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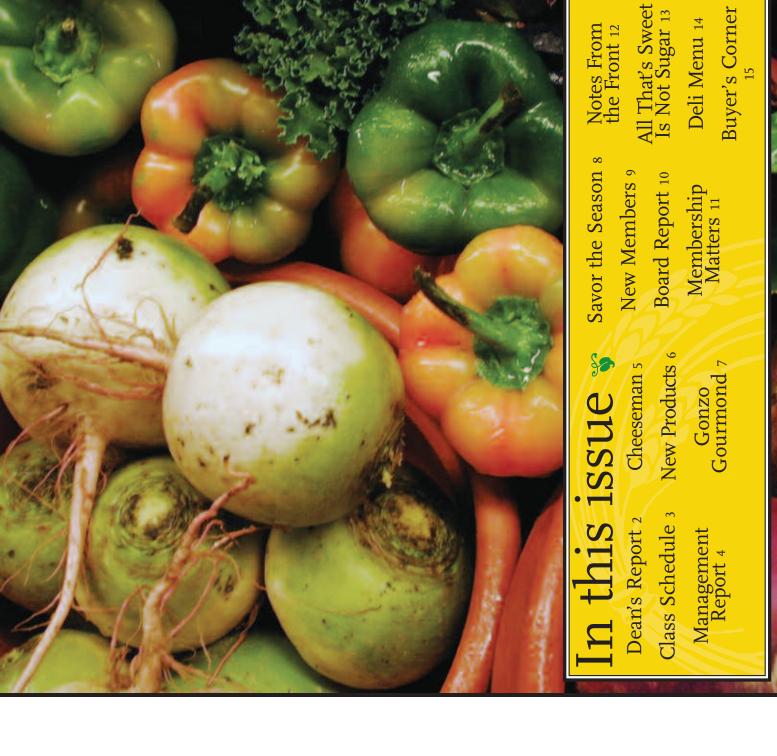
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DULUTH, MINNESOTA

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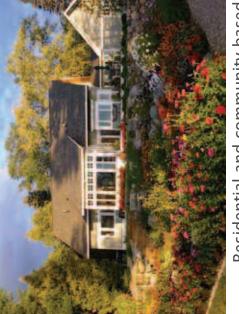
MAY/JUNE 2008



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Don't Miss Member Appreciation Day!

On Wednesday, May 21, 2008, WFC will offer a 5% discount on eligible purchases (milk, butter and bananas are not eligible) for active (current on equity and IOU payments) Member-Owners. And, yes:

 Items already on sale and Member Only Specials are eligible for the discount. You can use your Member-Owner Virtual Coupon and/or your Member Extreme Coupon on that day's purchases if you haven't already used them. Special orders picked up on May 21st are eligible for the discount. • We're sorry, but there will be no rain checks issued for special orders or products not available in the store on Member Appreciation Day.



Garbanzo Gazette

Published by Whole Foods Co-op 610 E. 4th St. • Duluth, MN 55805 (218) 728-0884 • fax (218) 728-0490 www.wholefoods.coop **STORE HOURS:** 7 am – 9 pm Everyday

Membership Investment: \$100 per voting membership

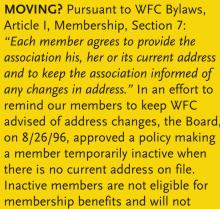
Further membership information is available at the Whole Foods Co-op.

The Garbanzo Gazette is published six times a year (January, March, May, July, September, November) for the Member-Owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Community Co-op, Inc. to provide information on Whole Foods Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of the co-op management, Board or Member-Owners. Submissions must be received one month prior to publication. The next deadline is Saturday, May 30. Refer submissions and questions to shannon@wholefoods.coop.

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



ean's Rep

by Anni Friesen, Member Services Coordinator

hen people make New Year's resolutions, they tend to become lax about them about mid-February or March. I claimed that I wasn't going to make a resolution this year, but I ended up breaking that resolution before 2008 commenced. In the long run, I'm really happy that I broke my "no resolution resolution," because I finally made one that I kept (at least up till this point.)

I'm not sure if it was because of your New Year's resolutions, the boom in the "learning to cook" industry, or a general desire to know more about being healthier or eating better, but classes really picked up after the

New Year and have continued into March and April. In March our classes were well attended. The Gluten Free Primer class started the semester, and the class tried fabulous wheat-free



desserts made by baker extraordinaire Rita Bergstadt. The staff was also quite happy to try the leftover Chocolate Pecan Truffle Torte. Dr. Kohl's class was also well attended, and there the participants learned how what we eat affects how we think. Gourmet Meals in Minutes was a smashing hit with an easy-to-make baklava that, while not being very traditional, was excep-

I'm really

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resolution"

"no resolution

tionally tasty and actually fairly healthy.

While the smattering of classes in March and April was exciting, our May/ June schedule is revving up. We have several grilling classes including a class on how to

make hamburgers in all kinds of interesting ways and a vegetarian class that will even give non-vegetarians some great grilling sides. We are also lucky to have Chef Tom Linderholm,

the executive chef from Splashing Rock Restaurant at Grand Superior Lodge in Two Harbors, MN, Ledge Rock Grille at Larsmont Cottages in Two Harbors, and BeachFire Grille in Walker, MN, teaching an exciting class on how to impart the smoky flavor of Northwoods trees into common dishes. Back for his third time is instructor Ryan Amundsen, who will be teaching a class on spring cleaning for your body, which will show you the practice of shiatsu in a practical application. There will also be repeats of our popular "Juicing for Life" and "Mediterranean Diet" classes. We also welcome new instructor Emily White, who will show you how to "cook" some delicious raw dishes. And last, but certainly not least, Kay Turk will be back again to impart some amazingly healthy summer dishes that can be dressed up or down.

Whether you're sticking to your resolution or you just want to have a little fun and some good food, try a Whole Foods Co-op cooking class and learn how to cook your way through summer. GG

Dean's Note: There will be no classes scheduled for July and August, but make sure to check out the September/ October Gazette and the website for new classes this fall!



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TRAILSIDE SUITES

3317 Hwy 61. North Shore resort on 27 acres borders the state park & has a state trail access. Four 2bedroom condo units w/off-peak heating & wood burning fireplaces. Additional building sites & a new home under construction. Lake Superior views. \$899,000. Duluth mls #128849; Twin Cities mls #3266301. Business included. Virtual tour

floorplan over 2,000 sq ft. 2 fireplaces 1 + br 2 bath 876 sq ft heated shop. \$549,000. Duluth mls #3503504 Virtual tour

North Shore from Duluth. 32 private floorplan, great room w/gas fireplace Two bedroom suites w/full baths & more. 24'x17' kitchen. Separate guest studio apt. w/3/4 bath. Deluxe 2 #138699; Twin Cities mls horse facility. 28'x40' heated workshop. 2+ car garage & 30'x40' storage. Duluth mls #136683; Twin Cities mls #3454432. Virtual tour.



