

# the back 40 “playing by the rules”

“I maintain that human willfulness can save society, or can destroy a civilization by actively choosing short-term gain over long-term good or by passively remaining silent and supine in the face of someone else’s choice of short-term gain. It surpasses my understanding how we can agree to regulate players in sports to act properly for the long-term survival of our stupid games, but we cannot do the same with real life and real community.” – Gene Logsdon

Now I am a fan of stupid games, specifically outdoor baseball from my son’s little league team (5-0 at this writing) to the major league teams who have not embraced the foolishness of an air-conditioned tupperware with fake grass. Everything in life deserves the possibility of rain, or snow, in my opinion. It is a reality of creation, and even our pastimes should reflect the fact. As a student of economics I was taught that the market for any good has the same kind of rules that define play; that define winning and losing in terms of efficiencies with scarce resources (mostly money). Much of the discussion around these efficiencies revolves around inputs and outputs that are mostly numbers on a page, even people can be quantified in this way. Handy.

With stats based on these calculations it is obvious that the flight of manufacturing to cheaper labor markets, the consolidation of corporations and agriculture, and the proliferation of variant products is a necessary good. It is driven by the fecund ingenuity of our people, almost a manifest destiny for a new age. There is little to argue with here, in fact it mostly seems to work this way for us as a nation. The question is whether these numbers on the page take into account enough of the rules to prove sustainable in the long run, and more to the point, if our ingenuity is being used well enough.

Here comes the rain on our organic game: enter Wal-Mart in a larger way

into the distribution of organics. If there were a scarce resource in need of some efficiency, it might well be organic produce. Think back to the pricing we saw in May and June with the annual 20% growth in the market outstripping supply, with some bad weather thrown in to drive us off the bleacher seats. Wal-Mart excels in sourcing and distribution on a never before seen scale, a darling of those loving economic numbers. The argument goes, with lower prices we all become a little richer, and presumably we’ll all be able to better afford organics as well. More people will have access to food that is better for them through the Wal-Mart distribution chain.



Shari Zoff’s rhubarb is one of the first local produce items each year.

Wal-Mart will seek to commodify organics by reducing the distinctions between like items to one factor: price.

Wal-Mart can succeed as long as it can drive the same kinds of changes it has been able to in other product categories. It seeks to drive volumes up, prices down and terms hard. Sounds to me like the story of large-scale agriculture in our country. There has been significant consolidation in organics as well, with some key growers reaching scales that could potentially supply a retailer on this scale, with many others perhaps taking confidence in seeing such a big player move into what is now more industry than movement. The question for me becomes whether treating organics as just another category will ultimately dilute its value to customers which is largely driven not by price, but by the inherent qualities of the product. Research has shown that customer confidence in perishables quality drops off steeply when we are talking about discount retailers such as a Super Target or Wal-Mart. But Wal-

Mart will try low-balling organic prices as they have not reached the successes they have without risking failures. And it will be a failure, but one with a rainbow on the other side for our domestic agriculture.

The problem with all of this number crunching is that the life of a community and the realities of what people tend to see as limitations within a natural system cannot be easily quantified, and so their impact cannot be fully accounted for. It is plain to be seen that getting into organic agriculture is a smart choice right now, if only by the numbers. But Wal-Mart’s sourcing and distribution system cannot capitalize on this burgeoning growth in farm numbers because of the diffuse nature of the production system. West-coast sourcing, and some undeniable seasonal realities may be early successes for the company. In the long run it will only develop the competition throughout the country through greater visibility for organics, and the questions about the rules that must follow. Co-ops are uniquely positioned here to provide the big picture for shoppers, as we hold the values that connect to the dimension of life that reaches beyond



Produce divas Sheena Meddagh & Andrea Foro demonstrate delicious, organic produce.

the numbers on a page. This, tied with statistically demonstrable successes for small- to mid-scale farming will mean a healthier distribution system that does not place all of its eggs in the California basket. Large scale farming that profits on small margins is an obvious response to the Wal-Mart demand, but it is already on the edge of collapse in the non-organic world right now, and you can bet that Wal-Mart is not going to make that better with significantly more gener-

ous purchase prices to suppliers.

In the late innings we will find that greater regionality and sourcing options are at hand: more farmers on the land. This is lunacy for some, a reversion to an earlier stage of development of society in the abandonment of the industrial model, as if food production is best accomplished like we make cheap toys. People are waking to the fact that what they do at least three times a day has significance for all parts of our lives. Prices are real, and painful at times. Organics need to be more affordable, and there is price gouging in the industry as in any – supply and demand works in all markets, and people are people after all. But the economists answer here – make it bigger – hasn’t helped to solve the problem, only generated a culture of dependence on subsidies. The industrial model has reduced farmer numbers, and touts this as accomplishment. Now it is time to realize there are more ways to win a ballgame than just swinging for the fence, and smarter ones.

Successful farmers are good businessmen, and I haven’t met one that wasn’t a genius of some sort. This is the ingenuity that we should pride

ourselves on: addressing the real limits of creation and creating a sustainable win for all involved, because that is the true win for the farmer. “We sell for less,” the Wal-Mart slogan will mean a lot less when the costs of fuel, and the socially untenable scale of production demanded begin the wear further on an already atomized society. The real money pressures will come, and the diversified and diffuse model of production will survive and thrive as it has done before.

The value of the farmer in the community, of the story of someone who has weathered and succeeded in tough times will be of more value than tabloid headlines, and provide inspiration for others to do the same. The fresh smell following the rain will come on a summers night- Batter Up!

GG

**Justin Hemming**, Assistant Produce Manager, has worked at WFC for over five years both in the deli and now in the produce dept. He lives in town with his handsome dog Cosmo.

Mark your calendars!

Annual Meeting  
Friday, July 28

Watch your mail for full information

Midsummer Organic  
Food Fest (MOFF)

Saturday, July 29  
11 am – 3pm

Meet your local organic farmers  
some music & food on the side.

Both events will be held in the  
Big Tent behind the store.

## Congratulations to Our Co-op!

The U.S. Green Building Council has certified Whole Foods Co-op as a LEED (Leadership in Energy & Environmental Design) building. We are the first LEED certified building in Duluth, the first LEED certified retailer in Minnesota and the first LEED certified Co-op in the country!

But that’s not all... your Co-op has also been awarded the 2006 Cooperative Development Foundation Howard K. Bowers Fund Cooperative Excellence Award. Three cheers for us!







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Memorial Blood Centers is your non-profit, community blood center. Memorial Blood Centers supplies blood to 36 hospitals, 20 of which are directly located in the Northland. This includes all Duluth and Superior health care centers.

Memorial Blood Centers will be partnering with Whole Foods Co-op on Wednesday, August 23 in order to replenish this community's blood supply. The drive will be held in front of Whole Foods Co-op located at 610 East Fourth Street in Duluth. The drive will be held from 10am to 4pm and interested donors are asked to call Shannon Szymkowiak @ (218) 728-0884, ext. 181. Walk-ins are also welcome.

