



back 40 “Thin Ice”

by Michael Karsh, Produce Manager

Springtime is a lot of things, beginnings and endings depending on how you spend your time and creative energy. Each year our spring begins earlier, with the extension of seasons via greenhouse production. In the already warmer Iowa countryside, lettuce, chard and kales come earlier every year. As a Produce manager this is always welcome, because the adage about the darkness before the dawn is very often true, as we cusp, our local season, supply out of Mexico and California is typically spotty and the quality dips. Each year becomes easier as our local capacity and diversity grow, and thin ice transforms from danger to something to look forward to.

But what about “The Economy”? As a proper noun, discussions of such an abstract concept were largely unknown until the latter part of the 20th century. Prior to that, economics (if discussed) were largely related to small scale, even home-based considerations that reflected a competent level of engagement with the world. As we’ve moved into an increasingly digital age (blogs, Facebook, Wikileaks, etc.) electronic connectivity can almost make us believe that we can understand, even hold accountable the unruly mechanisms and structures that define so much of our daily lives. In truth, as the economic meltdown showed, the ice is not thicker for its expanse, and missteps can no more be erased electronically than at any other more “backward” time. In fact, perhaps at no time have we been so mis-convinced of our capabilities and level of knowledge than in each successive year of the 21st century.

As things become more potentiated, optimized to fit with the prevailing economic demands, even our lives

become faster and more brittle, where the failure of technology or external support systems exposes the atrophy of creative response to challenges. If we begin with our food, and our community production of food, we do well. WFC will be empowering your own home garden, big or small, this year with a wider selection of seeds and gardening products, as well as the same great selection of bedding plants from Barb’s Garden. While certainly there is a calculation to be made about the cost-effectiveness of gardening (and there is a winning argument there) even starting down the road of broadening our response-ability, deepening that skill base is something you won’t regret.

2. Grower does not plant genetically modified (GMO) crops or crops grown with treated seeds.

3. Grower rotates crops through fields over several seasons to encourage regeneration, and to allow fallow periods.

4. Grower uses the application of organic material as part of soil fertility management

5. Grower uses tilling and soil conservation techniques that reduce erosion, and

6. Grower does not use additional labor in growing, processing or handling that is compensated at a rate

rewarded with some of the finest quality micro greens we’ve seen, as well as some fall Romaine and other crops throughout. Arguably, they are the most local of our producers!

Feeling like you don’t know where to begin? Duluth also hosts an ever-growing Duluth Community Garden Program that can provide access to ground, resources and mentoring for those who need it. Also, keep your eye out for the Duluth Community Farm (www.duluthcommunityfarm.org) that seeks to replicate the success of the Intervale Center** (www.intervale.org) in our own community.

Prior to 9/11, food security – the development of regional food systems – was being funded on a federal level as a security issue. But we don’t need to respond to apocalyptic scenarios to see that there are reasons to cultivate better methods of production and delivery of our food. While such systems may not replace the national and global distribution that keeps the java flowing, it can prepare us to relish the time the thin ice moves out and we can enjoy the spring! **GG**

INTERESTED IN REGIONAL FOOD ISSUES?

Check out the information and opportunities at these new, local sites:

www.duluthcommunityfarm.org

www.ias.umn.edu/Courses/FoodSystems.php

Here at WFC we have implemented new signage in the Produce department intended to make identifying a local product easier, and also have returned to a method of identifying the growers on the signs as well. We will be seeing an increase in growers who—while not growing organically—do meet standards for quality assurance and soundness of practices. These growers have signed our *Local Grower Agreement*, that assures compliance with the following standards of production:

1. The Grower does not use any inputs on their plants, soil, harvesting equipment or storage facilities that are not allowed under the NOP* Final Rule as defined by the accepted and excluded lists found in the Rule.

lower than the current state minimum wage, with the exception of on-farm family labor and/or barter arrangements.

These items will be signed as “Non-Organic” with the Local signifier on the sign. This is one part of our attempt to bring more local growers into our mix of products, emphasizing the strengths of our community even if it has messy edges.

Keep an eye out as well for some information about new growers in our mix, including a superb in-town initiative, *Seeds of Success*. They are a program of Community Action Duluth that provides market access for small scale, low-income growers in the Duluth area. We support their efforts (including a proposed greenhouse) through our Local Grower Agreement, and are

* The *National Organic Program* (NOP) is the federal regulatory framework governing organic food. The term “final rule” refers to a regulation that has gone through the review and public comment process and is published in official form in the Federal Register. Final rules are published with an effective date, as of which they have the force of law.

** The Intervale Center, located near Burlington, VT, has been preserving that area’s agricultural resources by helping local farmers build and sustain their businesses. Their goal is to build a community food system that honors producers, values good food, and enhances the quality of life.



Our new liquid bulk dispenser and coffee displays have been up and running for awhile now. Keep an eye out for a face lift this spring in your Fog City Deli.



Our winter holiday elves (Jill Hall & Raelynn Monahan) came up with even more gift ideas for Valentine’s Day. Lots of special gifts were purchased at your co-op for Christmas and Valentine’s Day - some of them were even purchased for someone else.



Once again, your football-fan-filled cooperators put up the goalposts to cheer on their favorite snacks. We hope our tough-looking staff didn’t strike too much fear in your hearts and that your favorite team had a good showing this year. Only five more months until pre-season!



Many thanks to WFC Owner Walter Sipila for the wonderful winter surprise. Walter made these decorative ice globes using water balloons with a few drops of food coloring. The “stems” were made in stovepipes with stoppers on the ends. Walter also suggests that you use a bowl or plastic bag to carry the water balloons outdoors for freezing to prevent any unwanted spills. WFC Owner Katy said, “Seeing the balloons filled me with delight and made me laugh out loud.” Thank you, Walter!





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The information in the Garbanzo Gazette is also available on our website at www.wholefoods.coop



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 Owners to keep WFC advised of address changes, the Board, on 8/26/96, approved a policy making an Owner temporarily inactive when there is no current address on file. Inactive Owners are not eligible for 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 Owners.

management report

by Sharon Murphy, General Manager

In late December, the Management Team presented to the Board the calendar 2011 Business Plan with the following objectives:

- Incorporate action steps to achieve a profitable WFC that benefits Owners, staff and the community.
- Consider and strategically plan for future opportunities to improve operations at our current location and expand services to our community.

- Develop equipment list, schedule, staffing plan for in-store bread baking program.
- Reduce paper use/storage for accounts payable, member records, payroll, etc. – okay, this one is not too exciting but it will reduce annual records storage from 30 boxes to 6!
- Develop systems, merchandising and staffing plan to support outside sales of garden transplants in May/June.

And, as Members Cooperative Credit Union accepted our offer, we've now



Sharon Murphy
General Manager since 1988, attended first CCMA in 1988, Gazette contributor since 1978. Still never gets the last word

Here are some of the action plans:

- Conduct an on-line Owner/Customer Survey with a designated in-store computer available for responding.
- Expand opportunities to bring food to our community via delivery and/or an event vehicle.
- Create on-line ordering system for consumers and in-store storage and staffing to support a delivery/pre-order service.