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WFC-U Class Schedule for May & June

Cleansing the Body and Mind: Abdominal Massage (Ampuku)

Wednesday, May 7th 6:00 – 8:00 pm

What better way to affect the internal organs than to touch them? Learn simple techniques to promote their function and aid digestion. Help the body transition into the changing seasons. Learn quick and easy abdominal centered meditations. Please wear loose comfortable clothing and bring a thick blanket for padding.

Instructor Bio: Ryan Amundson received his education in shiatsu and massage from CenterPoint School of Massage in Minneapolis. He works locally at the Christal Center and helps his clients heal and relax.

Food Allergy Support Information

Tuesday, May 13th 6:00 – 8:00 pm

Are you someone who has been diagnosed with a food allergy? Are you trying to find ways to help your allergic child feel as though they can eat kid-friendly foods? Are you interested in learning more about ways to cope with a world that's not altogether allergy friendly? In this FREE informational gathering, connect with people who are facing some of the same concerns. Alesha Mellesmoen and other members of the Northland Food Allergy Support Group will lead this informational meeting.

Taste of Summer in Salads and Soups

Thursday, May 15th 6:00 – 8:00 pm

In this class, experiment with heart healthy avocados and easy-to-make couscous. Dishes made and sampled will include: Spiced Pear and Coconut Breakfast Couscous, Guatemalan Avocado Soup, Spicy Black Bean Cakes, Creamy Baked Polenta, and Tangy Lentil Salad. These dishes make healthy, delicious, and light summer meals. **Instructor Bio:** Instructor: Kay Turk, a favorite local cooking instructor, returns for another co-op class. Kay started her cooking career working as a private chef. Her style of cooking mainly focuses on dishes that include the good-for-you grains and produce.

The (Not Just All-American) Hamburger

Tuesday, May 20th 6:00 – 8:00 pm

Hamburgers have become a staple of the American diet, and with their frequency, have become a little boring. Want to impress your neighbors and friends this summer with some creative hamburger ideas? In this class you will learn how to make a Stuffed Mexican Burger, a Reuben Burger, Spanikopita Burger, and more. All burgers are made using meat from grass fed, humanely raised animals.

Instructor Bio: Debbie Manhart is a long-time employee at WFC and is currently our Store Manager. Fifteen years ago, Debbie started her career in food service by doing a 3-year apprenticeship with a chef and she has been involved with food ever since. As our former Deli Manager, Debbie is most concerned with healthy eating and food safety (in fact, she teaches employee classes on food safety!)

Northwoods Gourmet

Wednesday, May 21st 6:00 – 8:00 pm

Bring a Northwoods influence into your kitchen! In this class, you will learn how to infuse various smoke flavors using everyday equipment found in most kitchens. The menu includes a Maple Smoked Salmon, Oak Scented Hanger Steak, Cedar Planked Brie, and Smoked Tomato Salsa.

Instructor: Tom's career began at Minneapolis' acclaimed Table of Contents Restaurant. Following Table of Contents Tom worked as Executive Sous Chef at Beano's Cabin, one of Colorado's top restaurants in Beaver Creek, Colorado. Upon his return to Minnesota, Tom worked at Bennett's on the Lake in Duluth before accepting a position as Executive Chef for Odyssey Development in 2002 at the Splashing Rock Restaurant. Linderholm has full responsibility for Splashing Rock Restaurant at Grand Superior Lodge in Two Harbors, MN, Ledge Rock Grille at Larsmont Cottages in Two Harbors, BeachFire Grille in Walker, MN, and the upcoming Mogul's restaurant expected to open in the late summer of 2008 in Lutsen.

The Mediterranean Diet

Wednesday, June 4th 6:00 – 8:00 pm

In the first half of our class Dr. Sundberg will go over the tenets of the Mediterranean Diet and explain why this is one of the world's healthiest diets. Shannon Szymkowiak will spend the second half of the class showing you how to prepare some exciting dishes that follow the diet's rules.

Instructor Bios: Dr. Adam Sundberg is a chiropractor practicing at the Duluth Chiropractic Clinic. Shannon Szymkowiak is our Marketing and Member Services Manager and a wonderful cook with years of experience in the natural foods industry.

Harem in the Raw

Tuesday, June 10th 6:00 – 8:00 pm

As "raw" diets become more popular, innovative chefs have found ways to create interesting new raw meals. In this class, you will learn what a raw foods diet is and how you can construct a raw meal around more than just fruits and vegetables. This class will focus on a Middle-Eastern array of goods, including raw hummus, falafel balls, feta cheeze, and pita bread.

Instructor: Emily White is a raw food enthusiast and hopes to get her business, Emily's Raw Foods, off the ground shortly. She has taught various community ed class, and enjoys educating the Northland about raw food.

Vegetarian Grilling

Tuesday, June 17th 6:00 – 8:00 pm

Despite its name, this class isn't just for vegetarians. Whether you're looking to make a main dish of vegetable goodness for yourself or some grilled vegetable sides for the gang, the class will give you some fresh (and we mean straight from the garden) ideas on how to turn America's favorite pastime into an organic good time.

Instructor: Debbie Manhart

Juicing for Life

Saturday, June 7th 10:00 am – 12:30 pm

This popular workshop will cover the benefits of juicing raw organic fruits and veggies, the restorative aspects of a juice fast and some delicious new recipes.

Instructor: Emily Montgomery was diagnosed with Stage 3 colon cancer at the age of 39. Instead of "conventional" therapies, she pursued a more holistic path of healing. Juicing and macrobiotics became the foundation of her protocol. Emily has been cancer free for 6 years.

THE FINE PRINT... READ ME PLEASE! Classes are \$25.00 each for non-Members and \$20.00 each for Members. unless otherwise noted. You must preregister, as space is limited. Prepayment of your class is required to reserve your spot. Classes and lectures must have a minimum of 6 students signed up 48 hours in advance for the class to take place. If there are less than 6 students registered, each student will be called by WFC and informed of the cancellation. They may then either put their pre-paid money toward another class taking place within the next three months or they may receive a full refund. If a student cancels prior to 48 hours before the class, the refund will be applied to a future class or a full monetary refund will be given. No refunds will be given for cancellations received after the 48hour deadline or for no-shows. Please be on time! Late arrivals are disruptive to the instructor and other students. The classroom is open at least 15 minutes before each class. Anyone arriving more than 10 minutes late will, unfortunately, not be allowed into the class and will be counted as a no-show.