Donating blood is a highly meaningful way to volunteer in your community. Because the blood is separated into components, each donation can save as many as three lives. The donation process, which includes registration, a mini-physical and the donation, takes approximately 45 minutes, with the actual donation time being less than 10 minutes. To give blood donors must be at least 17 years old, in good health and weigh at least 110 pounds. A valid form of identification must be presented when appearing to donate blood.

Please plan to give blood on August 23 at Whole Foods Co-op. And remember – ***It's About Life.***



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JULY/AUGUST 2006

**GAZETTE**



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# The Real Cost of Real Food or – knowing the price of everything but the value of nothing

by Shannon Szymkowiak, Marketing & Member Services Manager

Since I've been in the natural foods business (12+ years), the subject of the cost of natural and/or organic foods has come up over and over. Since we have moved to our current location, the subject of price has again come up. This is a huge subject. So huge, in fact, that we'll be having another article about it in the next Gazette and a great perspective by our own Produce Manager, Michael Karsh on the back page of this issue as well as the nutritional side of things in Fresh Perspective (pg 3).

Right off the bat, I would like to dispel the rumor that we have raised prices since the move. This is blatantly untrue. We have margins set for each department, based on industry standards, which were carried over from our previous location. When the prices we pay for items go up, we must pass that on or fail as a business. There have been price increases on individual items due to a variety of reasons: fuel costs and pricing corrections for example, but there have been no across-the-board increases.

Now that that's cleared up, what I'd really like to get to is the big question. The question that comes up over and over, "Why does organic cost more?"

This is where the issue gets so huge. There are so many factors; the labor-intensive methods of growing, the restrictions on what you can and can't feed an animal, the three-year transition time when a potential organic farmer is not getting organic pricing, but is growing using organic methods, certification costs, an unsubsidized method of farming. This list goes on. These are all valid reasons

for increased costs, but I think we're asking the wrong questions. The question that continues to come up in my mind is "Why should we mind?"

To clarify, I do not believe we shouldn't question our grocery bill. On the contrary, I clip coupons and shop sales with the best of them. What continues to baffle me is why people are so resistant to paying the real cost for the food they eat.

Americans spend a smaller percentage of their disposable income on food than almost any nation in the world (10.7 percent, compared to 11.2 percent in England; 14.9 percent in Australia; 17.6 percent in Japan; 24.5 percent in Mexico; and 51.3 percent in India). Furthermore, per capita income in the United States increased 48 percent from 1970–1997. Meanwhile, food expenditures increased only 23 percent, mostly due to an increase in the number of Americans dining out. We have become accustomed to going grocery shopping and still having enough money left over to stop at

McDonald's on the way home from the store, but "not enough time" to actually cook the food we've purchased. This means the additional amount the average American spends for food is not to pay for higher quality, but for someone to prepare it for

us. I, for one, would rather have better food for that extra 23%.

Anyone who has been purchasing organic food for a number of years knows how much prices have come down. I recently came across an old picture from the Co-op. In the picture, you could see organic tomatoes priced at \$9.99/lb. — \$9.99/lb! Yet, if there

hadn't been people willing to pay for organic tomatoes at the amount that farmer had to charge at that time, that farmer would have folded. And that means that we wouldn't have organic tomatoes, in abundance, year 'round now for \$2–\$4/lb.

Sounds like we're subsidizing organic farmers with a slightly higher price, doesn't it? Guess what? We are. And guess what? We're already subsidizing non-organic farmers by paying for pollution clean up and by paying the salaries of agribusiness executives who also sit on agricultural committees in our government. All of

this already comes out of your pocket. It's part of the taxes you pay. The government gets their cut long before you check your groceries out at the grocery store. Incidentally, it takes just 40 days for the average American to earn enough money to buy their food for an entire year. In contrast, it takes them 131 days to earn enough to pay their federal, state and local taxes for one year. So who's really getting a bigger cut of your dollar?

We have a lot of families who shop at the Co-op. Since I'm a single person household, I thought it was only fair to ask how these families make it work paying that little extra for organic, natural and free-range items. A single parent and mother of three teenagers said, "When I make a free range chicken, my kids eat what's on their plate. They say, 'Mom, this chicken is GOOD'. When I make a factory farm raised chicken, they don't eat as much of the good stuff and are asking for a snack an hour later. It's worth it to me to spend more on chicken and less on snacks."

Numerous parents over the years have said to me that changing to an all-natural diet has improved the behavior of their children. By eliminating the artificial colors and additives, their small bodies do not have to process additional chemicals. And once parents begin to make these choices and see the difference in the way their children behave and eat, buying at least a few organic items is inevitable.

It isn't just parents who make the choice to go organic. Seniors and aging Baby Boomers, faced with health problems from a lifetime of poor eating, come into the store looking for a better way. Some are afraid to ask about this "organic thing." But again, better tasting food prevails and the older couple that only bought a box of crackers on their first shopping trip is now buying their milk, the crackers and "the best carrots I've tasted outside of my garden." The extra dime is worth it to them.

But the ripples of going organic reach even further. The Co-op has been a supporter of organic food and local organic farmers for years. In the height of the season, a huge percentage of our vegetables come from local organic farmers. This

sustains the local economy and encourages others to do the same. Fewer farmers putting chemicals on their crops mean fewer chemicals in our air and water.

According to a study conducted by the National Cancer Institute, the



This delicious, all-natural, mostly organic meal featuring free-range chicken from our Fog City Deli cost less than five dollars.

National Institute of Environmental Health Sciences, and the U.S. Environmental Protection Agency, the rates for certain diseases among "90,000 private pesticide applicators (farmers, farmer's spouses and nursery workers)" appear to be higher than the general population. For example, the rates of asthma, neurological diseases, and spontaneous abortions are higher, which may be related to agricultural exposures. Farming communities also often have higher rates of leukemia, non-Hodgkin's lymphoma, multiple myeloma, soft tissue sarcomas, and cancers of the skin, lip, stomach, brain, and prostate.

The farmers providing us with cheap food are getting sick. And like so many of us, they also have a difficult time with the rising cost of health care. Imagine owning your own business where you are most likely a critical employee and experiencing a catastrophic illness — one you may not be able to pay for. Who pays then? Again, it's you and me, through our own higher insurance premiums. Again, we're already paying. The cost is just not reflected on the shelf sticker.

When we factor in the increased demand for organic food by mega-stores like Wal-Mart (see Back 40, pg 12), demand will, at least on the short term, outpace supply. This will affect prices, too, until more farmers get into the organic game. But then again, with (potentially) more farmers going organic, the long-term effects are positive, including price.

