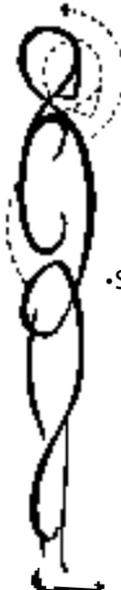
Kyle Elden
Ellen Altman
Wendy Purdiak
Sarah Lindberg
Leroy Thompson
Jenna T. Johnson
Candace Hausauer
Mary Moldenhauer
Miriam Ann Mount
Rachael Schultz
Sharon D. Mccann
Tiffany Josephson
Erin M. Mccann
Alan R. Harbsow Jr.
Tanya Lowney
Terese Maznio
Judith Thompson
Theresa Ohalloran-Johnson
Betty Daiches Sher
Jennifer Ruth Watters
John Mcgee
Amanda Evan
David Sorbel
Beverly A. Olson
Judi Morwood
Derek Cale Fox
Linda Ann Wall
Lynn Kalnbach
Mary Anne Bouchard



From April 1 to May 31, the Co-op has gained an astounding 149 new Members for a total of 688. Thank you to the record making 13 who became Member Owners on Member Appreciation Day on May 21. We hope you continue to find value and pride in belonging to WFC. Welcome!



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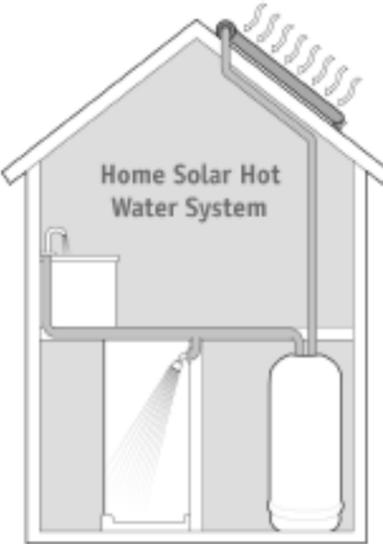
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MEMBER VOTE APPROVES AMENDED AND RESTATED ARTICLES OF INCORPORATION AND BYLAWS

At the Special Membership Meeting on May 19, 2008, Board President Lynn Fena announced the results of the mail ballot to approve Amended and Restate Articles of Incorporation and Bylaws:

- Total valid ballots received = 233
- Votes in favor of approval of amended Articles & Bylaws = 225
- Votes against approval of amended Articles & Bylaws = 8
- Invalid ballots received = 12

The amended and restated Articles of Incorporation and Bylaws submitted to Members with the ballot were approved by a majority vote of the Members voting and are effective immediately. Thank you, Member-Owners, for participating in the research and development of proposed changes to the Articles and Bylaws, the education process about those changes on the web site, in the Gazette, and at Owner Forums, and in the ballot process!

2008 FARM BILL PASSES

To learn more about the 2008 Farm Bill that includes victories for conservation, beginning and minority farmers, local food systems, sustainable biomass production, competition, organic agriculture and even public health, visit: http://www.sustainableagriculture.net/2008_farm_bill_chart.php

ON THE BALLOT IN NOVEMBER

Learn more about the combined efforts of conservation, environmental and arts groups to preserve our natural resources: www.YesForMN.org.

CONCERN ABOUT PLASTIC CONTAINERS

Review "Hard Questions about a Hard Plastic – the ABC's of BPA" in the April 2008 issue of the Nutrition Action Newsletter of the Center for Science in the Public Interest, www.cspinet.org.

AMENDED POLICIES IN EFFECT AS OF JULY 1, 2008

The Board of Directors approved amendments to the IOU and Other Credit Policies for Members and the Member Household Policy that were published in the May/June issue of the Gazette. These amended policies are in effect as of July 1, 2008. Copies of these policies are available at the Customer Service Counter and in the New Owner's Manual section of WFC's website www.wholefoods.coop.

Lost and Found

Lost mens ring found in restroom, on May 24th, @ 3:30. Inscription inside.