If you have any questions, please contact Anni Friesen at 218-728-0884 ext. 182 or anni@wholefoods.coop



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First Unitarian Universalist-Duluth is the first in Minnesota to aquire Green Sanctuary Status.

(From the Unitarian Universalist Ministry for Earth. For more info, visit www.uuduluth.org, or stop by on a Sunday morning.)



Policy Amendment

At their meeting on March 31, 2008, the Board of Directors approved the following amendments to the Board's policies on Member Household and IOU and Other Member Credit Policies. These amended policies will be effective as of July 1, 2008.

IOU AND OTHER CREDIT POLICIES FOR MEMBERS

PURPOSE: To protect the financial integrity of WFC.

IOUs and BOUNCED CHECKS:

WFC members may charge purchases to a maximum of \$20.00 payable within two (2) weeks from the date incurred. Members who wish to charge on their account must show proper identification before the transaction is completed. IOUs must be signed by the maker. IOUs may not, under any circumstances, be paid with Food Stamps or EBT card. WFC asks that its members only use the charge system for emergencies. IOU accounts should not be prepaid to cover future charges.

• Members with an IOU account credit balance will receive a reminder of that balance on each purchase receipt.

• Members with an IOU debit balance will receive a reminder of that balance on each purchase receipt.

If WFC is not reimbursed by a member within sixty (60) days from the date of an overdue IOU for the amount of that IOU, that person's membership may be terminated by the Board and any remaining stock, after reimbursement for all indebtedness owed to WFC, will be converted to non-voting Class B stock.

If WFC is not reimbursed by a Member within sixty (60) days from the date of a bounced check bounced by a Member or by any person listed as a Household Member on a Member's account for the amount of that check plus the amount of any administrative fee, that person's membership may be terminated by the Board and any remaining stock, after reimbursement for all indebtedness owed to WFC, will convert to non-voting Class B stock.

If an individual listed as a household member on a Member's account bounces a check at WFC, the Member will be apprised in writing.

IOU credit balances over sixty (60) days will be credited to the Member's nonvoting Class B stock and the IOU account will be adjusted to zero. Members may request the return of Class B stock in excess of the amount required by the By-Laws by submitting to the Board a Request to Terminate that excess stock.

At the discretion of the General Manager, member business and nonprofit agency accounts may have higher IOU limits and/or extended payment

management report

hat a difference a year makes. In March 2007 our Management Team met to override the barely three months old 2007 Business Plan and implement a new plan to resuscitate sales growth, reduce labor costs, and stop losing money. As I write this, we anticipate:

	GOAL	MAR 2008	MAR 2007
Sales growth %	5%	10%	<5%>
Labor % of sales	24.4%	24%	28.3%
Year to date <loss> % of sales</loss>	<0.53%>	<0.50%)	<3.6%>
% of sales by Member-Owners	60%	64%	62%

WFC's savings account is growing monthly, and we anticipate no cash flow problems making member loan interest and principal payments, the first of which are due in October 2008. The changes in floor plan and product placement that occurred this March and April have certainly had a positive impact on sales growth. Many of those changes reflect the results of the Member-Owner and customer surveys conducted in fall 2007. While overall satisfaction with WFC merited a 4.61 ranking (with 5.0 as the highest

possible ranking), the survey comments gave us plenty of ideas and focus for improvements.

In the next quarter we've planned some upgrades to our landscaping, implementation of the first phase of our exterior art project, and are offering a Member Appreciation

Day on Wednesday, May 21 (5% off on all eligible purchases on that day), to celebrate the completion of our inside projects and to thank all of you for your patience with the changes and your ongoing support.

Please remember to complete and return the enclosed ballot to WFC no later than noon on Monday, May 19, 2008. Thanks, again.

See you at the co-op. GG

Sharon Murphy

General Manager since 1988 Attended first CCMA in 1988 Gazette contributor since 1978 Still never gets the last word

Exterior Art Project

In summer 2007, our Board of Directors selected the submission from Ron Benson of Benson Glass Art, Duluth, for our first exterior art project. Ron will recycle single pane window glass and other local materials to create a glass art mural that will wrap around the front and east side of our building. For more information on this project, visit our web site (www.wholefoods.coop).





terms.

SPECIAL ORDERS:

Special orders not picked up or paid for within thirty (30) days of the time items are received at WFC will be put out for sale or disposed of at management discretion. Future special orders from members or from non-members who have not previously promptly paid for and/or picked up special orders, at management discretion, may require prepayment.

NEWSLETTER ADS

Members may charge the cost of advertising their business in WFC's newsletter under the same IOU payment terms as noted above but on an IOU account separate from the member's IOU account for inventory purchases.

Members will be mailed an invoice within ten (10) days of the date of publication for the amount of the advertising We put a **one-time grant subsidy** into each Land Trust home to make it affordable. The grant funding stays with the home—it's **recycled** every time the home comes up for sale, ensuring the homes will **always be affordable**. We offer:

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cheese that even you can eat alternative cheese options

by Eric Bong, the cheese guy

heese. I love it. My Dad loves it. Mice love it. My old cat loves it. I'll bet all of you love it, too. I have never heard anyone say "I don't like cheese." You may not agree with it, or it may not agree with you, but deep down, I think all of us have a little warm fuzzy place that gets happy when provoked by the right cheese. Hopefully, you aren't being provoked by warm, fuzzy cheese.

So here's my confession: I have a mild milk allergy. I choose to spoil myself in spite of that. Some times I end up paying for it. The good news is that we don't have to. Sounding like an infomercial yet? Wait! There's more.

Those of us who are medically or ethically opposed to dairy have options. If you are only slightly sensitive, like me, you can enjoy most aged cheese or check out the sheep and goat milk cheeses. For folks that

are seriously disinclined, there are still options.

Relatively new in the store is yogurt cheese from Maple Leaf Creamery, Monroe, WI. Yogurt cheese is naturally lactose-free and has the added benefit of pro-biotic yogurt cultures. We carry 3 varieties, including jalapeno, tomato basil, and original. Great on sandwiches, on crackers, in salad, or just for munching, these semi-soft yogurt cheeses have a classic domestic flavor that would pass any Wisconsin cheese lover's blind taste test.