So it comes down to choices. You may not be able to switch over to an all-organic diet. But maybe you can buy some local organic tomatoes this year and support one of our farmers. Maybe you'll attend the Midsummer Organic Food Fest on July 29 to meet some of them and find out what makes them want to farm sustainably, in harmony with the natural world. Will you be the one, in two or five or ten years, to say 'Remember when organic tomatoes were \$3.99/lb? Man, that was so expensive! GG

Shannon Szymkowiak has been trained as an Organic Inspector, but is currently your Co-op's Marketing & Member Services Manager. She'll trade French fries for an organic Colorado peach any day of the week.



Shannon shows her appreciation.

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# Fresh Perspectives

they don't make things like they used to

The reference "they just don't make things like they used to" is usually made about something manufactured over the past 50 years, but now your produce falls into that category as well, unless you're eating organically grown. Are you intrigued or surprised by this statement? Could this be true? Is our produce really inferior?

Let's start with the first statement about produce not being as good as it used to be. According to report entitled "Trade-Offs in Agriculture and Nutrition," by Donald R. Davis, a research associate with the

Biochemical Institute at the University of Texas, Austin, six out of 13 nutrients had declined in 43 fruit and vegetable crops over the last 50-year period in the United States. His findings came from data gathered by the U.S.D.A. in 1950 and 1999.

This is what he found:

- Phosphorous, iron and calcium declined between 9 and 16 percent.
- Protein declined 6 percent.
- Riboflavin declined 38 percent.
- Ascorbic acid (a precursor of vitamin C) declined 15 percent.

So how could this happen? In our quest to have an agricultural system that achieved higher yields for farmers and cheaper prices for consumers we were able to get more food per acre and lower grocery bills. This was achieved with irrigation, chemical fertilization, pesticides, and hybrid plants, but it wasn't without a cost. One cost was sacrificing nutrients for volume. Here's how one of the biggest factors — chemical fertilization — works. It makes plants grow fast and big, because the nitrogen, phosphorous and potassium they need is given in solutions that the plant can absorb quickly. You might say the synthetic fertilization process is literally force-feeding the plant, often more than it actually needs. When plants absorb an abundance of nitrogen they increase protein production and therefore reduce carbohydrate production. This in turn can interfere with a plant's ability to synthesize and make vitamin C. These heavy doses of nitrogen also make the plants draw more water, which tends to make the final produce more watery, and less flavorful.

Many farmers and gardeners have heard of and used N-P-K fertilizers (nitrogen, phosphorous, and potassium) for years but this can cause nutrient loss as well. When potassium is added to the soil this can reduce the phosphorous content of some plants. Plants need adequate amounts of magnesium to absorb phosphorous, but when potassium is added to soil, plants absorb less magnesium, and, indirectly, less phosphorus as well.

Organic farmers take a different

approach: they use compost, cover crops, and amendments such as fish emulsion to supply the nitrogen a plant needs. This means it grows slower, sometimes taking up to seven to 10 days longer to harvest. This is



because the plant works harder to get its nitrogen, but this slower indirect feeding process helps to create organic matter, which feeds microorganisms in the soil. The microbes slowly release nitrogen, phosphorous, potassium and other nutrients, which allows the plant to take what it needs when it needs it.

Because they have to work harder to get their macronutrients they also grow larger root systems. This works

to their advantage because with this larger root system they come into contact with more trace minerals and micronutrients, which results in higher nutrient content.

In retrospect, the decline of the

nutritional value of our food directly corresponds to the years of the industrialization of our agrarian society and agricultural systems. The promise of chemical fertilizers, pesticides and monoculture farming as a substitute for the natural cycling of nutrients and on-farm biodiversity has shown that it can't compete in the most important arena of this debate on the nutritional value of our produce.

Perhaps now we are seeing

the real price of cheap food that food advocates have been talking about for years.

## Cold Melon Salsa

We've all had tomato or even mango salsa at a restaurant or party but here is a salsa recipe with an unusual combination of ingredients. It takes the best of the season and can be used in just about any course from the appetizer to dessert. It's great as a dip,

## This Month's Tidbit

In January, Swedish scientists discovered that when studying the extracts from conventional strawberries and organically grown strawberries, the organically grown berries slowed the proliferation of colon and breast cancer cells to a significantly greater degree

with barbequed fish or crispy baked tofu, added to mesclun salad, or as a topping to vanilla ice cream.

The recipe serves 8 and is easily made in 20 minutes. It's great to make it the day before to allow the 4 hours chilling time and for the flavors to meld together.

- 3 ripe, firm Tomatoes
- 1/2 Honeydew Melon
- 1 Cantaloupe
- 1 c Red Onion
- 1/2 Jalapeno Pepper (or more)
- 1/2 c fresh Cilantro
- 1/2 c Almonds
- 3 T fresh Orange Juice
- 1/4 t Salt
- 2 T fresh Lime Juice

Finely **dice** tomatoes, (for a smoother texture you can remove the seeds), peeled honeydew melon, and peeled cantaloupe. Put into a large serving bowl.

**Mince** red onion and jalapeno pepper (you can add more chilies if you like a little more heat). Add to the bowl. Finely **chop** fresh cilantro and almonds add to the bowl and stir with the other ingredients.

**Stir** in orange juice, salt and lime juice.

**Refrigerate** for at least 4 hours and serve topped with a few cilantro leaves.

**Fabulous and unique!** From John Folk at <http://app.etizer.allrecipes.com>

**References this issue:** Meyerowitz: IPM-Integrated Pest Management, The Organic Food Guide; Worthington: "Nutritional Quality of Organic Versus Conventional Fruits, Vegetables and Grains." The Journal of Alternative and Complementary Medicine, Vol. 7, No 2, 2001; Swedish study, conducted by Olsson, Andersson, Oredsson, Berglund and Gustavsson, "Antioxidant Levels and Inhibition of Cancer Cell Proliferation in Vitro by Extracts From Organically and Conventionally Cultivated Strawberries," Journal of Agricultural and Food Chemistry, American Chemical Society, published on the Web, Jan. 21, 2006.

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## Garbanzo Gazette

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**MOVING?** Pursuant to WFC Bylaws, Article I, Membership, Section 7: "Each member agrees to provide the association his, her or its current address and to keep the association informed of any changes in address." In an effort to remind our members 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 members are not eligible for membership benefits and will not receive the newsletter.