From WFC's 2011 Business Plan:
Internal Trends "Management expects increasing conventional and natural foods competition in our area in 2011/2012. However, WFC's commitment to our community, environment, support of LOCAL growers and producers, and successful implementation of new services and operating efficiencies, along with creative problem solving by dedicated staff, will help to ensure our sustainability."

added an unplanned 2011 assignment for care and maintenance of additional parking on the corner lot (formerly MCCU property at 630 East 4th Street)

and for eventual redesign/repurposing of that site. Two years of profitability have given us a strong base to invest in additional services and community projects that may not provide immediate financial return but that we believe will help us show progress on achieving the Board's ENDS Policy to create a healthy community including, but not limited to, a healthy regional food system. Thank you, Owners! **GG**

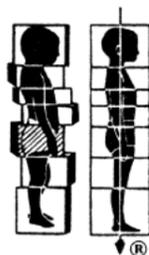
progress on ends

In the Policy Governance model, an ENDS Statement answers the question "What will be/is different because this co-op exists?" The ENDS Statement approved by the WFC Board of Directors on March 23, 2009:

In Duluth there is a thriving consumer-owned cooperative that supports, invests and partners to create a healthy community including, but not limited to, a healthy regional food system.

In the October-December 2010 quarter, management reported the following progress on ENDS to the Board:

- \$500 for organic seeds for the Seeds of Success program.
- \$2,000 to sponsor a representative from the Intervale Center, Burlington, VT, at a public presentation on community farms in February 2011 and to work with the Duluth Community Farm Committee.
- \$250 to the Cornucopia Institute, Cornucopia, WI, to support their mission to seek economic justice for the family-scale farming community.
- \$500 to the Institute for Agriculture and Trade Policy, Minneapolis, MN, to support their missions to work with organizations around the world to analyze how global trade agreements impact domestic farm and food policies, to develop alternative economic models that include clean sources of energy to spur rural development, and to stop the overuse of antibiotics in agriculture and aquaculture.
- Management participation and logistical support for the Safe and Walkable Hillside Committee, Hill Fest 2011 Committee, and the Duluth Community Farm Committee.



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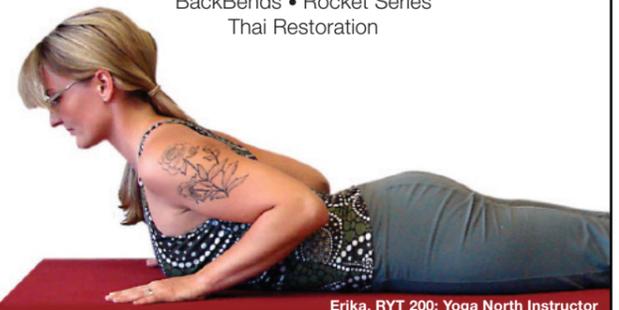
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introducing the duluth community farm

by Randel Hanson & Jamie Harvie, DCF co-chairs & WFC Owners



Future site of the Duluth Community Farm. From left: Troy Saltzer, Joel Rosen, Randel Hanson, Dr. Johannes Aas, Terry Smith

The Duluth Community Farm (DCF) is a newly formed community organization devoted to education around food and farming and the cultivation of food and opportunities for new farmers. DCF utilizes 20 acres on the corner of Jean Duluth and Riley Roads to create plots of land for new farmers to experientially explore various aspects of market-farming. We plan to host our first farmers on a portion of the lands in the 2011 season.

The long term vision of the DCF includes a food and agricultural employment incubator and educational site providing support for beginning farmers, internships for college students, and education to school age pupils. We conceive of the DCF as a bridge between rural and urban interests where people can experience the skill-sets associated with food production.

We believe the DCF will be an important link in the broader network needed to create a more robust community food system. We also believe that it will boost the capacity of many

organizations, including the Lake Superior Sustainable Farming Association's Farm Beginnings Program, the Duluth Community Garden Program, Duluth Community Action's Seeds of Success Program and others.

For growing the DCF, we are using

Duluth Community Farm seeks self-motivated/directed person(s) with some experience in vegetable production to farm the first season (2011) on DCF lands, corner of Riley and Jean Duluth Roads north of Duluth. 🌱 Duties include: start seeds, develop a business plan, keep farm records, control weeds, build the soil, erect fencing - high tunnels - sheds, planting, irrigation, harvest, marketing, & coordinating with other DCF users and DCF steering committee representatives. 🌱 For more details see: www.duluthcommunityfarm.org

Intervale Center (www.intervale.org) in Burlington, VT, as a model. Intervale serves to incubate farmers, providing both mentorship and access to land as a bridge to exploring longer term occupational plans. Intervale will be coming here in mid-February for a public talk and a small group workshop to help us think through options and learn from their successes and challenges in their 23 years.

The land that is hosting the DCF is owned by Lakewood Berry Farms, whose owner Dr. Johannes Aas approached organizers during the Superior Grown Food Summit. Dr. Aas was interested in exploring options on how to utilize that 20 acres within a community context and keep the land in agricultural use. These lands were originally part of the NE Experimental Station (UMD Farm); and prior to that it was part of the Greysolon Farms, which was founded in 1910 to rent and sell 1-15 acre plots to people to build a local food supply in Duluth. Further development of the DCF concept came in the Green Jobs Action Planning project that was organized in 2009-2010 by the City of Duluth, LISC, and the Zeppa Family Foundation.

A Steering Committee for the DCF was formed in October, 2010. People participating in this organizing committee are associated with the Sustainable Agriculture Project at UMD, Institute for Sustainable Future, Lake Superior Sustainable Farming

Association, the Whole Foods Co-op, Duluth Community Gardens, Northern Communities Land Trust, and Duluth Farmers Market. These people are acting as community representatives who bring their expertise and networks to the growing of this community farm for both the advancement of the community interests of food, farming & gardening in the region. The plan is to use a 5-7 year horizon to see if we can create a viable community based organization that can help bridge a pathway to a more robust community based food system. If successful, this land could be transferred into a land trust and the community based farm could go on from there.

Check us out at: www.duluthcommunityfarm.org and consider donating to the development of this community project. Send us an email and get on the mailing list. Watch for volunteer opportunities. And help build a more robust community based food system for Duluth! GG

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wfc staff news



MARCH ANNIVERSARIES:

Kristen Augustyn, Deli 4 Years
 Claire Musech, Produce 1 Year

APRIL ANNIVERSARIES:

Jeremy Beckman, Merchandising 5 Years
 Jill Holmen, Promotions and Education 11 Years
 Faith King, Produce 1 Year
 Katherine Lamb, Front End 1 Year

MAY ANNIVERSARIES:

Kristen Antil, Produce 1 Year
 Susan Boorsma, Front End 6 Years
 Sarah Garramone, Front End 2 Years
 Annette Hofslund, Front End 2 Years
 Michael Karsh, Produce 21 Years
 Steve Larson, Deli 1 Year
 Samantha Linder, Deli 1 Year
 Dale Maiers, Finance 3 Years
 Shawn Neibler, Deli 1 Year
 Nick Pawlenty, Deli 3 Years
 Kevin Taylor, Merchandising 5 Years
 Ellen Turner, Merchandising 1 Year
 Dylan Tusher, Produce 1 Year

news bites



GENETICALLY ENGINEERED ALFALFA DEREGULATED. LAWSUITS TO FOLLOW

Concerned consumers can get involved by supporting the efforts of organic food lobbying groups that are working to reverse the decision. A handout is available at the Customer Service Counter on where to learn more.