For people that need to be free of dairy altogether, we carry a few lines of uncheese. Soya Kaas offers a line of soy-based uncheese in classic flavors. Lisanatti offers soy, rice, or almondbased options to accommodate a handful of allergies. Galaxy/Soyco makes soy sliced uncheese for your sandwich-making convenience. Tofutti makes soy-based "Better Than Cream

Cheese," which I think is appropriately named. Parma! offers a raw walnutbased grated parmesan substitute that is delicious in either chipotle or original. Vegan Gourmet offers soybased uncheese that is almost always in my fridge. I'm a fan of their Cheddar and Monterey Jack. Most of these companies offer more varieties than we carry, so if you aren't quite finding what you need, it never hurts to ask for what you are looking for.

Vegans beware! Not all uncheese is vegan. Many of them contain casein, a milk protein. Others contain lactic acid that is usually corn or beet sourced. The only choices that are 100% vegan are Vegan Gourmet, Tofutti, and Parma, all of which can be found in my fridge at home right now.

Whether you avoid cheese for health reasons or for moral reasons, we have something that will fit your diet. It's true. Cheese is still for you! charge. Failure to pay the amount due is then subject to the provisions of this IOU policy.

NOTE: Memberships with IOUs and/or other credit problems in excess of sixty (60) days may be placed on inactive status by management pending Board action. Purchases by inactive members will not be recorded and will not count toward eligibility for a patronage rebate. Purchases by inactive members are not eligible for member discounts or member specials.

Memberships inactivated or terminated due to credit problems will be eligible for reactivation subject to Board discretion with respect to access to member credit benefits.

Approved by Board of Directors on 7/24/95

Technical edit as of 10/1/03

Amended by Management Team on 10/11/05 to be effective at 610 East 4th Street

Approved as amended by Board of Directors on 6/26/06 to be effective on 10/1/06

Approved as amended by Board of Directors on 7/24/06 to be effective on 10/1/06

As amended by the Board of Directors on 3/31/08 to be effective on July 1, 2008 MEMBER HOUSEHOLD POLICY

As a benefit of membership, a WFC Member-Owner may choose to list additional members of his/her household on his/her membership account.

To clarify what individuals may be listed on a Member's account:

1) "Household" is a single residential address and

2) Up to three (3) individuals (no age limit) in the Member's household may be listed on a Member's account.

Benefits available to additional individuals on a Member's account include:

1) Member discounts on special orders. 2) Member-only coupons and Member-

only specials.

3) Member cost to attend WFC public classes.

Rights and responsibilities not available related to additional individuals on a Member's account include:

1)Only the first person name on the stock certificate/subscription agreement has the a vote in Board elections and on other matters presented to the Members (one member, one vote).

2)The first person named on the stock certificate/subscription agreement owns the stock. Stock certificates may be transferred back only to WFC only and are is not transferable to any other entity or individual.

3) Any patronage rebate will be issued to the first person named on the stock certificate/subscription agreement.

4) The first person named on the stock

The Soul of Food

by Anni Friesen, Member Services Coordinator

hen I was growing up, I was pretty fortunate when it came to food. My mother was a good cook. She had a style that I like to think of as excellent, old-fashioned Midwest cooking. We didn't eat a lot of things out of cans and almost everything was homemade. For the most part, meals were on a rotating basis; green bean soup one week, spinach casserole the next, and various varieties of chicken, pork and fresh bread through out. My father was also a good cook, but he tended to make foods that were more ethnic. When dad was cooking, we could expect a variety of things in his cooking litany from Vereniki (a traditional Ukrainian dish learned during his Mennonite upbringing) or one of the various dishes he learned from a Vietnamese friend while going to graduate school.

We also had a huge garden that supplied most of our food in the summers. In my dirty jean shorts and ripped t-shirt, nose and cheeks pink from the summer sun, I would run out to the garden with my dog Ludy (short for Ludwig... my dad's a music guy) to gather green beans and fresh herbs for the night's meal. There was something so precious and peaceful about the garden at twilight, as if the fairies were out to start their mischief. I think that this was where I first started my love of food.

ple. We would occasionally have potlucks after my dad's choir practice. These were big and fantastical events; everyone would crowd around, laughing and chatting. The adults would have a cold beer or a glass of wine while they talked about their lives and the kids would run around the yard playing games that would inevitably leave us with grass-stained knees. What I remember most though is the food and the camaraderie that it brought. The meal was truly a group effort; two people would sit on the brick steps shucking corn while another group gathered around the grill. The kids would take turns cranking the ice cream machine until the cream mixture turned into a simply delightful cold vanilla treat. I realized at that point that a good meal wasn't just about the skill or ingredients put into it; it was about the people that you shared the meal with.

Though what I put into my body concerns me now more than ever, I

realize that one of the things I most love about cooking is the aspect of family that it conjures. To me, summer cooking does this more than cooking at any other time. When the breeze is warm and the days are long, and everyone is a little more relaxed, food becomes more than a sustainer; it unites. This summer, I challenge you to get grass-stained knees with your kids, be creative at the grill, make a elegant outdoor meal for your grown-up friends, and be healthy, but not boring. Who knows? You might be making memories along with those meals.

To fully prepare yourself for the food fun of summer, come take some great new classes at Whole Foods Co-op. There are a variety of classes that may turn *"same-old-summer" into a culinary* season of sumptuous delights. GG

Anni Friesen is an avid reader, writer, and a lover of kittens. Other than that she's not so typically girlie (except for loving chocolates and romantic comedies too).



Oddly, one of the meals I most remember as a kid wasn't prepared by my family, but by a collection of peo-



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218-349-8138 cllarson@prodigy.net certificate/subscription agreement is responsible for the full amount of any instore IOU as long as the receipt is signed by a person authorized by the a Member to use that member's his/her household account.

5) The first person named on the stock certificate/subscription agreement is responsible for the full amount of any check bounced at WFC by a person authorized by a Member to use his/her household account.