# new products

## HBC (Health & Body Care)

- **Source Naturals**
  - Yaeyama Chlorella
  - Theanine-Serene with Relora and GABA
- **Natural Factors**
  - MSM Joint Formula, MSM with Glucosamine and Chondroitin Sulfates
  - RevitalX, Intestinal Rejuvenation Formula
  - Phosphatidyl Choline
- **BioAllers**
  - Grain & Wheat Allergy
  - Dairy Allergy
  - Pet Allergy
- **Nature's Way**
  - PepoGest, peppermint softgels
  - Blessed Thistle
  - Cayenne Heat Ointment
- **Twin Labs**
  - Betaine HCL caps
- **Nature's Herbs**
  - DGL chewables
- **Dr. Christopher's Herbal Eyebright**
  - eyewash and internal formula
- **IKOVE**
  - Brazil Nut Oil
- **Aubrey Organics Sunscreens**
- **New Chapter Organics**
  - 8 new skus

## Grocery

- **Better than Bouillion**
  - No Chicken Base (vegan)
  - No Beef Base (vegan)
- **Gluten-Free Pantry**
  - Coffee Cake Mix
- **Honest Tea**
  - Just Black Tea\*

- **Kitchens of India**
  - Palak Paneer
  - Pav Bhaji
  - Pindi Chana
- **Lakewood**
  - Pomegranate Juice 12.5 oz\*
  - Pomegranate w/ Blueberry 12.5 oz\*
- **Metromint**
  - Spearmint Water
- **Pacific Soups**
  - Creamy Tomato\*
  - Butternut Squash\*
  - Roasted Red Pepper and Tomato\*
  - French Onion\*
- **Peace Cereal**
  - Heart Goodness\*
- **Vita Coco**
  - Peach/mango Coconut water
- **Larabars**
  - Maya Bar-Chocolate\*
  - Maya Bar-Mint\*
- **Once Again**
  - Sunflower Butter\*
- **Ginger People**
  - Crystalized Ginger\*
- **Wasa Crisp Bread**
  - Hearty Rye
  - Light Rye
  - Multi-Grain
  - Sourdough Rye

## Bulk Coffee

- Peace Coffee\*
- Guatemalan\*
- Mexican\*
- Decaf Full City\*
- Nicaraguan\*
- Blendo Suave\*
- Espresso\*

## General Merchandise

- **Earth Therapeutics**
  - 8" Back Brush
  - Purest Palm Lymph 9" Body Brush
  - Contoured Body Brush

- **Aloha Bay**
  - Palm Wax Candles (red, blue, white & green)
  - Fair Trade Tea Lights
- **Magnalife**
  - Magnetic Bracelets
  - Magnetic Anklets
  - Magnetic Disks
- **Himalaya Salt Dreams**
  - Salt Crystal Candleholder
- **Bonger Bonger**
- **Happy Company**
  - Happy Rollers (foot/ body massager)
  - Body Trippers
  - Hippo & Dolphin loofahs
- **Body Tools Spine Aligners**
- **Thyme Out**
  - Neck Pillow
  - Sinus Pillow
- **Earthline Cosmetic Sponges**
- **Enviroproducts**
  - 40 oz. Stainless Steel Water Bottle

## Meat

- **Misty Fjord Salmon Portions**
- **Thousand Hills Cattle Co.**
  - Beef Patties
  - Beef Brisket



## Frozen

- **Grandma Ferdon's gluten free products:**
  - Apple Crisp
  - Carrot Cake
  - Pumpkin Bar
  - Coffee Cake
  - Peanut Butter Cookie
  - Chocolate Grande Cookie
  - Baking Powder Biscuit
  - Breadsticks
  - Buttermilk Bread
  - Pizza Crust
  - Waffles
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# board report more than we can count

by Jean Sramek, Board President

Three or four years ago, some WFC Board members attended a regional workshop for co-op staff and directors. A neighboring co-op gave us a great idea: when new members join the co-op, Board members give them a personal phone call welcoming them as member-owners. We adopted this practice immediately. At every Board meeting since then, right after approving that month's new members, we'd divide up the list and assign ourselves phone calls. We let them know we were glad to have them as member-owners and make sure they knew about upcoming events, as well as how to reach the WFC Board with questions.

It was quick and easy. Three or four years ago, we averaged 25 or 30 new members each month. Divide that by seven Board members ... four or five calls each. Piece of cake. The WFC's continuing success meant increased membership, and soon we were averaging 60 or so new member-owners each month. Divide that by seven ...

okay, still no big deal.

Then we got closer to expansion. The list of new members kept getting bigger. Keeping up with new member calls was a struggle. As the quantity of new members went up, the quality of our welcoming phone calls went down. After November 2005, the WFC Board was approving lists of 100 or more new member-owners each month. We all cried "uncle." Then we brainstormed a better way for the Board to contact new members: all new WFC members will receive a postcard, from the Board, welcoming them to the WFC. It's the same information as we conveyed in the phone calls, but now we can be sure that every new member-owner will receive it in a timely manner.

We're taking that postcard a step further, as well. Any member of WFC



Jean Sramek, your Board President

can use them to contact the Board, whether you've been a member for 20 years or 20 minutes. They'll be available at any checkout register and at the customer service counter. Have a question about WFC policies? Want to attend a Board meeting, or talk to us about running for the Board? Just fill out a postcard and we will all hear what you have to say. Of course, you can always contact the Board at [wfcbod@wholefoods.coop](mailto:wfcbod@wholefoods.coop), or at our individual WFC email addresses listed in the Garbanzo Gazette (mine is [jean@wholefoods.coop](mailto:jean@wholefoods.coop), for instance). The Board is excited about meeting new WFC members, and about maintaining contact with all WFC members. GG

# the seasonal table

by Bonnie Williams Ambrosi, member

Farewell, dear readers. As the Ashtavakra Gita says, "All things arise, change, and pass away." Co-op working memberships are no more, so this is my final installment of "The Seasonal Table." It's been a pleasure and a privilege to share Ayurveda with you for seven years! Rather than a recipe for what to eat, I will leave you with instructions for how to eat (which is really more important). These tips adapted from Deepak Chopra's *Perfect Digestion* and other Ayurvedic sources will help you get the most benefit and enjoyment from your food.

1. Eat in a relaxed and peaceful atmosphere when you are feeling calm. Part of the body's fight-or-flight response is to shut down digestion until the threat is past. When you are feeling stressed, or even overly stimulated, your body will not want to deal with a meal. (If you always feel that way, call me for a lesson in Yoga for stress management. 728-9942. Seriously.)

2. Take a few minutes to breathe and be mindfully present before and after a meal. Don't miss out on experiencing your food by having your mind elsewhere!
3. For the same reason, don't read or watch tv while eating. Some pleasant conversation is fine, but let most of your attention be with your meal.
4. Sit down to eat. When you're standing up, your body is in a state of readiness for action, and digestion is delayed.
5. Eat moderately. It is harder for the stomach to do its work when it is stuffed full.
6. Eat only when you're actually hungry, not just bored, thirsty, nervous, etc. Wait to eat until you feel empty. Adding more food to a partially-digested meal is very challenging to the stomach.
7. Keep it simple. Avoid combining a dozen different dishes at one meal. Digestion requires specific enzyme combinations for each food. Buffets are a nightmare for your stomach!
8. Avoid iced drinks with your meal. They quench the digestive fire.
9. Eat freshly-prepared food as much as possible. It has more energy than leftovers that have been sitting in the fridge for a week.
10. Eat whole foods. Avoid overly processed and refined food.