Hate the Hotdog, Not the Beef

by Anni Friesen

I don't like hotdogs. In fact, I have always hated hotdogs. Even as a kid, I couldn't stand the slimy, tasteless, pieces of "meat" slowly sliding down my throat. They brought up a gag reflex that was so intense it was almost scary. All of that was before I knew anything about the ways they were produced.

If you shop here regularly, you may have seen me on the sales floor every once in a while giving out samples of various products that we carry. If you were here on Member Appreciation Day, you may have even seen me sampling some (gasp!) hotdogs. Now before you lose faith in me, let me explain: I wasn't just sampling out hotdogs. I was sampling out the best hotdogs in the world. These hot dogs are made from 100% grass feed beef and the taste is phenomenal. Not only that, but the company is pretty extraordinary as well.

Thousand Hills Cattle Company owner Todd Churchill, an Illinois native, started the company in September of 2003. After attending St. Olaf College, Churchill decided to buy a small farm in Cannon Falls. Not understanding why the beef he ate didn't taste like it did in his youth, Churchill started looking for answers. He found them in a New York Times article by "Omnivore's Dilemma" author Michael Pollan. After reading the article, he realized that the beef didn't taste the same because of the changes made in the cattle industry. I don't have the space to get into all the specifics, but it basically boils down to the fact that cattle are biologically designed to eat grass. When they are fed grain (like corn) the cattle often become ill and need to be treated with antibiotics. In our industrialized nation, cows have become mere machines; stuffed to the max with corn and grains, they fatten quickly and produce the marbling that many consumers look for.

As Churchill's idea grew, so did his company. He set up strict guidelines and started to help other small farmers process their meat. And the guidelines

are strict: There can be no use of antibiotics or hormones. Calves must remain on their mother's milk for at least 90 days, though they prefer 9–10 months. None of the cattle can be fed any type of grain other than flax seed and native grasses. The grasses cannot be sprayed with synthetic pesticides or herbicides. And there can be no use of GMOs. The list goes on and on.

So why isn't Thousand Hills beef certified organic? Churchill decided against applying for the certification because under the current law, cattle can still be feed organic corn and receive the organic labeling. After all the research that he's read, Churchill know the benefits of 100% grass feed outweighs almost everything else when it comes to beef and he sticks to the spirit of the organic standards, even if he doesn't have the official USDA seal.

After learning about this outstanding company, a feeling of pride has come over me. I'm proud that my co-op offers meat from such a respectable and responsible company. I'm proud that Minnesota can sustain a company like this. And, I never thought that I would say this, but I'm proud to put Thousand Hills 100% Grass Fed Beef Hotdogs (and other great selections of beef) on my grill and in my tummy. For more information, visit the Thousand Hills website: www.thousandhillscattleco.com

Anni Friesen has become very passionate about good organic and local food in her almost 3 years of employment at WFC. She thinks that everyone else should be too.

Wisconsin:

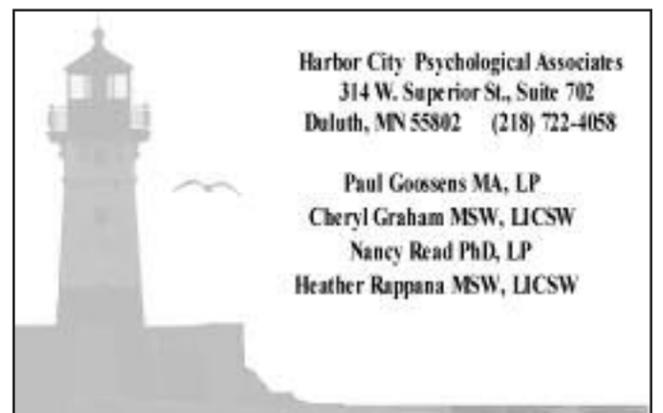
by Steve Kokette

In March, Governor Doyle suggested Wisconsin could become the Saudi Arabia of renewable energy. Doing so would be extremely beneficial for the state in many ways, even if you're not a believer in global warming.