Approved by Board of Directors on May 27, 2003

Updated by management action effective July 1, 2005

Updated by Board action effective July 1, 2006

As amended by the Board of Directors on March 31, 2008 to be effective July 1, 2008

new products

COOL

6

Cultural Revolution

- Raspberry Yogurt*
- Blueberry Yogurt*
- Peach Yogurt*
- Strawberry Yogurt*

• Rachel's

- Pomegranate Blueberry Yogurt
- Plum Honey Lavender Yogurt
- Berry Jasmine Yogurt

HBC

- Evan Healy, a new essential oil based facial care line, designed by aesthetician Evan Healy

 18 new products
- Azida, hemp based body care
 - Rosemary Lavender Shampoo
 - Rosemary Mint Conditioner
 - Lavender Face & Body Scrub
 - Invigorating Shower Gel
 - Moisturizing Shower Gel
 - Calendula Lotion
 - Rosemary Lotion
 - Eye & Face Cream
 - Sunscreen SPF 15

• Badger Balm

- Healing Balm
- Unscented Healing Balm
- Foot Balm
- Sore Muscle Rub
- Arnica Sore Joint Rub
- Headache Soother
- Evolving Balm
- Winter Wonder Balm
- Sleep Balm
- Anti-Bug Balm
- Sunscreen SPF 15 & 30
- Selection of Lip Balms
- Alaffia, Fair Trade
 - Virgin Coconut Cream
 - Cocoa Butter Cream
 - Shea Butter Cream, Savannah Rain
 - Shea Nut Butter, UnscentedBULK Black Soap
- Prima Vu
 - Eyedrops
 - Herbal Eyewash
- Jason
 - Sea Kelp Shampoo

- Sea Kelp Conditioner
 Vitamin E Cream
- All Terrain
 - Band-aids
 - Anti-bacterial wipes
- Parissa
 - Body Sugar
- Kiss My Face
 - Sensitive Toothpaste
 - Anticavity Toothpaste
 - Tartar Control Toothpaste– Mint Mouthwash

• Tom's of Maine

- Black Currant Sensitive Care Toothpaste
- Wintermint Sensitive Care Toothpaste
- Cinnamon & Clove Clean & Gentle Toothpaste
- Orange Mango Children's Toothpaste
- Nature's Gate
- Cherry Gel Toothpaste
 BULK Purifying Soap
- Alba
 - BULK Very Emollient Unscented Lotion
- Wyndmere
 - 5/8 & 1 dram green glass carrier bottle
 - 1/2, 1, 2, & 4 oz. glass bottle
 with sprayer
- Ancient Secrets Bath Salts
- Eucalyptus, Evergreen, Ylang Ylang, Patchouli & Unscented
- Flora
 - Liquid Iron + Herbs, 8.5 oz.
 - Liquid Cal•Mag•Zinc & Vit D, 8.5 oz.
 - Udo's Oil 3•6•9 Blend, 8.5 oz.
 - Udo's Oil Caps, 90 ct
 - Bija Bars
- Dr. Dunner
 - SambuGuard syrup
 - SambuGuard lozenges
- American Health – Liquid Soy Acidophilus
- Peter Gillham's
 - CALM, Orange, 8 oz.
- Natural Factors – N-Acetyl-L Cysteine 500mg, 90 ct

- Ethical Nutrients – Zinc Status, 120 ml
- Source Naturals
 - Wellness Formula, 90 ct

Pure Alaska

• Primal Strips

Jerky

flavors

new flavors

new flavors

Raw Revolution*

Newman's Own*

– Bubble Gum

– Dry Puppy Food

- Dry Salmon Cat Food

- Dry Chicken Cat Food

Ready to Drink Traditional

Ready to Drink Pure Mind

(Mate Passionfruit Blend)

- Drawstring Tall Kitchen Bags

Hey folks — check out some of

selections in the Deli Grab -n-

Vegetarian. We would like to get

some feedback from you. There

Zen Shiatsu

are even seafood-free nori and

the new vegan/vegetarian

Go coolers from Macro

sushi rolls. Enjoy!

Quart Size Storage Bags

– Dry Dog Food

Spearmint

Orange Guard

Spray

• Halo

Guayaki*

Mate

• Natural Value

Sponges

– Scouring Pads

* Organic **GG**

– Scrubber Sponges

• Glee Gum

Clif*

- Canned Pink Salmon

- Canned Red Salmon

BBQ Vegetarian Jerky

- Mesquite Lime Vegetarian

- Builder Protein Bars, 3 new

– Mojo Sweet & Salty Bars, 4

Z-Bars Kids Nutrition Bars, 4

– Spirulina Cashew Food Bars

Natural Citrus Pest Control

– Cashew Agave Food Bars

Peppermint Mint Rolls

- Spearmint Mint Rolls

- Lycopene 10 mg, 60 ct
 Chromium Picolinate Yeast
- Free, 200 mcg, 120 ct
- Oregon's Wild Harvest
 - Ashwagandha, 90 ct
 Maca, 90 ct
- Nordic Naturals
 - Nordic Berries 120 ct
 - Children's DHA 180 ct
 - Ultimate Omega 60 ct
 - Omega 3 16 oz.
 - Prenatal DHA 90 ct

– Ginger Soother Quart

– Diet Energy Drink

• Mix 1 Protein Drinks

- Mixed Berries

– 12oz Lemonade

– Acai Banana Juice

10oz and Gallons

– Mango

Vitacoco

Lakewood*

• Martinelli

Knudsen

• Apple Rush*

Zola Acai*

Vanilla Blueberry

– Orange Energy Drink

– Lemon-Lime Energy Drink

Tangerine Energy Drink

- Natural Coconut Water

– All Natural Apple Juice

– 10oz Morning Blend Juice

– 10oz Cranberry Nectar

– Sparkling Apple Juice

– Sparkling Cran-Apple

Wholesome Sweeteners*

- Powdered Sugar

Sweetener

C designs

– Original Acai Power Juice

– Organic Zero (erythritol)

- Blueberry Acai Power Juice

Pineapple Coconut Water

- Ginger 'Gizer, Quart and 12oz

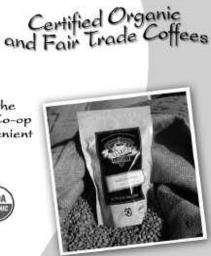
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Gonzo fun Gourmond food food facts

by Jim Richardson, Bulk Buyer

Editor's Note: Most of us at the co-op are fascinated with food to the point of obsession. Collectively, we would put Alex Trebek to shame when it comes to food trivia. For this issue of the Gazette, our very own Gonzo Gourmand will share with you some of his knowledge. Ready for Pub Trivia anyone?

✓ T ndia Pale Ale" or IPA developed during British rule of India. The Brits in India wanted beer shipped from home, but it kept going bad by the time it made the whole long trip. So they added twice as much hops as usual because hops have an antibacterial effect. Originally done to preserve the beer, the taste must have caught on, because today "India Pale Ale" is still known for its doublehopped bite.

"French Roast" coffee developed in much the same way. The French colonial powers found that the coffee they shipped home from plantations in the New World developed a moldy taste by the time it got to France. So they roasted the heck out of it to get rid of the moldy taste. Today we still call the darkest roasts "French Roast".

There was a coffee ban by conservative Imams in Mecca from 1511 to 1524, until the popularity of the drink led to a reversal. Later on in the Western world, coffee was considered a Muslim plot to subvert Christianity, until "baptized" by Pope Clement in 1600.