I know. Most of these ideas are not the typical American way of eating. But try them and see what a difference they make. It seems than Americans eat a lot, but don't really give proper attention and respect to their food. The Gita says "Food is Brahman." Agni, the digestive fire, is God in the belly. Every meal is an offering! Enjoy your food and be well in body and soul. Best wishes to you all for health and happiness.

## NOTICE OF CHANGE IN BENEFITS

The Membership Committee continued its review of WFC's member discount structure at member meetings in March and May 2006. The Membership Committee submitted its recommendations to the Board, and the Board approved discontinuing accrual of the working member discount and elimination of the senior member discount effective as of the end of business on June 30, 2006. Also following the recommendations of the Membership Committee, the Board encouraged management to develop sustainable member benefits and promotional discounts that benefit all customers.

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## staff news

### STAFF ANNIVERSARIES:

#### July:

Jessica Belich 5 years  
Rain Elfvin 2 years

#### August:

Christina Cotruvo 1 year  
Avalon Jackson 4 years  
John Fisher-Merritt 30 years

It is my pleasure to congratulate and recognize our outstanding new graduates from the WFC-U, where they have been schooled about the many delectable intricacies of the organic and natural foods world. Primed and ready to answer all of your inquiries!

Thank you, staff. You are the diggity-diggity!

-Jill Holmen, Training Coordinator

Michael Karsh  
Christina Cotruvo  
Karen Johnson  
Joe Woodcock  
Chad Terch  
Travis Erickson  
Jessica Torvinen  
Scott Alsleben  
Tim Daniel  
Melissa Litchke  
Per Carver  
Rianna Reiter  
Candace LaCosse  
Rayann Schramm  
Colleen Hoppe  
Necia Cochlin  
Carol Kari

FE Manager **Briana Lowry** recently purchased a new home in the East Hillside. Congrats and welcome to the neighborhood!

New baby! New baby! Our HR Manager **Colleen Kelly** & her partner Amy Jo Swing welcome Juniper Rose to the family.

IT Coordinator **Andy Theuninck** graduated from UM-D in May – Nice brains, Andy!

### THANK YOU SO MUCH

To All WFC Employees!

### JAMMIN' GOOD

It's best to use slightly under ripe fruit for jams and jellies. Fruit has to have two things in the right proportion to be converted to jelly — pectin and acid — and both decrease as fruit ripens.

### JAMMIN' GOOD

Never squeeze or press the jelly bag to get the juice out of the fruit. It will make the jelly cloudy instead of clear. Sometimes it takes all night for the juice to drip through.

## better in bulk

**B**ulk aisle update: By the end of the summer you should see some great improvements in the bulk aisle. Thank you for your patience and keep those comments, tips, product suggestions and special orders coming.

Lately I've had great fun making spring rolls. For this you will have to get a couple of items from the Oriental grocery on 4th St.: Rice paper rolls and Siracha sauce. Siracha sauce is practically becoming a staple in the modern kitchen anyway and, if you don't like spicy hot pepper sauces, then shame on you. Be that as it may, the Siracha sauce is optional, but I dare you to try and make spring rolls without the rice paper rolls.

Anyway, rice paper can be a little tricky to work with but here's all you need to know. They come in a dry, brittle state so you must be careful handling them or they will break. Once you've prepared your other ingredients (see below) all you need to do is hold one-at-a-time under some almost too-hot water you have prepared in a soup pot or wide pan. Hold it under for a minute or two, until floppy. They will soften up and stick to themselves so be careful not to fold or crease them too

badly. Lay them out as flat as you can on a clean kitchen surface like a countertop or a cutting board, then place your filling in there and roll them up. Practice will make perfect. Some people use a cheesecloth or something to keep them from sticking to the counter; I don't find that this is a huge problem but do your own research (a good maxim in general).

Anyway, here's what to fill them with, and you should shred this stuff or you're going to have problems rolling them up: cabbage, cilantro (mandatory), cucumber, chopped cashews and/or peanuts, carrots, mung bean sprouts, sautéed tempeh, seared tofu, red and/or yellow peppers, etc., etc., you get the idea. Basically your whole raw garden can go in there, just shred it all into a salad bowl, toss with sesame oil, prepare a rice paper roll and start stuffing and rolling. This works well as a romantic two-person operation, perhaps over a nice white wine. That way you got one person churning out a steady stream of ready-to-go rice paper rolls from the hot water, and a second person spooning in the filling and rolling them up. A mixing bowl full of stuffing will make 10 to 12 rolls worth and you will be full



Your Co-op has plenty of tasty items to put some spring in your spring rolls.

afterwards.

But wait! The best part is the dipping sauce. Thai Kitchen peanut sauce from aisle one is your best bet, perhaps a little salty on its own but heavily dilute it with Siracha sauce and you will get a real kick in the pants. As usual I recommend supplementing any sauces with nutritional yeast flakes; it will impart a cheesy, nutty flavor to your sauce (and the B vitamins will impart a sunny outlook to your disposition).

(Raw foods avoidance version: deep fry after rolling. I haven't tried this "why bother" idea so you're on your own.)

I have always wondered how an ethnically bastardized version of spring rolls would taste. For instance, my vision is of stuffing rice paper rolls with rice, beans and cheese and dipping them in salsa. Somebody try this and invite me over!! **GG**

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

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**Jane:** I was just thinking of doing some camping this summer — are there any places you would recommend before you take off?

**Wolfie:** Depends on what you

you're not feeling all that rustic, you can even rent a small cabin.

**Jane:** That sounds pretty nice. Do you have any delicious recipes for camping that you would recommend?

Wolfie.

**Wolfie:** Thanx, you have a wonderful summer as well. Don't worry, I'll see you around, peace...

# gourmet to go campfire gourmet

by Jane Herbert, Deli Manager, & Wolfgang Littlewolf, Counter Supervisor

consider camping, I hope you don't mean parking an RV and watching the satellite dish. Because that is not camping!

**Jane:** Parking the RV... are you serious? Who do you think I am, I don't even own one!

**Wolfie:** I was just kidding! But yeah, I do know a couple good places to go. What do you look for in a spot? Do you want to paddle, hike, or just drive up and camp?

**Jane:** Well, I guess I am open for anything, how about a place I can do it all?

**Wolfie:** I know of this great place out side of Hibbing that has it all, you can even park an RV if you decide to get one.

**Jane:** Oh yeah, tell me more.

**Wolfie:** It's the Mesaba Co-op Park. It has a private lake, lots of trails to hike down and secluded camp sites. Or if



Wolfie and Jane, your camping coaches.