Seventy percent of the U.S. economy is consumer driven, and if consumers started consciously spending their money on the thousands of products made with renewable energy, it could help clean the air, and the water.

It feels strange living in an era when life often seems to be regressing in the very places it started. When I was young the DNR did not recommend limiting your intake of Wisconsin caught fish. Then in the late 60s, a short stretch of the Fox River polluted by paper mills was so polluted the DNR recommended people eat a limited number of fish from these waters. Since the late 60s the number of Wisconsin waters with DNR fish consumption limitations slowly grew over the years, until a few years ago the DNR recommended fish consumption limitations for fish caught in all Wisconsin lakes, rivers, ponds, and streams. This is not progress.

If you want to reduce acid rain, when you buy products, try to buy products made from renewable energy. If you want to reduce mercury pollution, buy products made from renewables. If you want to reduce particulate matter in the air, buy products made from renewables. If you want to help those with respiratory problems, which might include yourself and/or people you know, buy products made from renewables. The benefits of buying products made from renewable energy



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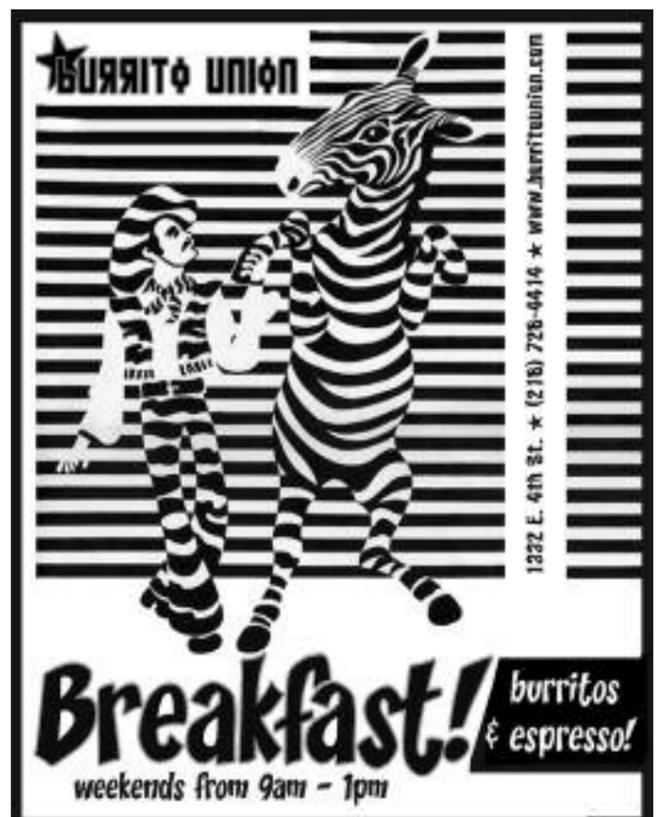
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go well beyond cleaning our air and water, but those benefits aren't the subject of this effort.

If Wisconsin businesses see other Wisconsin businesses doing well because they're using renewable energy, it would encourage other businesses in the state to start using renewable energy too. In fact, if Wisconsin got a reputation as having savvy consumers who buy products made from renewable energy, might it encourage some manufacturers wanting to use renewable energy to move to Wisconsin because they like the idea of being surrounded by consumers with a history of wanting to buy products made from renewable energy?

If Wisconsin became the state that used renewable energy to produce a higher percentage of its goods than any other state, might that mean that ten, twenty, thirty years from now Wisconsin goods will be more exportable than goods from other states? Because ten, twenty, thirty years from now, isn't it possible consumers throughout the world will have figured out the many benefits of buying products made from renewable energy?

Some consumers might find greater inspiration to buy products made with renewable energy when they hear that China, which sits atop more coal than any nation, will be building 500 new coal-fired power plants in the next ten years. For those who believe in global warming, that could be nightmarish, and needs to be addressed.