Some helpful links:

- The New York Times: <http://s.coop/8r9>
- Organic Valley: <http://s.coop/8rb> and <http://s.coop/8qk>
- Center for Food Safety: <http://s.coop/8rd>
- National Organic Coalition: <http://s.coop/8re>
- Community Alliance with Family Farmers: <http://s.coop/8rf>
- Food Safety News: <http://s.coop/8rg>
- The Cornucopia Institute: <http://s.coop/8og>
- Petition to sign for Millions against Monsanto: <http://s.coop/8ri>
- Petition to demand President Obama stop Monsanto's GE alfalfa: <http://s.coop/8rj>



EARTH DAY AT YOUR CO-OP

Once again the Whole Foods Co-op will be welcoming spring by hosting an Earth Day celebration on Saturday, April 23rd! The event will include samples from some of our local producers, free tree seedling give-a-ways, battery recycling by WLSSD, and activity bags and seed planting for the kids. Stop by to join in the celebration!



the buzz wfc staff news

by Jill Holmen, P & E Coordinator

Collaboration and cooperation stretch beyond the doors of WFC!

- Front End Manager Briana Brewington will share her artistic talents as a part of the Artist Kamikaze III- Elements, to open at Pizza Luce on Thursday March 3rd from 7-9 pm. Artists' names are drawn from a hat and paired up to collaborate on a piece together. It's sure to be an inspiring good time.
- Speaking of art, it's time again for the WFC Staff Art Exhibit. Hanging from March 9th through April 5th in the Brewery Creek Overlook, this show will feature the diverse and talented creations of our employees and is not to be missed.
- Congratulations to Produce Clerk Laura Irving on her recent engagement to sweetheart Caleb Wolden. The two met at UMD and plan to be married on Pentecost Sunday in Duluth this summer. Here's wishing them many joyous years to come!
- Several co-op gentlemen report rollickin' good times with their fantasy basketball league this year. The Hoop Coop Dreams mid-season standings were as follows: MOD Luke Vandrovec's Denfeld Blue Dogs: 54-42-0, Produce Clerk Justin Petite's Rice Lake Mustangs: 53-45-1, Customer Service Clerk Eric Nied's Elmwood Park Bobcats: 52-45-2, and Merchandising Clerk Cameron Reider's Central Hillside Shopping Carts: 40-58-1. We like to think this keeps the boys out of trouble, but we

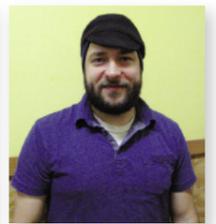
know better.

- Save the Date! March 25th is the date of Lake Superior Sustainable Farming Association's "Farmers Take the Stage" event, to be held at Amazing Grace Bakery & Café, featuring the hidden talents of the folks who grow your food!
- Spring means gearing up for the monthly First Thursday Motorcycle Rides, organized by WFC's own Grocery Buyer Joe Ulvi. The first Thursday of each month, bring your cycle and gather in WFC's parking lot ready to hit the road. These are free and open to everyone. May 5th will be the season's first, weather permitting. Watch for signs and the Whole Foods Co-op Facebook page for more information. **GG**

DECEMBER AWARD RECIPIENTS:



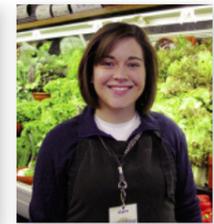
Gumby: Kristine Bergren, Produce Clerk



Customer Service: Cameron Reider, Merchandising Clerk



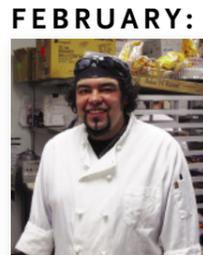
Gumby: Eric Nied, Customer Service Clerk



Customer Service: Claire Musech, Produce Buyer/Receiver



Charlie Danielson, Front End Clerk



Gumby: Jake McMiller, Deli Cook



Customer Service: Jonathan Kresha, Front End Clerk



Jordan Schreiber, Merchandising Clerk



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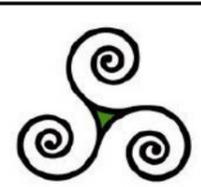
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gourmet to go spring changes and summer wishes

by Michael Fudala, Deli Counter Manager

Just like the inevitability of the change in seasons that brings the promise of warmer weather, longer days, and sunny afternoons, we have been cooking up some changes in your Fog City Deli. Although we have not yet figured out how to make a sunny afternoon, we have been working on some projects that will (hopefully) brighten your day. The first change that you will notice is the redesign of the cold salad case. Worry not; we are just revamping the aesthetics (and the feng shui), not your favorite salad. We have tried to simplify the salad case by making the lines cleaner and the choice of which delectable salad to bring home with you easier. As always, you are welcome to try any salad you like before making a

choice; just ask one of our knowledgeable staff.

The warmer weather has also got me thinking about my favorite cold beverages: coffee and smoothies. We have been working hard perfecting some new iced coffee drinks and a new smoothie menu - just in time for summer! Stop in for a quick pick-me-up or a tasty treat that you can feel good about. It might just have you feeling so good that you want to enjoy some extra time outside instead of in your kitchen cooking, so why not leave the cooking to us? Pick up lunch or dinner from our hot-bar or have a hot sandwich custom made for you. We work hard to create a wide variety of tasty vegetarian and non-vegetarian options for you and your family. Our hot bar menu changes

weekly, and is posted both in the store and online.

All this talk about warm weather has me thinking about spending the whole day outside, so why not have a picnic with all the accoutrements? You might have noticed that we did some redesign work in our cheese case, as well. We hope you will find it more user-friendly and less overwhelming. We have also been working hard to lower our cheese prices and continue to expand our selection. If we still don't carry your favorite cheese variety, please fill out a comment card and let us know. Along with your favorite cheese, you may be thinking about some olives and crackers for your picnic. We've made it easy for you by carrying a large variety of olives and by

placing some cheese-friendly crackers right next to the cheese case.

If cheese, olives, and crackers are not your idea of ideal picnic fare, then we still have you covered. Why not take a cold sandwich and salad, or veggies and dip along instead? We make a wide variety of cold salads and dips, which you'll find in our grab & go case - and any of our cold sandwiches can be made on gluten-free bread or wraps (just ask...it only takes a minute).

Now if only July would come along sooner... **CG**

Michael Fudala has been playing with his food for over 30 years...but only recently has begun to get paid for it.

in balance with ayurveda

by Bonnie Ambrosi, WFC Owner

"Simplify. Simplify. Simplify." Famous advice from Henry David Thoreau. How does Ayurveda help us on our path to simplicity? At first glance, it seems to make things more complicated, with lists of elements, qualities, tastes, and doshas, all interacting in countless ways. In fact, a student in one of my Intro to Ayurveda classes shook his head and complained, "Eating shouldn't be this complicated." He's right - it shouldn't. And the skinny on Ayurveda is: it's actually very simple. It's all about paying attention.

Balance is health. Through Ayurveda we each develop a sense of our own unique healthy balance, and we do this by paying attention. Simple, but not easy. It requires frequent breaks in the web of thoughts that typically occupies

the mind and obscures awareness, creating a veil that keeps us largely unaware of anything but the stories in our heads.

One simple technique for lifting that veil is awareness of the body. For a moment, take your attention to any part of the body and notice how it feels. Breathe, smile, listen. At first it may seem that there's nothing happening, and the flood of thoughts rushes back in. But for that instant you were present and aware, and with practice you'll find it easier to be "in your body" and to feel the subtle sensations of aliveness.

Or pay attention by going deeply into any one of your five senses. Are you cooking? For a moment, just smell. Inhale deeply the aromas of your cooking, without adding words, judgments, or analysis. Or just hear: the sounds of the chopping knife, the sizzling oil, the

water running in the sink. Feel the warm sudsy water on your hands and the texture of the item you are washing. Take a bite: open a space in the web of your thoughts, and in that space just taste. Sight is the sense that dominates all others, but here too is a path to presence. Look—pause the story in your head and really see the pretty shape of the sliced celery. If you find, after a moment, that you are staring at the celery but not seeing it because your mind has run off to chase some rabbit of memory or stray thought, take a breath and look at the celery again, simply.