Pistachios are native to the Middle East and get their name from the Persian word "pistah" meaning "nut". In Iran they are referred to as "smiling pistachios," and in China they are called "happy nuts," because of the way the split-open shells resemble smiles.

The "supergrain" amaranth was a lynchpin of the Aztec civilization. Its bright red flowers were paraded through the streets at harvest time and were likened to the flesh of a harvest god. The Catholic conquistadores perceived this as an affront to their own Communion ritual, and amaranth cultivation was banned under pain of

death. Aztec society collapsed and amaranth was almost lost as a result. Other significant Aztec "superfood" crops included chia seeds and spirulina.

Spirulina are among the world's largest single-celled organisms, with single cells being visible to the naked eye. Spirulina requires no refrigeration; in the wild it can survive in high-heat environments for years, say, stuck to a rock in a dried-up lakebed. It basically goes to sleep and waits for the next rainfall.

Graham flour is specially milled wheat flour: first the endosperm is finely ground to make white flour. Separately, the wheat germ and wheat bran are then coarsely ground and mixed in. The flour (and the crackers of the same name) is named after early health crusader Rev. Sylvester Graham. Graham promoted whole grains and vegetarianism before those things were cool – although arguably he made them even less cool for some time. Turns out Graham was a zealot whose main impetus for healthy eating was his idea that it could stamp out lust. One of Graham's best-known books is "Lectures to Young Men on Chastity."

Black tea, white tea, and green tea are all from the same plant. Their different qualities reflect different ways of processing various parts of this versatile plant.

In Ireland, "Irish Breakfast Tea" is known as "tea."

The green tea variety known as gunpowder tea is named after its resemblance to the rolled, irregular gunpowder pellets of early guns. Gunpowder tea is just green tea leaves rolled into little pellets. Today only the finest varieties are still rolled by hand. Rolling the leaves lets them keep their flavor longer — some gunpowder tea is aged for decades.

The optical lens is named after the lentil, whose lenticular shape it resembles. In Latin, French, Croatian, and Swedish, the words for lens and lentil are exactly the same, and the two words bear close resemblances in many other languages.

The singular noun "pea" was originally "pease" as in "pease porridge hot." The plural was "peasen." However, by analogy with other nouns ending in "s," the word was shortened to "pea" in the common parlance, with "peas" becoming the new plural, frustrating prescriptive linguists everywhere.

Cacao beans, the precursor to chocolate, were originally used to brew beer thousands of years ago in Central America. Chocolate making evolved from this practice. Cacao beans were so valued that they were used as currency.

String beans, snap beans, green beans, pinto beans, Anasazi beans, navy beans, kidney beans, and black beans are all members of the same species of highly variable bean, sometimes referred to as "the common bean."

Chipotle peppers are smoked jalapenos.

Whole nutmeg the world over has been contaminated with toxic mold growing on the outer hull, due to hurricanes the past few years in nutmeg-producing areas. Ground nutmeg however, is produced from the inner part of the nutmeg only, so even though whole nutmeg cannot be found on the market, there is no shortage of ground nutmeg. If you do find whole nutmeg, at this stage it might be wise

to inquire after its toxicology tests.

Warning: nutmeg is a mild hallucinogen, and potentially fatal in doses greater than 4 tablespoons (and less for children), so you better just stick to using a pinch in your eggnog. Vanilla may stimulate adrenaline production. If so, it may be considered mildly addictive.

There is an English-Scottish oat rivalry. The English tend to think of oats as horse food, whereas in Scotland, oats are a traditional breakfast. An English saying goes, "Oats are only fit to be fed to horses and Scotsmen." The Scottish rejoinder is, "And England has the finest horses, and Scotland the finest men."

The list of "Biblical grains" on the packaging of Ezekiel brand products may be incorrect. The list mentions spelt but it should actually be emmer wheat (an uncommon variety these days in America.) According to Wikipedia, emmer wheat "is often incorrectly translated as spelt in English translations of the rabbinic literature but spelt did not grow in ancient Israel and emmer was a significant crop until the end of the Iron Age. Likewise, references to emmer in Greek and Latin texts are traditionally translated as 'spelt,' even though spelt was not common in the Classical world until very late in its history."

Paprika is ground dried sweet red bell peppers. The word paprika is derived from the Latin word "piper" meaning "pepper." GG

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

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savor the season

by Shannon Szymkowiak, Marketing and Members Services Manager

"Eat Local", "Be a Locavore", "Support Your Local Farmers", "Local is the new organic."

 f you've been under a rock, you haven't heard any of it. But it's the hot new trend in food: local.

Hot? New? Trendy? It's hard to imagine our very own wild rice and Mike Olund's tomatoes as new or trendy, but thinking about food grown or processed here in the Northland in a new way is certainly hot — at least in the food world.

When I was about to move to Duluth from Minneapolis six years ago, I heard over and over, "Duluth is so economically depressed. Are you sure you want to move there?" Now that I live here, I see the problems our city faces with my own eyes. Maybe because the city is smaller, maybe it's because the city is smaller, maybe it's because I'm a homeowner, but I pay closer attention to the state of our local economy. And one thing I've realized is that if we spent more of our dollars locally, our local economy would be stronger. Duh. I think this is what Oprah calls an "A-hah!" moment.

I see so many possibilities for Duluth, but that is not what this article is about. Or is it? I am proud to work for a company that tries to walk its walk when it comes to buying local. It's built into our Food Policy. (What? You've never read our Food Policy?!? Well log onto www.wholefoods.coop and take a peek!) Our Produce Manager, Michael Karsh, has been instrumental in seeking out and supporting local organic farmers. For years, he has met with local farmers to discuss the co-op's needs for the upcoming local growing season. If you don't think this impacts the local economy, let me share a story.

Shortly after we moved to our current site, Michael was meeting with local farmers. As he finished a meeting one day, I happened to be passing by the open conference room door and overheard the farmer say, "I'm going to have to hire some help if I'm going to be able to supply you with what you need." I'm sure that having that job certainly impacted someone in our area. So did the extra dollars the farmer received for his increased business.

The local picture is so big right now that our Board of Directors and the National Co-op Grocers Association both decided to have Locavore challenges almost simultaneously. Your co-op is springing into action.

The co-op's Locavore Challenge invites you, Members and non-members alike to join with us to eat as locally as possible from August 15 – September 15 this year. The specifics of the challenge will be outlined in the next Gazette, but several events will be tied to the Challenge. The Mid-summer Organic Food Fest (MOFF) on August 2 will be the unofficial kick-off with many of our local farmers right out front of our co-op for the day. Ledge Rock Grille will be having a locally themed meal with your very own co-op supplying the cheese course and selling tickets. Kid's Café will show off some of their garden goodies. And I'm certain that I'll be able to come up with some prizes for folks who participate in the Challenge.