It seems like years ago when the mainstream media identified global warming as a serious problem, it has also had the attitude that our only hope is waiting for our government and other governments to, in all their wisdom, save us. The truth is we, as consumers, may have more power to save ourselves than any government or governments.

Steve Kokette is the creator of the "Buy Products Made From RENEWABLE ENERGY" bumper sticker and author of an energy conservation book.

U of M Creates New Sustainable and Organic Ag Programs

by Bobby King, Land Stewardship Project

When Dave and Florence Minar of Cedar Summit Farm in New Prague converted their dairy operation to a sustainable, grass-based system some 15 years ago, there was little support available from the University of Minnesota.

"There really was no research on sustainable systems by the University that I'm aware of," recalls Dave. "There were really no experts involved, no Extension people."

A lot has changed. Over the years, organic food has become a force to be reckoned with in the grocery trade. The Minars, for example, now market their certified organic milk to Twin Cities co-ops under the Cedar Summit label. According to the USDA's Economic Research Service, "organic farming has been one of the fastest growing segments of U.S. agriculture for over a decade." And that growth is clearly evident in Minnesota. In 2005, the state was fourth nationally in organic cropland and fifth in the number of organic farms, according to the USDA. There are about 560 certified organic farms in Minnesota, and more than 170 certified organic processors, according to the Minnesota Department of Agriculture.

That's why the Minars and other members of the Land Stewardship Project (LSP) worked in 2007 to get the state Legislature to provide increased funding to the University of Minnesota. The Minars serve on LSP's State Policy Committee and were leaders in this work at the Legislature. Once the funding was secured, the Minars and others from LSP met with key agricultural deans at the U to discuss the importance of spending some of that money on sustainable and organic agriculture. This April, that work paid off when the U of M announced it would create new resources and programs for sustainable and organic agriculture.

Florence says the University's announcement sends an important message to the farmers and consumers who have been supporting and

promoting organic and sustainable agriculture over the years. "This is an important investment in a quickly growing segment of agriculture that needs more research and outreach from the University," she says. "Organic and sustainable agriculture production systems are attracting new farmers and new students to study agriculture, while helping existing farmers stay in business."

Many of Minnesota's small- and medium-sized crop and livestock operations are searching for markets that fit their systems in order to remain profitable, and sustainable and organic production offers that potential. However, there are challenges to alternative production systems that farmers feel land grant institutions can be leaders in addressing.

Bev Durgan, Dean of University of Minnesota Extension, says the U is increasing its support of sustainable and organic agriculture because of the opportunities this kind of farming is offering an increasing number of farmers in the state. "We want to help Minnesota be a leader in realizing this potential," she says.

Allen Levine, Dean of the U of M's College of Food, Agricultural and Natural Resource Sciences, says it's become clear organic and sustainable agriculture have important research needs, and "the University wants to provide the science needed."

The U's new resources for organic and sustainable agriculture include:

- Establishing an organic dairy herd at the West Central Research and

Outreach Center in Morris. This will make the U of M only the fourth university in the nation with an organic research dairy herd.

- Establishing a faculty position focused on organic and sustainable food systems at the College of Food, Agricultural and Natural Resource Sciences.
- Making the alternative livestock coordinator position at the University an ongoing position within U of M Extension. This position has helped provide critical assistance and information to farmers raising livestock on pasture and in other humane, non-confinement systems.
- Establishing a faculty position at the Southwest Research and Outreach Center in Lamberton devoted to organic crops.
- Providing funding for two or more graduate assistantships for organic research and extension.

In addition, Levine and Durgan are exploring the creation of an Organic Advisory Task Force comprised of organic farmers, University faculty engaged in organic research and outreach, and members of the organic business community.