**Wolfie:** Of course I do! But I try to keep them a secret. How about this, you tell me one and I suppose I can give up one of mine.

**Jane:** I have this great tuna melt I like to start my camping with.

**Wolfie:** Well, I have a great grilled potato salad that should go well with it.

**Jane:** That's an excellent suggestion. Well, I've enjoyed sharing recipes and summer camping ideas with you. I'll see you later and have a good summer,

## Tuna Melt:

12 oz Tuna  
2 t Seafood Seasoning  
3 Red Bell Peppers, grilled & minced  
Sea Salt (to taste)  
Black Pepper (to taste)  
juice from one Lemon  
1 t Hot Sauce of your choice  
(I use Boulder Hot Sauce)  
3 T Extra Virgin Olive Oil  
2 Celery Ribs, finely chopped  
2 sprigs of Tarragon, remove stem and chop  
3 Scallions, finely chopped  
4 English Muffins, split  
Butter  
2 c Watercress, chopped  
2 c Gruyere Cheese, shredded (about 1/2 pound)

## Directions:

Place the grilled minced bell peppers in a bowl and season with salt & pepper. Add the lemon juice & hot sauce. Whisk together, adding the olive oil slowly.

Combine the tuna and the seafood seasoning. Add the celery, tarragon and scallions to the tuna and toss with the red pepper dressing; Adjust the seasoning to taste.

Grill the English muffins slightly, then butter. Top each with a small

portion of water crests, then add on the tuna salad. Top with cheese. Wrap in buttered tin foil and grill for 1 to 2 minutes or until cheese is melted.

## Grilled Potato and Basil Salad:

1-1/2 lb Red Potatoes, cut into 2-3" pieces  
1 t Sea Salt  
2 T Olive Oil  
1/4 t Black Pepper  
Skewers, cut to fit into a large pot  
1-1/2 t Rice Vinegar  
1/2 t Black Pepper  
3 T Chives, finely chopped  
1 bunch Basil, stemmed & finely chopped  
1 Red Bell Pepper, diced  
1 t Dijon Mustard  
1 small Shallot, minced  
2 T Olive Oil

## Directions:

Boil 2-4 quarts water to boil in a large pot. Skewer potato pieces. Lower skewered potatoes into boiling water cook about 10 min. (until tender).

Remove from water and place on heated grill, cook until slightly browned (about 2-3 min per side). Remove from skewers and place in a large bowl.

Toss hot potatoes with 1 t vinegar, 1/4 t salt, and black pepper. Add chives, basil, & bell pepper; toss to combine.

Combine mustard, shallots, remaining 1/2 t vinegar, olive oil, and salt to taste in a small bowl. Pour over potatoes; toss to combine. Serve immediately. [CG](#)

**Wolfgang Littlewolf** has been trying to bring smiles to peoples faces since he arrived from the iron range. With respect for everyone he meets, he hopes he can bring a smile to yours as well.

**Jane Herbert** loves good food, her dogs & her house near the big water. She is really glad to be in Duluth.

Campers of all kinds who are looking for a few new recipes to try on the trail should check out a free cookbook developed by Ann Lewandowski and Jim Howitt. Most of the recipes use a base of grains or legumes, combined with flavor packets prepared at home. The flavor packets consist of vinaigrettes, dry spices, some dried vegetables, cheeses, and sauces. They emphasize the use of the Bulk department in your Co-op. The cookbook is available as a free download at <http://www.499angels.net/howittlew>. It is well worth it!

Jim Howitt and Ann Lewandowski are members of the Wedge Co-op and Eastside Community Co-op in Minneapolis.

# Calling All Volunteers!

First, I'd like to thanks all the working members that participated in all the random acts of kindness that make this co-op great. Although there have been many of you, there was a core group of individuals and their family members that were consistently steadfast when we've made those last minute calls (or months in advance calls) to help out our co-op. I truly appreciated meeting and working side-

by-side with you. As a newcomer to this co-op community I was deeply impressed by the level of dedication and good-natured energy that the working members brought to the sometimes-tedious chores!

With the recent changes to our working member benefit policy it has been put in my hands to create a 'volunteer member' pool for our co-op. We are implementing continuous store demonstration booths throughout our

lovely new store, along with the 'regular' calendar events such as our Annual Meeting (July 28), the Midsummer Organic Food Festival (July 29) and Halloween (Oct 31) just to name a few.

If you've been a 'regular' working member (and by that I mean 'awesome') then you know the drill: I will be calling you all soon to see if you want to come out and play with us for these events. If you are new to the

scene and you are interested in meeting other awesome co-op members while getting a little workout, then please oh please call or email yours truly and we will get you started on the good karma train of helping out your very own member-owned Whole Foods Community Co-op! Thank you in advance and good juju to you!

Yours truly, Gina LaBrosse Member Services Coordinator. 218-728-0884 x182, [gina@wholefoods.coop](mailto:gina@wholefoods.coop). [CG](#)

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GME Committee  
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Food Policy Committee (Chair)  
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Vice President  
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Address to communicate with  
entire Board and General Manager:  
wfcbod@wholefoods.coop

To speak to a Board Member or the  
General Manager, call the store  
at 218/728-0884

## 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.

## cooperative 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

# buyer's pick out of sight!

by Jill Hall, HBC Buyer

**Y**ou will notice that HBC at WFC is OOS! What's that you say? Out of Sight! Yes, we are happy to serve you in three times the capacity! As the buyer of these fine products, I am reinvigorated daily by the vast number of companies producing high quality body, wellness and health care products.

The first stages of settling into this vibrant new store feel complete, and I am here with an update on the HBC department. The move provided the opportunity to add new vendors, expanding our offering of excellent products. Continuously, I aim to provide a wider selection of condition specific and body system targeted supplements to our wellness section. This will continue to be an ongoing process; allow me to note a few worthy specifics...

Have you seen the Enzymedica enzymes? These guys are the enzyme experts. They make a fabulous alternative to antacids called Acid Soothe, a potent viral denaturant called Vira-Stop, a pH balancing enzyme combination

(test strips enclosed in the bottle!), an amazing enzyme called Natto- K (discovered by Dr. Hiroyuki Sumi, M.D., Ph.D. in the 1980's) proven to safely dissolve blood clots and exert positive effects on blood pressure levels. They also make fabulous digestive enzymes... watch the shelves for a new product to be added called Gluten Ease. Phew! And that's just a little bit about ONE of our many new companies.