Keeping the senses clear and bright in this way is part of the yogic practice of pratyahara and is the foundation of Ayurveda. Finding your balance requires noticing the qualities of your body and mind. By paying attention, you learn to feel the elements within

you and all around you: earth is heavy, cold, and unmoving; water is cool, wet, and flowing; fire is hot and sharp; air is light, dry, and very mobile; ether is cold and subtle. Experience this elemental dance! Notice small imbalances as they arise, and discover how various foods and sensory stimuli help you restore balance.

Books and classes on Ayurveda can help you in this process by giving you some ideas of where to look and what to expect, but it is your own experience, your own attention, that must do the actual discerning. You can take all the quizzes on body type, but if you're on automatic pilot, the information will be of little use and the effects will be shallow rather than transformative.

So you want a simple practice? Wake up and smell the coffee! **CG**

Bonnie Williams Ambrosi is a certified Ayurvedic Health Educator and teaches yoga and ayurveda at several locations. Contact her at (218) 728-9942 or grihastashrami@gmail.com or visit her website at grihastashramiyoga.com

**Ayurveda is a Sanskrit word meaning "the complete knowledge for long life" and deals with measures of healthful living during the entire span of life and its various phases. Ayurveda*

stresses a balance of three elemental energies: vata, pitta and kapha. When these three regulatory principles are in a more balanced state, the body will function to its fullest.

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board of directors

Alison Champeaux
Ad Hoc Policy Committee
GM Evaluation Committee
Study Committee
Term expires 2011
alison@wholefoods.coop

Mary Dragich
Annual Meeting Planning
Board Recruitment
Study Committee
Term expires 2012
maryd@wholefoods.coop

Chris Edwardson
President
Annual Meeting Planning
Finance Committee
Study Committee
GM Evaluation Committee Chair
Term expires 2012
chrise@wholefoods.coop

Mark Friederichs
Mark Friederichs
Treasurer
Annual Meeting Planning
Finance Committee Chair
Study Committee
Term expires 2012
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GM Evaluation Committee
Term expires 2011
davidh@wholefoods.coop

Theresa Koenig
Vice President
Board Recruitment Committee Chair
GM Evaluation Committee
Study Committee
Term expires 2012
theresa@wholefoods.coop

Heather Murphy
Secretary
Annual Meeting Planning
Board Recruitment Committee
Study Committee Chair
Term expires 2011
heather@wholefoods.coop



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.

ends statement

In Duluth, there is a thriving consumer-owned cooperative that supports, invests and partners to create a healthy community including, but not limited to, a healthy regional food system.

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

board report where do we go from here?

by Chris Edwardson, Board President

One role of a co-op Board of Directors is to help ensure the long term viability of your business. This is done in many ways. We monitor the general financial health of the store at monthly meetings and we approve annual budgets that project sales growth, cash flow, and profit. The Board also looks at the "big picture" through a process of study.

In January, the Board worked at a day-long retreat to review the study we had accomplished in the past year and to plan our future study. During the past year we took the time to learn from other co-ops and relevant organizations. We selected projects to study based on the input that came from owners. Your Board, in addition to conducting routine business, took time to learn about the potential for year round greenhouses in cold climates. We reviewed how other co-ops bought and operated farms, and the role land

trusts played. The Board was exposed to information about community farms, foundations, and education. We looked at the role of the Board in each of the co-op projects we studied.

Having completed this study, the Board has gathered valuable information that it can use if similar opportunities arise locally. At the retreat, we concluded that to complete the study process, we needed to link with you, the Owners. Your Board is highly motivated to communicate the results of our study. What we studied was based on owner input and you deserve to hear about what we learned. In addition to Gazette articles, we are planning several learning and listening activities this coming year.

We will do this as we move forward into new study areas that we believe are important to our future. We will



Chris Edwardson
Board President

start by tackling the Farm Bill which will be reauthorized in 2012. From there we will move on to study how population and demographic changes will impact the co-op. Last of the topics of study for this year are sustainability and food issues. (Our list for beyond includes climate change, peak oil, and transportation.)

Through study, we build wisdom and knowledge. This helps us to refine policies, and thus help our business. If you are interested in learning more about the Board study topics and what we have learned, please feel free to contact us. **GG**

E-mail questions or comments for the Board at wfcbod@wholefoods.coop

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 and co-op events.

are you an owner of WFC or of another food co-op?

Beginning March 1, 2011, member/owners of other retail grocery/natural foods co-ops with an owner ID card from their co-op will be eligible for Owner Extras pricing at WFC. This change in our policy was prompted by what other food co-ops are doing across the country so be sure to take your WFC Owner Card with you when you travel!



membership matters

by Theresa Koenig, Board Vice President

Whole Foods Co-op is a success! Maybe you've noticed the growing list of new Owner names in recent Garbanzo Gazette issues. Maybe you've noticed all those new Owners in the aisles when you've been shopping. Sales have been above projections, even during the bleakest economic times. In addition, more and more local growers, producers, and suppliers are bringing their goods to the Co-op.

Though it may seem like the Co-op runs effortlessly, a lot of time, attention, and care go into each decision made. Department managers do their part to supply products that meet customer needs. The General Manager does a terrific job of holding all the pieces together. The Board of Directors sets and monitors governance policies that are the Co-op's foundation, and it continually examines and updates the long term vision for the future of the Co-op.

2011 is a Board election year. We're here to ask YOU to check us out and to become a candidate. The Co-op depends on a knowledgeable, passionate, and visionary board. If you've been an Owner for 90 days or more, we encourage you to take a leadership role in the Co-op.

While policy governance is an important part of the Board's work, this is a very exciting time to be on the Board. Because of the Co-op's success, it is in a position to creatively look at the future. Our Ends policy directs the Co-op to partner with others in the community to create a healthy regional food system. To gather information about how we might do this, Board members have been contacting other co-ops to learn about cooperatively owned farms, co-op started and/or run school education programs, and co-op led garden and/or greenhouse projects.

The Board needs people with varied

skills, perspectives, and areas of knowledge to be part of this wonderfully creative process. What dreams do you have for the regional food system? Could you bring knowledge or understanding of diverse populations and their needs, to help make the Co-op and the food system accessible to everyone in the community? Could you bring financial or legal knowledge to the board, to help make that, or other dreams, reality?

Qualified candidates are active WFC Owners in good standing, with a minimum of 90 days consecutive ownership. Applicants must have attended two of the 12 most recent board meetings prior to the August 1st application submission deadline. To learn more about serving on the board or the application process, contact Theresa Koenig, Recruitment Committee chair, at theresa@wholefoods.coop, or any board member. **GG**



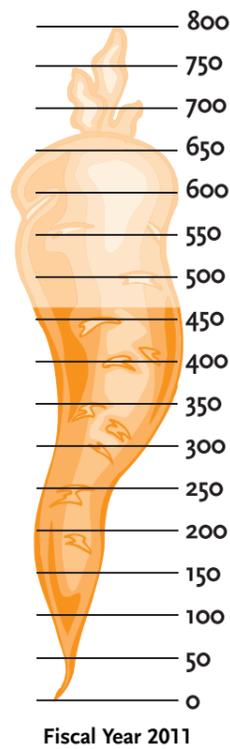
welcome, new WFC Owners!