For more information on the U of M's new organic and sustainable agriculture initiatives, see www.landstewardshipproject.org or call 612-722-6377. **GG**

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staff news

STAFF ANNIVERSARIES

JULY:

Jane Herbert	July 2005
Rain Elvin	July 2004
Jessica Belich	July 2001
Lisa Wiesen	July 2007

AUGUST:

Jim Richardson	August 1998
John Fisher-Merritt	August 1976
Julie Juntune	August 2007
Laura Irving	August 2007
Dylan Tusher	August 2007
Aaron Hoffmeister	August 2005
Andy Theuninck	August 2005

Watch the Brewery Creek Overlook for the Staff Art Show in July. We have many creative, talented staff from musicians to superior crafters and artists of all types. Take a look and appreciate the beauty we create.



Amber Haselman, Deli Counter, our Customer Service Award Winner for June.

Duane Timo, Deli Dishwasher will be building a computer for himself soon and he'll be putting Debian 4.0 "Etch" on it. Also, his little girl is starting to walk on her own now. It makes him happy to see her take her first few steps and hear her joyful squeals as she explores the world around her! She just turned a year old this past April. He looks forward to seeing her at the end of each day.

Jeremy Beckman, Stocker, recently bought a Specialized Hard Rock mountain bike from Ski Hut and it's great! He's been biking with Zach (another Merch Stocker) through Hartley and up Chester Creek. The report is that it's pretty intense.



Zach Brown, Stocker, is the winner of June's Gumby Award. Way to be flexible, Zach!

By the time this is published, Dan "Dano" Sauter, Deli Cook famous for our great breakfasts will have already moved down to the big city to do an internship with the Mercy Vineyard Church starting in August. He is hoping to take what he's learned to start a new Vineyard church from the ground up. We wish him the best of luck.

Attention Foodies!

It's time for the Locavore Challenge Recipe Contest!

In order to make the Locavore Challenge just that much easier, don't you think it would be grand to have some recipes already made? We did, too! That's why we're asking you, our faithful Members and Gazette Readers of all kinds to submit your favorite recipe(s) using locally

grown and/or locally produced ingredients. At the Midsummer Organic Food Fest (MOFF) on Saturday, August 2, you will bring your prepared dish to be judged by our Celebrity and B-List Celebrity Judges. The winners will each receive a \$50 WFC Gift Card and bragging rights for the duration of

this year's Locavore Challenge.

Log on to www.wholefoods.coop for a Rules & Registration sheet or pick one up at Customer Service. All entries must be received no later than Friday, July 18th at 9 pm. Good Luck!

For more information on other locavore challenges:

Visit www.eatlocalchallenge.com.

what the heck is MOFF?



It's summer at the Co-op and that means it's time for MOFF — that's the Midsummer Organic Food Fest to the newbies out there. Come down and meet the local organic farmers behind your food. Sign up for the Locavore Challenge. Enter drawings. We'll also have music, samples and the judging for the Locavore Challenge Recipe Contest with Celebrity and B-List Celebrity judges.

So join us for MOFF—Saturday, August 2 from 10am–3pm in the Whole Foods Co-op parking lot in front of the store. Your tastebuds will be glad you did.

Do I Dare To Eat A Peach?

by Sharon Murphy

If every US Citizen ate just ONE MEAL A WEEK (any meal) composed of locally and organically raised meats and produce, we would reduce our country's oil consumption by over 1.1 MILLION BARRELS OF OIL every week. That's not gallons, but barrels. Small changes in buying habits can make big differences. Becoming a less energy-dependent nation may just need to start with a good breakfast.

— Barbara Kingsolver, *Animal, Vegetable, Miracle, A Year of Food Life*, pg. 5.



Beginning later this summer, members and customers of food co-ops around the country will be participating in events to support local growers, suppliers and communities. WFC will kick off the sign-up opportunity for our Locavore (eat local) Challenge at our Midsummer Organic Food Fest (MOFF) event on Saturday, August 2, in our customer parking lot. Here's an outline for our Locavore 2008 Project:

2008 LOCAVORE CHALLENGE —

WFC's first phase in an on-going effort to support local, sustainable food production and to educate our community on the value and challenges of supporting local, sustainable food production.