Last summer the New Chapter Organics line was added to the shelf. This summer we are adding to the cultured vitamin and mineral supplements we carry, some of what is known as their "supercritical nutrition". I have selected a number of system-targeted supplements such as their HeadAche Relief, their Prostate and Estroton formulas, a Sinus and Respiratory formula, an amazing anti-inflammatory called Zyflamend, and more. Their advanced state of the art extraction process yields a superior product that is highly concentrated, does not use chemical solvents, and produces an extremely broad representation of the

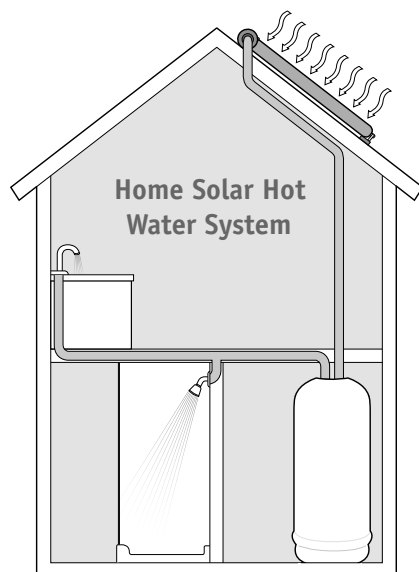
herb's oils and fatty acids (the really nutritious stuff).

Continuing to celebrate our new store, our Whole Foods Co-op line of supplements is taking on a new face as well. Watch for our new labeling, showing off our new logo with pizzazz on every bottle. The formulas are not changing, we're just "greening" things up around here, as always (the new labels are green).

I could go on for quite a while, but I'll wrap up by saying it is not only exciting providing these wonderful wellness products to you, it's exciting to watch sales, because it represents how many people are integrating natural healing and pure body care into their lives! Remember, comments from you help design where WFC's HBC is heading, so keep 'em coming. Thank You! **CG**

**Jill Hall** has been working in natural health for six years, and joined the staff of WFC at the time of the move. She is currently studying to obtain her Holistic Health Care practitioner license.

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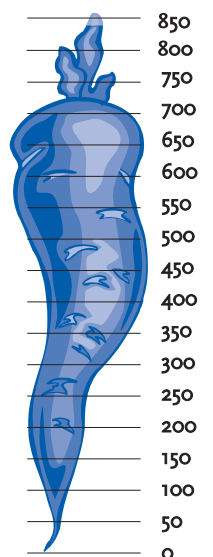
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## welcome, new members!

Karen Makowski  
Christine Wickenheiser  
Kerri Haldeman  
Deanne Roquet  
Rodger Lee Jackson  
Joseph A Karulak  
Gail J Gratiot  
Kandy K Leege  
Deborah Stenseng  
Kathryn Thomas  
Sheraun Stewart  
Trevor Theien  
Sandra A Carlson  
Kathryn E Levine

Gregory A Davis  
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Alisha Austin  
Amanda Alexander  
Laura Gregg  
Ann Gibbons  
Glenn Lahti  
Jo Ann Rossetter  
Jason Tibbetts  
Lolly Rushenberg  
Don Kienholz  
Stacy Reuille

We had set a goal of 750 new members before July 1, 2006. The graph shows that at 838 new members we continue to surpass our goal. Thanks!



## To the recipients of Whole Foods Co-op Donation Program

Beginning July 1, 2006 all donation requests must be accompanied by a completed Donation Request Form. You may request one from the Customer Service Counter or download from our website: [www.wholefoods.coop](http://www.wholefoods.coop)

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# Dean's List

by Gina LaBrosse, Member Services/Classroom Coordinator

Wow! Duluth, what a glorious place to live and work! These last few months of being in our new Co-op space and seeing all the positive changes taking place in our community is so exciting! Our second series of classes has come to an end and our July/August/September schedule looks to be as diverse and lush as the preceding series. This is the hardest part of my job, speculating on how many people will want to come in from a hot summer night to feast on our offerings of education and wellness. Although we've had great enthusiasm, I realize it's much more attractive to sit inside when it's icy cold outside! I'm truly hoping that these summer classes will be inviting enough for you all to spend a couple of hours and learn some great things that will enhance your daily life as well as bring the community together.

Thank you to all the presenters who have agreed to bring their expertise and good vibrations to our WFC-U (Whole Foods Co-op University)! We are again fortunate to be hosting a few of our employees as presenters this time around: Jim Richardson along with his brother Allen will be doing a lecture on the scientific debacle known as 'genetically modified organisms'. Michael Olker will be showing us the finer points of vermicomposting for all you gardeners. Bjorn Gangeness will open our minds on the concept of permaculture. What is permaculture, you ask? I invite you to sign up for this class and the many others that will enlighten and delight you! Check out the entire WFC-U schedule! [CG](#) Gina LaBrosse, Member Services Coordinator, came home to Duluth to raise a family, share a community of good peeps and live where she can see the Lake every day. Her favorite hobbies are motorcycling with her bad-a\*\* friends and eating whole, nutritious, fair-traded chocolate. She wishes you peace and good juju.

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## news bites

For more information on the hidden costs of cheap food:

- June/July 2006 issue of *Mother Earth News*, "The Ecology of Pizza (Or Why Organic Foods is a Bargain)," [www.MotherEarthNews.com](http://www.MotherEarthNews.com)
- *Energy Times*, April 2006, "Going Organic," [www.energytimes.com](http://www.energytimes.com)

## notes from the front

Hello, it's Jean Marie here with some exciting news from the front end to share with you. Staying within our tradition of eco-friendly business practices we are pleased to announce our Reduce, Reuse and Redeem program. For every shopping trip that you use your own bags we will punch a card once. After 20 punches you will save a dollar off your next trip — or even better, you can chose to donate your dollar to the Second Harvest Food Bank. Since the Co-op has moved to the new location we have used 108,000 handle bags. Although our new handle bags are now made from recycled paper, every bag saved counts. Forgot your bag at home? Check out our new organic cotton WFC tote bags with our new logo! You can now save a tree and look cool at the same time.

Jean Marie is a Front End Coordinator. She has worked at WFC for over one year, and has enjoyed packing your groceries one bag at a time.



Jean Marie shows off the new RRR card. Vanna White has nothing on her!

## book review

by Judy Kreag, member

This is a must read for vegans — recipes that only take 20–30 minutes, a small ingredients list and a big plus on taste satisfaction. In today's fast paced world — being able to whip up a healthy dinner easily, quickly and deliciously is very inviting.

Sarah Kramer, co-author of "How it all Vegan" and "The Garden of Vegan" has spent ten years pleasing vegans all around the world. She continues to do so with *LaDolce Vegan*, her latest book, just out and already on its 2nd printing. This book is different in three ways: many of the recipes have come from her fans (carefully tested in her kitchen), recipes have shorter ingredients lists, and the dishes can be made in a timely manner. She has paid attention to her fan's comments and these recipes are reflective of their requests. She even put a little clock next to those recipes that take longer. It seems that everyone's lives are speeding up, which makes people appreciate being about to eat well in a shorter amount of time.