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Emily E Westerlund
Janell E. Vanevery
E. Brucette Zirn
Bethany Nelson
Pamela J. Askegaard
Lori A. Hanson
Maria A. Kunze
Gail M. Rosenquist
Ingawati Maskun
Sharon Kleive
Sharon L. Rogers
Marcia C. Turenne
Scott A Hauswirth
Samuel Kwiatkowski
Karen A Tusa
John G Hays Jr
Robert A. Jackson
Charles D. Korsch
Sally E. Solomon
Larry Spears
Judy Marciniak-Flynn
Angie M. Leoni
Sandra A. Harmasz
Jett Sophia
Donald W. Little
Michael Wiken
Carolyn M. Hughes
Judith R. Hermans
Richard F. Maclin
Sabrina L. Stauffer
Dale A. Wesala
Barbara A. Perushek
Bettina M Keppers
Sharon Searls
John M. Malone Jr.
Christopher T. Garner
Jocelyn E Zentz
Charles A. Mizia
Angela M Hayes
Josephine M Lepak
Mary Alice Harvey
Lindsey C. Saukko
Othmane Alami
Jeremy M Katchuba
Jeffrey T Woolverton
Mary P. Cox
Susan L. Krochalk
Rebecca Mccall

Julie M. Burns
Joshua S. Acquard
Karen Lehto
Marygrace P. Armbruster
Phyllis K Eaton
Amy Wf Brown
Clinton P Kollars
Cynthia Gunderson
Erin C Grace
Ellen B. Andersen
David R. Michelson
Danielle Sosin
Melissa J Johnson
Arzie Arif M Muhammad
John Slettedahl
Madeline C. Mccue
Kristin A Randall
Lawrence Treakle
Teresa L. Monson
Lisa J Harrison
Edith M Michalski
Kristopher P Kuhlmeier
Robert F Entzion
Maria E. Sippola
Patricia A. Matko
Yuliya I. Mader
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Kim J. Morrison
Babette E. Thiel
Taylor N. Tengwall
Debbi Peters
Eric J. Smith
Celeste Y. Gallagher
Melvin O. Deraas
Mark W. Zapp
Natalie Baker
Kathryn S Wrazildo
David A Hoops
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Patricia M Johnson
Linda Dean
Kent A. Peterson
Laura J. Hoelter
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Thomas H. Glick
Kari L Becken
Margaret A. Barlage
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Sidney A. Spendler
Nancy J. Schweikert
Caitlin E White
Lynn A. Munter
Anne E Rawlins
Mary G L Sailstad
Nicole C Marinac
Amanda R Keeney
Virginia M Miller
Joanne J Woods
Toni T. Center
Robert J. Koenig
Jodi L. Broadwell
Catherine A. Wolff
Timothy G. Anderson
Stacy M. Ziells
Sheila M. Depre
Jean M. Wagner
Lacey M. Macgregor
Alesha M Murphy
Thomas W Rumfelt
Michael D Martin Jr
Shana E Klemmer
Valerie K Sweeney
Anne M. Schapman
Janice M. Pavlisich
Katherine Lk. Borchert
Ryan Stutzman
Jeanne M. Merrifield
Heidi R. Lindberg
Sharon G. Schultz
Holly J. Fearn
Cornelia Macneil Dacey
James E Zastrow
Mary Godfrey
Natalie Rogers
Kimberly Bailey
Jolee Kathleen Wiediger
John Michael Engstrom
Damian B. Swierc
Rebecca D. Hunt
Carmi M. Vonarb
Cecelia A. La Pointe
Tammy A. Erickson
Teresa R. Whittet
Michelle D. Wall
Lesley A. Gradek
James E. Brewer
Marcia A. Ulland

Theresa Flesvig
Hanni M Hessen
Antoinette J Pearson
Linda L Hagen
Jerry R Sawyer
Lorie E Palokangas
Dawn Soderlund
Addie J. Giddings
Pamela J. Carlson
Ann J. Baur
Amy L. Fregard
John A Simenson
Wendy R Larson
Alicia L Gaskin
Rose Kadera Vastila
Rebecca Anderson



From November 1, 2010 to January 31, 2011, your co-op has gained 163 new Owners. This makes a total of 463 new Owners since the beginning of our fiscal year on July 1, 2010. Only 337 more to go to reach our goal of 800 by June 30, 2011. Thank you for making your co-op strong, new Owners!

notes from the front



by Briana Brewington,
Front End Manager

As of February 1, 2011, the Co-op has not required signatures for credit/debit card purchases equaling \$25.00 or under.

We have continued to ask for identification when the card states a written request for the cashier to do so or there is any indication the person presenting the card is not the person whose name is printed on the card.

This change in procedure will reduce paper consumption and shave a few seconds off applicable transactions, thus reducing the time customers have to spend in line.



New Owner Swipe Cards at the Till

With over 6,000 Owners and averaging over 1,000 transactions/day, we are working to improve the accuracy and efficiency of our checkout process without losing any smiles!

Last October, WFC Owners received swipe cards that link our Point of Sale system to individual Owner numbers. Each Owner received two wallet-sized cards and two key fob style cards.

With the recent arrival of separate card scanners at each register, the process of entering your Owner number has become easy as pie. All you need to do is swipe the card anytime during the transaction and it will be entered to allocate your purchases.

There's no longer any need for you to remember and recite your number. Scanning your Owner card at the beginning or before the end of the transaction ensures that Owner benefits are applied and purchases are recorded properly for rebate purposes.

The transition of regular routine is not only challenging for some established Owners, but for staff as well. We realize some may hesitate to accept this change in their regular shopping routine, but we sincerely thank everyone who participates in the transition by bringing and swiping their card. It helps Cashiers get into their new routine every time you use it.

If you didn't receive your swipe cards or have misplaced them, we can easily assign you a new set at the Customer Service Counter.



RRR Progress Report

Since the RRR (Reduce, Reuse, Redeem) Program began in June of 2006, WFC has donated \$6,738.40 to Second Harvest Northern Lakes Food Bank and a minimum of 178,348 paper bags (roughly 600 bales) have been saved because WFC shoppers have brought their own bags from home. "Thank you" to all who participate in this program!



Watch for our new Special Order request system and new lane lights are on order indicating when checkouts are OPEN.



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grocery gab

by Lisa Anderson,
Merchandising Manager

You may have heard in the media that food prices are rising. If you are a ship lover like me, you know that demand for grain is also on the rise. Total grain exports out of the Twin Ports rose 68% in 2010 over 2009, and was the second highest export of grain (measured in short tons) in five years. This can be contributed in large part to major crop failures in Russia and its neighboring countries. During the recession very little inflation took place for food items, and now that the US is expected to climb out of the recession, experts expect food prices to rise. The combination of a global shortage of grain and inflation directly affects the price of products sold.