So we want to have an official Challenge, but first we had to decide what local means for us. Seems simple, right? Not so. When talking local, there are many things to consider: food miles, contribution to the local and world economy, environmental impact and more. So some of the Managers and Buyers met in February to officially define what "Local" means in the aisles of WFC. We considered Local, Local, wherefore art thou, Local?



Shannon and her favorite non-local food, chocolate.

"Locally Grown" versus "Locally Produced", but that didn't seem to capture the essence of what we were trying to achieve. We ultimately wanted to get to the meat of what buying local meant. We wanted it to reflect fewer food miles, yes, but we also needed to consider folks like Alakef Coffee. True, there are miles on that coffee, but it is Fair Trade and organic and the company is locally owned, employing several of your neighbors. How is that not local?

So we took a different angle. We decided that a distance you could reasonably drive in one day was a reasonable amount of miles to consider for our "local" radius — 300 miles. This also offers a bit of leeway with our short growing season and gives credit to the many small organic farmers we support in SW Wisconsin. We also decided that locally owned companies were also key to improving the local economy even if their products had more food miles on them. So we came up with two designations that you will be seeing in the aisles mid-summer.

"Locally Grown" will be the designation placed on items grown within a 300-mile radius from Duluth. This covers all of Minnesota as well as parts of Michigan, Wisconsin, Iowa, South and North Dakota in the U.S. and our Canadian friends in parts of southern Ontario and Manitoba.

"Locally Owned" will be the designation placed on items made or produced by independently owned businesses (e.g., sole proprietor, partnership, cooperative, or non-publicly traded corporation) within a 300-mile radius of Duluth.

This system may seem too broad for some folks, not broad enough for others, but it's what we have decided is right for us. You can certainly feel free to tighten up that circle or increase the length of your own personal Locavore Challenge. This simply gives you a place to start. And as always, we will continue to grow our immediate Duluth-area organic farmers by encouraging them to raise crops for the co-op and promote them whenever possible. Our Food Policy will continue to reflect a preference for local, organic products and our "Locally Owned" and "Locally Grown" signs will be changing to make it easier for you to identify these products.

Look for more information on Whole Food Co-op's Locavore Challenge in the July/August Gazette, in-store and online. I hope you'll join us for an exciting adventure in our own backyard.

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

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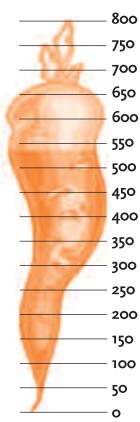
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Welcome, New Members!



From February 1 to March 31, the co-op has gained 138 new Member-Owners for a total of 539 since July. We hope your experience as a new Member Owner encourages you to encourage others to shop co-op, too. Teri Heathcole Pamela Brumfield Cindy Tuominen Sally Ringsred Pauline M. Cole Zada Talus Betsy Little Irina Bezroukova Nancy Gail Hanek William James Jones Mildred Shears Sherryl Golen Robyn Dentinger Laurie Spry Penelope Gooch Dean Torgersen Daniel Oneill Eleni Johnson Ron Brodigan Anne Krafthefer Jennifer Helland Laureen M. Anderson Barbara Martin Donald Kitson John Higgins Laura Laaksonen

Cecelia Riedl Lydia Alanen Elisa Weiss **Joe Stromsness** Kevin D. Ortman Georgianna Henry Elaine Bradley Christine L. Beckstrom Kaylie Knase Tiersa Dodge Zoe Torgerson Alissa M. Gallagher Theresa Cameron Barbara Klatzky Nancy J. Nelson Kathy Dodge Tabitha Denison Jennifer Capra Lisa Marie Pittack **Raymond Roper** Tracy Moshier Turi Taylor Patricia Netzel Karen Mckenna Janet Newberg

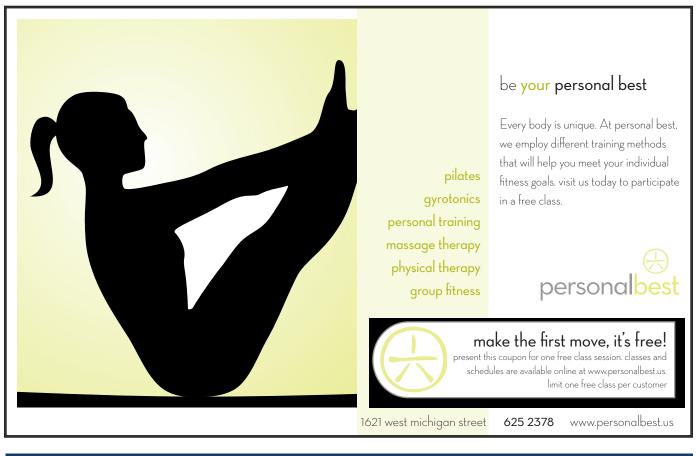
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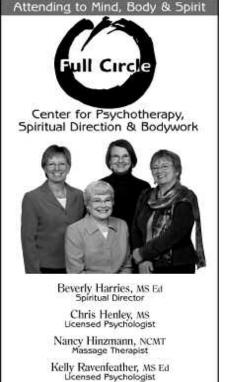
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alison@wholefoods.coop **GME** Committee Term expires 2008

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

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

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

Theresa Koenig

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

Heather Murphy

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



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

WFC web site: www.wholefoods.coop

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

Call 218 728 -0884 to leave a call-back

structural pieces

by Lynn Fena, Board President

know Articles of Incorporation and By-Laws are probably not what you were thinking about when you became a Member-Owner of Whole Foods Co-op. That goes for me too. Many of us happily relegate that task to the Board of Directors, right? Now, please don't stop reading if I say, "Wrong. It's your job too - You are an OWNER!"

In this edition of the *Garbanzo* Gazette, you will find some materials that relate to the tasks of ownership. The Board has completed the work of drafting changes, of debating and revising the deletions, additions, major and minor changes, obtaining outside legal review, holding meetings to garner Owners' input, and, of mailing our finished work to every Owner for your approval (or not). Next, it is your job to take full advantage of your rights as an Owner and read them, cast your vote and return your ballot to the store before noon on May 19.

The timing of these changes is a result of our expansion and move. We have grown to nearly 4500 Members,

and in a cooperative, we have to legally account for issuing more stock involved in our operations. We are required to keep pace with Minnesota statutes that apply to cooperatives, especially regarding old and abandoned equity. Here are a few highlights of the proposed revisions in our new documents.