Sarah begins her book by sharing with the readers how she came to write vegan cookbooks. She talks about choices and not being too hard on yourself when you don't always eat a pure vegan diet. She says a life worth living takes a lot of work and her goal is to make one area of life less stressful for her readers. For those of you who are not familiar with Sarah, she is quite eclectic. She has many tattoos (she runs a tattoo ship in Victoria, British Columbia), her language is often earthy (she ends many sentences with damn it — for example she might say, "Pay attention, damn it"), and her nostalgic pictures and illustrations take you back to the 50s. But the recipes are tried and true and come to us as treats from all over the world.

Before the recipes start she shares some kitchen wisdom — everything from cleaning tips to 45 uses of salt! She ends her book with two unique



*La Dolce Vegan*  
Sarah Kramer

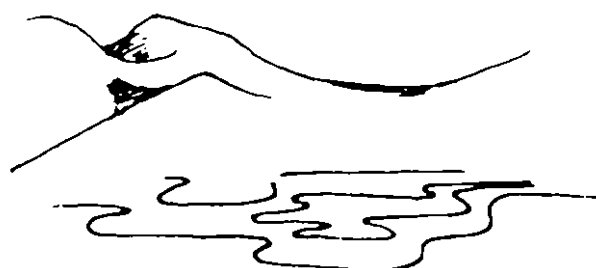
chapters: The first is called "Odds and Sods" and is a collection of recipes that don't really fit into regular categories. Some are replacement recipes like for beef (Spaghetti Tofu Balls p. 297), gluten (Homemade noodles p. 302), salt (No Salt

Shaker p. 303) and eggs (5 different ways to replace eggs p. 296), and others are just hard to find the right category for, like Cranberry Sauce or croutons. The last chapter is called DIY — where she tells you ways to make art from your "junk", in an oldies but goodies sort of way. All in all it is a fun and healthy book to peruse.

GG

Judy Kreag has written two guidebook/cookbooks and has worked for a local nutritionist. She is presently the Executive Director of The Dwelling in the Woods, a spiritual retreat 75 miles south of Duluth.

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# management report

**C**ONGRATULATIONS to the owners, Board of Directors, and staff of Whole Foods Co-op — on May 30, 2006, the US Green Building Council approved the Co-op's application for LEED (Leadership in Energy and Environmental Design) certification for remodeling and design of 610 East 4th Street. Our Co-op is the first building in Duluth, the first retail business in Minnesota, and the first food co-op in the US to receive this certification.

Beginning with the terms of the Concept Paper approved at a membership meeting in May 1999, we knew our owners expected us to incorporate many environmentally-friendly and sustainable building practices in our next site. Once we acquired a site and held the initial planning meetings with our Green Team at LHB, Inc., we chose to follow the guidelines developed by the US Green Building Council to make the many, many physical plant, materials, design, and budget decisions throughout the planning and construction phases (September 2004 through October 2005). We very much hoped that we would qualify for LEED certification, but just committing to the guidelines gave us a structure to ensure that resources were allocated to all areas of environmental concern.

There is a lot of interest in the co-op community about the LEED certification process. We will continue to offer store tours and classroom presentations about the sustainable aspects of the materials we chose and provide information on resources including our architects at LHB, Inc. and our co-op general contractor, Builders Commonwealth. The LEED plaque will have a permanent place of honor on public display. We will develop a handout for our customers and some museum-quality signs pointing out history on the site's development and some of the less obvious environmental features like our white roof.

A big THANK YOU also goes out to Members Cooperative Credit Union and The Zeppa Family Foundation

and to our 260 member lenders for providing the financial support that made our project and compliance with the LEED guidelines possible.

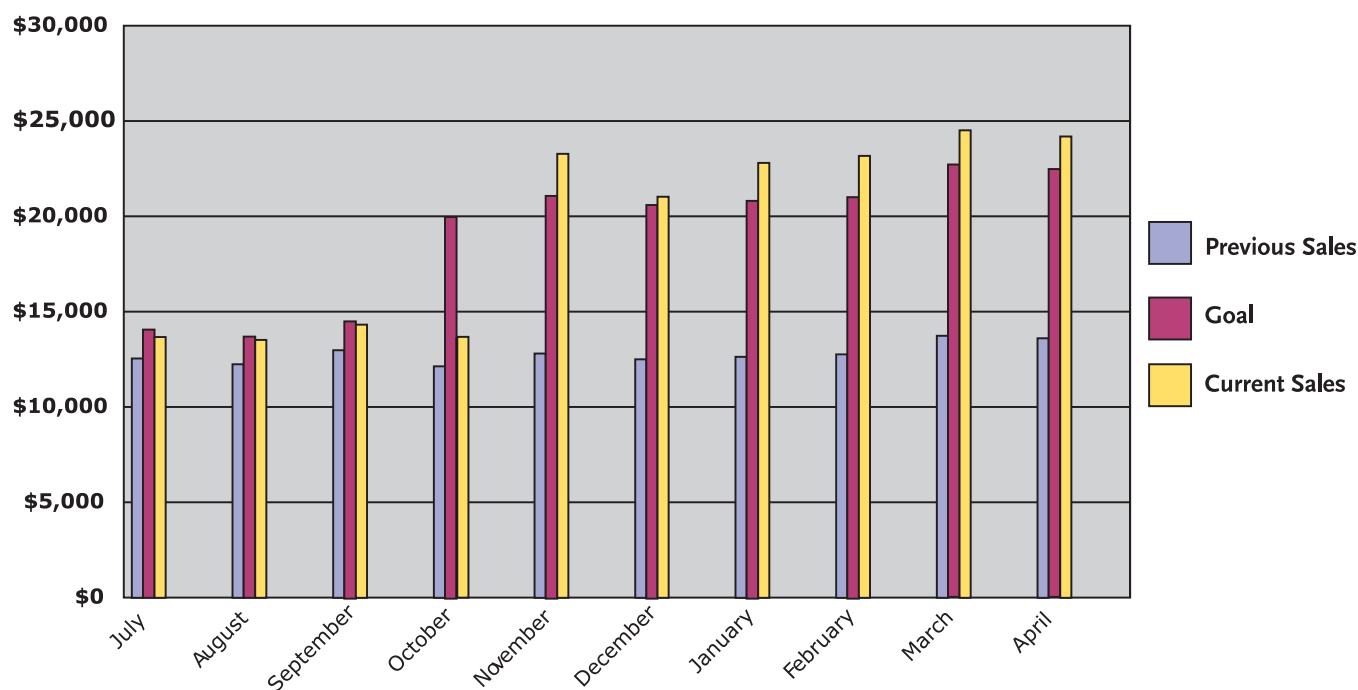
Through cooperation, we've created

a healthy environment for our organic products, for shopping, visiting with our friends and neighbors, and for working, plus a unique environmental resource for our community. Now

that's what I call a project. Well done, everyone, and thank you. GG

Employed at WFC since 1980, **Sharon Murphy** has been the General Manager since 1988 and walks to work most days.

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