Some of our Small Egg Suppliers also noticed increases in grain prices used for feed. In order to ensure WFC can offer farmers adequate compensation and offer our customers their products, as of January 1st we increased the price paid to farmers and, therefore, the retail price of our eggs. While unfortunate, it helps ensure that our local farmers can continue to provide their products to WFC. I hope that you will continue to support them by buying our Small Supplier eggs.

new products

BULK

- **Molasses***, **
- **Bob's Red Mill**
Gluten-free Flour

COOL

- **Unpeeled Kombucha**
Limeade
Ginger Brew
Mango Passionfruit
- **Brown Cow**
Maple Yogurt 6 oz
- **Nancy's Kefir***
Blueberry
Strawberry
Raspberry
Plain
Peach
- **Kombucha Wonder Drink**
Original
Pear
- **Zico Coconut Water**
Original, Berry, & Citrus

GROCERY

- **Field Day**
Bath Tissue 12-packs
- **Farfalle (Bowtie) Pasta***
Pasta Sauce, 4
New Flavors*
- **Kame**
Oyster Sauce
- **Spectrum***
Coconut Oil Spray
- **Mom's Best Cereal**
Raisin Bran

- **Dream Chocolate Gluten & Dairy Free**
Chocolate Chips
Chocolate Bars, 3 New Flavors!
- **Olympic Granola Bars**
All Natural & Locally Made, 7 Varieties!
- **Raw Revolution Super Green Bars***
Apple Cinnamon
Banana

- **Crapola! Granola**
Cranberry Orange Granola 2 lb
- **Simply Organic***
Gluten Free Banana Bread Mix
Gluten Free Carrot Cake Mix

FROZEN

- **Blue Horizon**
Fish and Chip Bites
- **Udi's Gluten Free Foods**
Bagels

January 1, 2011

To all Turtle Island Distributors, Brokers and Sales Team

RE: Tofurky Jurky Disco at Retail store level

We are sad to announce the discontinuation of Tofurky sales to the retail market. We are doing so due to production inefficiencies which are no longer feasible to maintain given the growth of our refrigerated and frozen offerings. We will continue to produce a limited amount of the product for sale on our website to our diehard Jurky fans.

Thank you for your support of this product and please contact me with any problems or issues.

Sincerely, Seth Tibbott,
President, Turtle Island Foods

- **Oregon Chai**
Original Chai Latte Mix Canister
- **Bhuja's Snacks**
Seasoned Crunchy Peas
Seasoned Peanuts
- **Stacy's Pita Chips**
Original 1.5 oz
Parmesan Garlic 1.5 oz
- **Lambright's***
Locally Made Sorghum Syrup
- **Bar-Bell Bee Ranch**
Raw Honey, 1# & 5#
Buckwheat Honey
Dandelion Honey
- **Burt's Bees**
Acai Lip Balm
Mango Lip Balm
- **EO**
Everyday Detangler*
Be Well Bubble Bath
Nighty Nite Bubble Bath
Time Out Bubble Bath
- **Aubrey**
NuStyle Organic Hairspray*
- **Badger Balms**
Yoga Meditation Balm*
Stress Soother*
Cheerful Mind Balm*

Lemon Streusel Muffins

• **Henry & Lisa's**
Battered Salmon Fillets

• **Prairie Kitchen Scones**

Blueberry

Cinnamon

Cranberry Lemon

Mandarin Chocolate

• **Rudi's Gluten-free Breads**

Multi-grain

White

• **Tofurky**

Vegan Sausage Pizza

Vegan Pepperoni Pizza

HBC

- **Abracadabra Kid's Bubble Baths**
Unicorn Lavender Lotus
Gorilla Jungle Banana
Dragon Berry

beef and bison prices

by Jesse Hoheisel, Cool Buyer

You may have noticed the price increases in the meat case, particularly on the grass-fed beef from Thousand Hills and the Bison. Both meats have different reasons for the increases, so I thought I'd point out why.

Commodity beef (i.e. corn-fed) prices have risen dramatically due to feed costs rising. Corn used for fuel rather than food production in particular is a major cause for this.

Thousand Hills pays a 12% premium over commodity prices to their more than 70 different producers to maintain their heads of cattle coming in, rather than those producers seeing that they would get the same or better price for producing non-grass fed beef elsewhere.

In the bigger picture, cattle farmers have been receiving much less than they should have per pound of beef over the last 60 years due to overproduction. For example, when you see ads for 99 cent cheeseburgers, you are seeing the effect of this undervaluing of beef. In recent years, more beef farmers have left the market because of the low price they received for their work, and now the market is starting to correct itself. As Todd Churchill at Thousand Hills said to me, "If we had the same pricing structure that was in

place prior to World War II (when food was 30-40% of a family's budget), a market weight whole steer should be around \$2.50 per pound. Now, we are happy to see the price go over \$1.00."

I should also mention here that grass-fed beef has a much more favorable impact upon the environment versus conventional corn fed and beef lot style production. It simply takes more time and care to raise this kind of beef.

Bison prices are rising everywhere due to higher than expected demand worldwide. Bison are not the domesticated farm animals that cattle are, so production of this meat is a much more difficult process because of the animal's feral nature. In fact, America's annual bison production is less than a day's worth in beef production. It is a simple case of supply and demand; demand is very high now, so producers can expect better prices for the meat, thus prices rise for retailers, and ultimately consumers. With bison, there will be more price spikes and troughs versus domesticated farm animal prices.

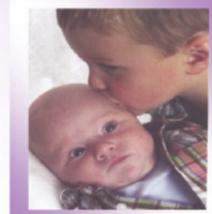
Luckily poultry and pork prices have remained more stable, and salmon prices have gone up a small amount in comparison. GG

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savor the season

by Shannon Szymkowiak, Promotions & Education Manager

When it boils down to getting real, I am lazy. Although I like adventure from time to time, I usually choose to do things I am familiar with because it is easy. I suppose that is true for most of us, being human and all. But sometimes something just keeps at your psyche until you either have to let it go or do something about it. Every year, I teach a class called the *Mediterranean Diet* with Adam Sundberg, a local chiropractor. The class is well done (if I do say so myself) and it almost always sells out. I

given day keep it fresh and keep me learning. However, one thing has been nagging at me for a long time now. Maurice's has Brown Bag Lunch presentations for their staff and I have been honored to speak a few times. A couple of years ago, I questioned the group about how they learned to cook. Not only was I shocked at the lack of information received by Home Ec/Life Sciences classes, but it really got me thinking about what it means to "know how to cook." To some, it means that they can plan a menu from day to day based on leftovers from the day before

"it does distress me that something we do two, three or more times a day—eat—is regarded as a chore when it can be inspiring, joyful and an opportunity for gratitude."

have done this class probably five times now, so I have my patter down, my recipes are set and it is simply just ready to roll.

I also speak to a lot of groups each year. Much of the information is the same from group to group, but the dynamics and questions asked on any

and/or what's available in the pantry. To others, it means, "I can read the back of the package and follow the directions." Some people have never been inspired, others have never learned and some don't have the right equipment (not everyone has a variety of pots and pans or even electricity some months). But life gets in the way and it's easiest to continue on with whatever you've done in the past. I get it. But it does distress me to know that something we do two, three or more times a day—eat—is regarded as a chore to ignore when it can be inspiring, joyful and an opportunity for gratitude.

This distress has finally forced me out of my comfort zone. I have spent several hours recently working up a "Reclaiming Your Kitchen" workshop to offer as a class at the Co-op. It will require pre-class homework by all attendees and a boatload more preparation and one-on-one instruction by me, but I can't wait. I am thrilled to finally answer a call that I have been hearing over and over for the past several years. This work is coming from my very core, so it has to be right.