CHALLENGE PERIOD = August 15 – September 15, 2008

Enrollment for the challenge will begin at WFC's Annual Midsummer Organic Food Fest (MOFF) featuring our local growers on Saturday, August 2, in WFC's customer parking lot; enrollment will also be offered at the Customer Service Counter

- Information booth at MOFF will be staffed by Membership Committee members, Board or management to educate and enroll participants in the Challenge
- Eat Local Recipe Contest at MOFF

Enrollees can choose to participate for one meal, one day, a week, 10 days, etc.

COST = No cost to participate

WFC will contact participants for progress and summary reports

Definition of LOCAL = WFC will have shelf signs and promotional materials in all departments defining products as LOCAL that are: Locally-grown = within a 300 mile radius of Duluth OR Locally-owned = produced by an independently-owned business (e.g., sole proprietor, partnership, cooperative, or non-publicly traded corporation) within a 300 mile radius of Duluth

- Enrollees can choose to limit or expand their food choice radius but LOCAL labeling at WFC will be on the above definition.

EAT LOCAL AMERICA CHALLENGE

Sponsored by the National Cooperative Grocers Association (NCGA) for retail co-ops participating nationwide

- WFC will provide packet of materials for enrollees in WFC's 2008 Locavore Challenge including NCGA materials, recipes and on-line and book resources

COMMUNITY PARTNERS

- Kids' Café at the Damiano Center (date to be determined) will display/sample their garden produce outside the Co-op

IN THE STORE

- Special LOCAL signage for Deli prepared foods that, as with Organic Standards signage, indicates 100% LOCAL ingredients or contains LOCAL ingredients.
- Continue to feature framed LOCAL "farmer" pictures and bios above Produce Department
- Establish framed LOCAL "bakeries" pictures and bios above the Bread Department
- WFC LOCAL logo signs on products throughout center store

NEXT STEPS

- WFC encourages Member enrollees to attend the Annual Membership Meeting on October 11 and share their experience during the Locavore Challenge discussion
- Comments and testimonials from participants will be noted in the Garbanzo Gazette and/or on WFC's



- LOCAL dinner at Ledge Rock Grille (September 4) — WFC will sell tickets and provide the cheese course.
- Chili Development Officer (CDO) Justin Hemming will develop a LOCAL chili to be featured in WFC's booth at the United Way Chili Cook-off in September

FARM TOUR

To a start-up Community Supported Agriculture (CSA) and WFC producer, Grass Roots Farm, in Twig, MN

- During the August 15–September 15 challenge period; specific date to be announced

web site after the end of the challenge period

- November/December Gazette recipe issue features LOCAL foods
- Feature LOCAL foods in public cooking classes
- Analysis of and problem solving about the food production gaps in our region
- Work with community partners to provide on-going support for and development of LOCAL, sustainable food production **CG**

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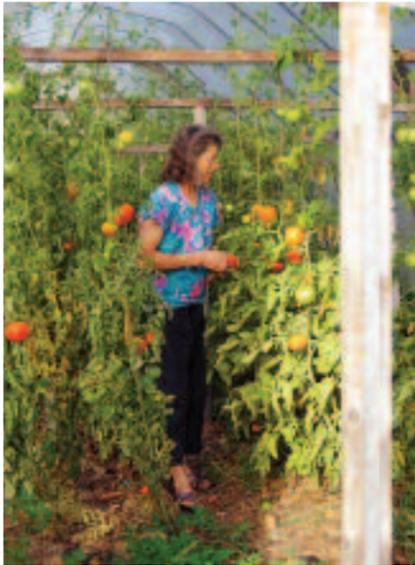
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Thank you.

"When I entered the small community of local farmers in the early '80s, I had no idea that this April it would be some of those same farmers who would save the day for me after my accident that left me on crutches still today.