Spring is upon us. Try something new, even if it is more work. Then, let's compare notes. I'll bet we'll all be better for it. **CG**

- **Tom's of Maine**
Woodspice Stick Deodorant
Sensitive Bar Soap
Relaxing Bar Soap
Deodorant Bar Soap
- **Aura Cacia Kid's**
Shampoo
Body Wash
Bubble Bath
- **Natural Dentist**
Stim U Dent Plaque Removers
- **Radius**
Toothbrushes
Cranberry Floss
- **South of France**
Lavender Liquid Soap
Green Tea Liquid Soap
Orange Blossom Liquid Soap
- **Clean Well**
Foam Sanitizer
Spray Sanitizer
Sanitizing Wipes 10 pack
- **Weleda**
Arnica Oil, 3.4oz
- **Simplers**
Calendula Oil*
- **New Chapter**
Turmeric Force
Bone Strength Take Care
- **Enzymedica**
Digest Basic
- **Naturade**
Weight Gain Protein Mix
- **Natural Factors**
Turmeric~Bromelain
- **Child Life**
Liquid Multivitamin
Liquid Calcium Magnesium
Butterscotch EFA blend
- **Quantum**
Cold & Flu
Thera Zinc spray with Echinacea & Elderberry
Elderberry Syrup
- **Zand**
Insure Herbal Lozenges
- **Bach**
Rescue Gum

* Contains Organic ingredients
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Northern Communities Land Trust

Helping families put down roots in our community




New Land Trust Homeowner Gabe celebrating his new home in the East Hillside, just a few blocks from Whole Foods Co-Op

Homes for sale:

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- 1023 N. 12th Ave E: 3 BR, 1.5 bath, \$99,900
- 721 N. 8th Ave E: 4BR, 2 bath, \$114,000
- 922 E. 8th Street: 4BR, 2 bath, \$109,000

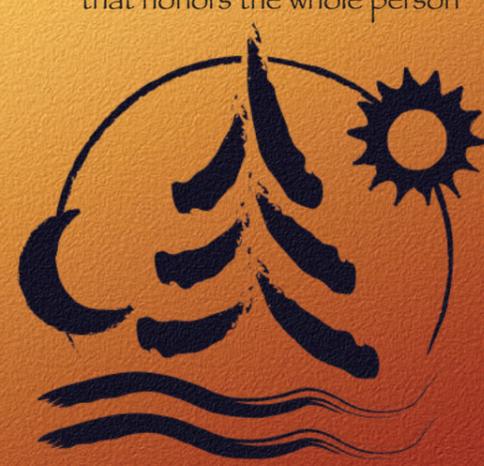
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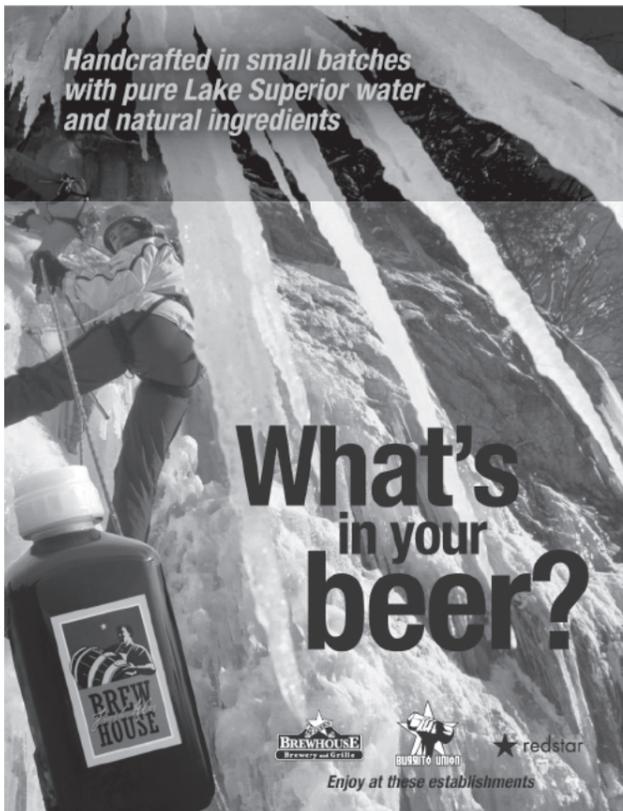
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WFC-U spring classes

March

Raising Urban Chickens in Northern Minnesota

Instructor: Theresa Koenig
 Wednesday, March 30, 6:00 – 7:30 pm

Can we really get eggs year round from a backyard flock in Duluth? Yes, and this class covers everything you'll need to know to start your own flock from starting with chicks, to maintaining healthy, productive adult hens, to learning about the best breeds for urban flocks and what to feed them. See examples of some of the chicken coops in our area and find out what works and what doesn't work. An optional self-guided tour of city coops will be offered to class participants later in April.

April

Clean and Green: Personal Care Products

Instructor: Theresa Hornstein
 Thursday, April 7, 6:00 – 8:00 pm

Theresa will teach you to make your own personal care products – lip balm, face scrubs and soap – using natural ingredients that are available at the Co-op and that you may even have in your own home!

Please note: This class may use natural fragrances in some recipes. Please take this into account when registering for this class.

The Foundations of Yoga Philosophy: Yamas & Niyamas

Instructor: Deborah Adele
 Wednesday, April 13, 6:00 – 8:00 pm

For thousands of years, yoga has been practiced as a way of life bringing clarity to everyday interactions. These ancient & practical gems are the foundation to all forms of yoga. In 2009, Deborah Adele wrote *The Yamas & Niyamas: Exploring Yoga's Ethical System*, now being read throughout the nation. Don't miss this opportunity to learn from this sought-after speaker, and glean her insights into these ancient tenets!

Creating Filled Pastas

Instructor: Robert Giuliani
 Thursday, April 21, 6:00 - 8:00 pm

Remember that pasta press you got for as wedding present years ago? Well, isn't about time you dusted it off and gave it a whirl? In this class Chef Robert Giuliani will be teaching students how to make fresh pasta, as well as how to create ravioli and tortellini with both meat and non-meat fillings.

Celebrate Cinco de Mayo! Mexican Tamales & More

Instructor: Robert Giuliani
 Thursday, May 5, 6:00 – 8:00 pm

Many of us know his delicious pizza and pasta, but with his Mexican heritage Chef Robert Giuliani learned Mexican cooking from the best! Come learn how to make the best sweet and hot Tamales, Chili Rellenos, Guacamole, and Pico De Gallo. Be sure to come hungry to this fiesta!



with a one week menu plan of foods your family will eat (and skills to create more), a custom shopping list, recipes, some basic knife skills and some new skills you can implement immediately to increase your confidence and begin to enjoy your time in the kitchen. Due to the one-on-one nature of this class, class size is limited to 8.

Container Gardening

Instructor: Scott Vesterstein
 Tuesday, May 17, 6:00 – 7:30 pm
 This class is \$10 with all proceeds to Second Harvest

Sydney's Green Garden founder Scott Vesterstein will teach people how to grow pesticide-free vegetables anywhere with container gardening. Container gardening is a smart way to garden for those who lack the space for a traditional garden or if you hate weeding. A limited number of container gardens will be available for purchase at class.

Spring Desserts

Instructors: Debbie Manhart & Mike Fudala
 Thursday, May 19, 6:00 – 8:00 pm

As the seasons change, so do our food cravings and desserts are no exception! In this class we will be looking at what qualities make a good spring/summer dessert. We will make Grilled Pineapple in Butterscotch Sauce over vanilla bean ice cream, Banana-Berry Cream Pie, and Fruity Crepes.

May

The Perfect Brunch

Instructor: Arlene Coco
 Wednesday, May 4, 6:00 – 8:00 pm

Spring's warmer weather brings opportunities for friends to gather. Easy, do-ahead recipes for entertaining will be featured in this class as well as tips and tricks for your cooking. The menu will include seasonal egg dishes, fruit, and other day break delights.