I'm sending out a humble, gracious thanks to the farmers and neighbors who came together for me during my planting crisis. People brought me meals, did my food shopping, washed my hair and... planted my fields. Much is written about community and sustainability. To be connecting with friends and mentors who have lived it for decades is what it is all about."

— Shari Zoff of Shari's Berries

Meet some of our local farmers



Rick and Karola Dalen are two of our newer local farmers growing organic produce.



Jane and John Fisher-Merritt harvesting with flair.



Brimson farmer, Mike Olund, at his greenhouse.



Joel Rosen, "retired" local farmer.

The Back 40 Compass Rose

Elsewhere in this issue you have certainly read about our Locavore challenge, and this is just the sort of thing that warms a Produce manager's heart. In my world, people sometime want what they want, regardless of where it comes from: salad with dinner,



Produce Manager Michael Karsh is admiring some locally-grown greens.

summer squash for the grill or that perfect melon to quench the summer heat. That's why we shop, and rightly so as we're spending that portion of our time and resources to meet one of our most human needs: sustenance, the nutrition that sustains.

As a culture we have mostly accepted that bigger, faster and cheaper is the form we like our food to arrive, whether through our car window or the shopping cart. This

works nicely with our current food delivery system as it is just that, very systematized, quantifiable and profitable. The fewer variables under consideration for the retailer, the easier their job is as well. However, the dialogue around other values in food has been swelling. Whatever you may make of the various voices such as Michael Pollan and Barbara Kingsolver, they are great popularizers and have brought what can seem an obtuse concern for those with the time back into the center of our conversations about food as we look not just to our health but the future as well.

The realist may scoff at asking questions about methods of production and the sustainability of our food system. After all, hasn't the marketplace already delivered to us an efficient system second to none in the world? This market is akin to our large-scale non-organic agriculture in that the math of the inputs indicates the health of the system, not unlike our financial indicators for the economy at large. However, each of these systems of measurement assume a consistency of factors that can be compared and analyzed, with the underlying assumption that there is no fundamental underlying degeneration of infrastructure that might not be resolved through a tweaking of inputs,

whether of cash, fertilizer or lower interest rates.

This new dialogue about food rather than being an overlay for those interested in picayune details actually seeks to look ahead and within what we are now doing to satisfy our demands and determine what the future must be to continue to meet at least our legitimate needs. Climate issues aside, consider the decline of soil quality, water rights claims, and

make changes in our purchasing as seasons permit we would simultaneously be making a practical difference in the impact our consumption has on the world, as well as developing the ability of our region to do more of the same into the future. We don't need to read a tome on agricultural methods, but rather consider our choices like a map plotting where we want to be going forward. Like a well-planned trip, we

know where we want to go and how we get there. Right now we are not sure of either as a culture in regards our food supply. Each of us can begin that process, and so educate ourselves for the conversations to come simply by making the Local Choice more times than we have in the past. Like a sailor's compass

We don't need to read a tome on agricultural methods, but rather consider our choices like a map plotting where we want to be going forward.

the reliance on farm-inputs manufactured from non-renewable resources and the rise in food prices tied to that scarcity. Agriculture and sourcing as usual is just not smart enough yet, not creative enough to begin to answer the questions that must be asked.

This is where dialogues around local food really come into their own, not because we'll be growing our coffee beans in Esko, but because there are things we can do regionally to answer the questions of our food capacity in this place that we live. If we began, as WFC's Board has challenged us to do, where we can to

rose, we need to see those concentric circle of magnetic and true compass reading, bearing down on those small changes that make for great changes over the long distance. In Produce this is our passion, take the challenge!

CG

Michael Karsh is the Produce Manager at Whole Foods Co-op, where he has worked for the past 18 years in various positions. A transplant from the Twin Cities, he is an avid parent, cook, and organic gardener. Through his work at the co-op he has developed markets for local growers, with an emphasis on Organics.