Reclaiming Your Kitchen

Instructor: Shannon Szymkowiak
 Saturday, May 7, 10:00 am – 3:00 pm
 This 5-hour workshop is \$45. WFC Owners pay \$40

How do I stop being a short-order cook? How do I cook from scratch when I have no time? How do I deal with my picky eater? These issues and much more will be covered in this workshop. Although there is required pre-class homework, you will be thrilled with the results. You will leave class

June

Neopolitan Pizza

Instructor: Robert Giuliani
 Thursday, June 2, 6:00 – 8:00 pm
 Rain date: Thursday, June 9

Are you ready to take your pizza to another level? Then this is the class for you! Chef Giuliani will be demonstrating how to make a traditional Italian style pizza crust and Neo sauce for your pizza. Then, to top it all off, students will have the opportunity to bake their own pizza in the Clyde Iron Works portable wood fired oven. Be sure you come hungry, and ready to go outside to bake your own pizza.



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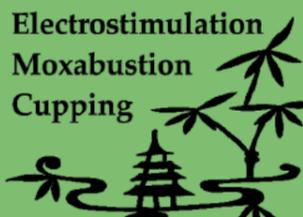
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Registration:

- In person:** Go to the Customer Service Counter and let them know which class you'd like to sign up for. Cash, check, credit card, and WFC gift cards are accepted.
- By phone:** Please call 218-728-0884. We do need payment at the time of sign-up, so have your credit card ready.
- On line:** www.wholefoods.coop

Fees and Cancellations:

- Class prices are \$25 (\$20 for Whole Foods Co-op Owners) unless otherwise noted.
- You must register 48 hours in advance in order for us to shop accurately for the class. Space is limited, so we encourage you to register early.
- Classes and lectures must have a minimum of 6 students signed up in order to take place.
- If there are less than 6 students registered, each student will be called by WFC and informed of cancellation.
- Refunds or class credits (to be used within the next three months) will be given in full if we cancel a class or if you cancel your registration 48 hours in advance.
- No refunds will be given for cancellations received after the 48 hour deadline or for no-shows.

Happy Cooking!

fresh perspectives

start them young

Over and over we hear that if you start something early, you generally stick with it such as snow boarding, baseball, watering skiing, soccer and many other things. Eating fruits and veggies are no exception.

Studies have shown that starting good eating habits when kids are young can have lasting effects. The first place to build these habits is with parents. Yes, that's right. The example parents set makes a big difference in how children view and eat vegetables. Remember not to let your own bias affect your children's choices.

Next time you are in the produce section listen to what you tell them. I've heard parents say, "You won't like that" or "we don't like those."

Are you ready to make a difference? Then here we go!

Make fruits and vegetables visible by having fresh fruit on the table or countertop and cut carrots or celery for the fridge.

Set time aside to have meals together. Make produce a part of every meal.

For breakfast, add bell peppers, broccoli, spinach, mushrooms or tomatoes to your eggs and omelets, or fresh bananas or strawberries to cereal. How about fried apple slices and roasted nuts to Saturday morning's pancakes?

For lunch, add lettuce, tomato, onion, sprouts and cucumber to sandwiches. Pick up ready-made salads from the produce shelf for a quick salad anytime. Or have them try several types of vegetable soup from tomato to

minestrone to find out which ones they will like with their grilled cheese sandwich. Always include a couple of carrots, cherry tomatoes or celery sticks to their noontime plate.

If you are packing a lunch, consider using a Bento box, which has different compartments for each healthy item and is easy for kids to open.

THIS MONTH'S TIDBIT

Why eat organic? Several studies have linked pesticide use to many major diseases.

Among the diseases linked to pesticides include autism, asthma, learning disabilities, birth defects, diabetes and cancer.

For snacks, pre-cut veggies or fruit and have them available for easy and frequent snacking, or keep hummus or healthy dips around to encourage better choices. You can cut up cheese slices that pair perfectly with afternoon apples or pears. A handful of almonds or pecans provide essential protein and complement orange slices, apples, bananas or berries. You can't go wrong with a smoothie loaded with lots of healthy fruit or a vegetable juice made in the juicer that can be served hot or cold.

For dinner, vary the ways you prepare foods. I remember when my daughters were young I always steamed their cauliflower, beans, broccoli and carrots so they would get the most nutrients from them. Now that they're old enough to make choices for

themselves, they prefer eating them sautéed, baked, roasted, fried or raw.

For "fast" meals, pick up ready-made salads from the produce shelf for a quick salad anytime. Add spinach leaves, tomatoes, peppers and onions on pizza. Variety makes a difference here too. Try veggie lasagna. Add fresh broccoli, green beans, corn or peas to a casserole or pasta. Make Thai food and serve the veggies with peanut sauce. Add lettuce, tomato, onion, sprouts and cucumber to burgers, wraps, hot dogs and tacos. Make a meal of raw veggies like baby carrots, pepper strips, broccoli and celery. Make a centerpiece of topped bell peppers filled with hummus, salsa, cocktail sauce, blue cheese dip and almond butter and let everyone eat their fill.

For dessert, have baked pears with ice cream, or apples with chocolate dip, fresh berries and cream, homemade carrot cake, carrot and raisin salad, melon slices or raisins or dried cranberries with banana and yogurt.

Remember, they may not like everything you try, but what they do like will serve them for a long, long time.

GIVE YOUR BRAIN A BOOST

Want an extra edge at your next office meeting? Or help your kids with their next test? Here are some tips for using making choices that feed the gray matter.

For starters, research shows that consuming whole grains that are high in fiber provides an optimal level of glucose for consistent energy throughout the day.

Oats are also rich in vitamins B, E, potassium and zinc, which help the brain and body to function at peak levels. Add some chopped or sliced apple and it will keep you fuller and fueled even longer.

Eat your berries! Strawberries, raspberries, blueberries and cranberries all contain powerful antioxidants. The richer and more intense the color, the more nutritive value in the fruit. Studies show that children who consume berries regularly have improved memory.

Beans are great for your brain, too. Packing a lunch with hummus, bean soup or kidney beans on a salad can help fight that afternoon drag. Beans provide additional energy from protein and complex carbohydrates.

Colorful veggies: antioxidants build your immunity and keep brain cells strong.

Peppers on your pizza, broccoli in your soup, carrot sticks for snacks or roasted beets are packed with antioxidants, keeping the brain in tip-top shape.

Milk and yogurt are packed with protein and carbohydrate, which are sources of brain energy. Protein and B vitamins in dairy foods are essential for the growth of brain tissue, enzymes and neurotransmitters.

And don't forget breakfast. A study published in the American Journal of Clinical Nutrition found that skipping that first meal could hinder academic performance and interfere with cognition and learning among school children.

Start with some scrambled organic eggs, which contain choline that augments brain and memory development. Add a few fresh vegetables and serve over a slice of whole grain toast. **GG**

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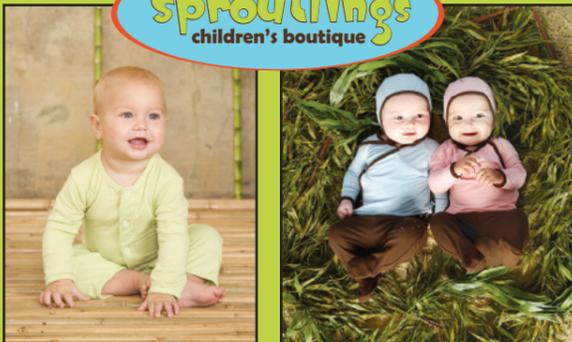
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