Probably the Board's longest debates brought about an updated Statement of Purpose that you will find on the first page of the proposed Articles of Incorporation. The previous stated purpose was developed about 35 years ago. We hopefully found a way to claim our roots of social change, as well as declare our commitment to the organizing principles that have emerged among cooperative structures since that time. What do you think?

We significantly increased the amount of capital stock WFC can issue to \$2.4M to accommodate our

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Lynn Fena, Board

President.

growth. And although it looks like there are lots of additional changes to the Articles, the rest are pretty much technical updates, language clarifications and improved "legalese."

In the By-Laws, you will find many similar edits and language updates. And in addition, the Board is recommending for your approval:

that we no longer issue Membership

status to organizations

- that we more clearly define "Member" as the first person named on the Membership application
- that our Board Members be elected to 3-year terms instead of 2-year terms
- that Board Members be allowed to determine their own level of compensation
- that we increase our quorum at Member meetings from 50 to 100 persons, again because we are growing and want to assure better representation of our thousands of Members
- that we no longer issue paper stock, (which is easily misplaced and lost by Owners) but continue to issue Member cards and track Membership electronically
- that the Board create a process as required by state law, for handling abandoned equity in WFC

One of the great assets of Whole Foods Co-op is that we have history. But, as I often tell the kids in my life, our greatest asset is often our greatest weakness. In our case, we can't assume the past has fully prepared us for the future. We all have to fully attend with care to the work that keeps the organization vital and moving forward. It is every Owner's job. Thanks for doing your part. GG



request for a Board member.

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

Interested In How the Board Works?

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

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Organize Simplify

Membership Matters

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

ecently, my granddaughter Genevieve Rose (Evie for short) was born, and as a good co-op Member-Owner, I had a chance to talk

to her about the benefits of joining a co-op. (I thought the glasses might help her read the Owner's Manual, because newborns are way nearsighted.) I gave up and decided to write a column instead.

I carried Evie's Mom on my back while volunteering at a co-Proud grandpa seeing the future. op. She has been a committed vegetarian since she was 13, and is an enthusiastic co-op Member. Despite this, there are things about her co-op that I'm not sure even she knows. Her co-op, like ours, offers in-store specials to Members only. Her co-op, like ours, sends Members the CAP (Co-op Advantage Program) coupon book, twice a year, so we can save even more. (usually worth about \$30) Also, I hope everyone uses their "MAC" -

Membership Appreciation Coupon a quarterly "thank-you" worth up to \$10 a year. Ask at the register when you check out.

Some other benefits that are less well-known or little used:

• I like to special order cases of frozen vegetables and fruits, cases of soup, or large sacks of bulk coffee beans and get from 10 to 30% off. If I am going to eat that much organic frozen

spinach, I may as well stock up and save money at the same time.

- Many local businesses offer WFC Member-Owners discounts or freebies in our Community Cooperation Program.
- Want to place an ad in the *Garbanzo* Gazette? Contact Shannon and get a discounted rate.
- And speaking of the *Gazette*, it gets

mailed to Members — there's another benefit.

- Take a co-op class, and you guessed it, get a discount.
- Attend the Annual Member's Meeting this fall, and enjoy free food, hobnob with other Member-Owners, and maybe win something in a free drawing.
- Shop at WFC on May 21 and get 5% off most items in the store.

I think it's easy to see Member-Owners who use their benefits fully will easily be able to "earn back" their \$100 investment. I know I have. I get a little bit of pleasure each time I use a benefit and save a bit of money. I bet you do also.

Sometimes I tend to get a bit idealistic and maybe even a little selfrighteous about belonging to our co-op, so I thought it might be a good idea to appeal to your practical side. In this age of food price inflation, we all have to be not just smart about the quality of our food, but we need to watch our dollars, too.

Our good-looking and highly intelligent staff has done marketbasket surveys, so we know we are getting fair prices for our high-quality products. All the benefits I mentioned tell us our staff sells us what we need just as inexpensively as they can, and still meets our financial obligations. Because I know about WFC's numbers. I know that about two-thirds of our sales are made to Member-Owners, and I know that this is a phenomenal sign of Member support in the co-op grocery world.

11

Your job as Member-Owners? Use your benefits, as many as you can. And take your enthusiasm, your dedication to the Cooperative Principles, and tell your friends who are non-Member-Owners why they should give themselves the gift of owning a piece of their favorite cool co-op grocery. You've got the facts, and like my granddaughter Evie (just as soon as she can stay awake long enough for my PowerPoint Presentation), you will be a great public advocate of your co-op. Go forth, and bring in new Member-Owners!

David Helf is WFC Board VP and Chair of the Membership Committee. Please email comments about WFC Board matters to

Member **Extreme Coupon**

50% off Bionaturae Olive Oil, 17oz with coupon

Expires June 30, 2008

This is a Member-only benefit

4999999000021



Organi

OLIVE Of L

Are you a Whole Foods **Co-op Member Owner?**

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

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

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



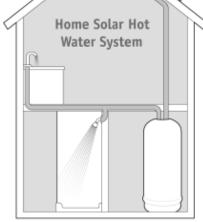
A whole new meaning to the word sunbathing.

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(Bring Your Own Bag) Knit or Crochet–A Reusable **Grocery Bag** We Have the Patterns and Yarn HOURS: MON 10:00 - 9:00 WED - SAT 10:00 - 5:00 SUN 12:00 - 5:00 CLOSED TUESDAYS 276 SCENIC DRIVE, KNIFE RIVER, MN WWW.PLAYINGWITHYARN.COM JUDYCASS@PLAYINGWITHYARN.COM

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notes from the front

by Briana Lowrie

RRR Progress Report

As of the end of February 2008, the Reduce, Reuse, Redeem (RRR) program has:

- Donated \$1,212 to the Second Harvest Food Bank
- Redeemed \$593 back to WFC customers
- Saved at least 36,100 paper bags

Thanks to the dedication of WFC customers, the RRR program has had a direct impact on the needs of our community, savings to our customers, and reduction in material needed to produce paper bags. This could not have been done without your help.

So how can I remember my bag?

- One customer states, "I keep some everywhere! In my car, in my purse, at work..."
- Paperclip your shopping list to your bag.
- Keep a "pouch-style" reusable bag in your purse/pocket. They're so small you won't even know it's there!
- A lot of pouch-style bags have a clip attached to them. Clip it to your belt loop, keychain, or any-where else.

If you have any other tips to help others remember their bag, I'd be glad to hear them. Just drop me an email or submit a comment card.

A New Look for the

Customer Service Counter

By the time this Gazette reaches you, you will have noticed that we have had the height raised to improve eye contact, added storage space underneath, and provided an ergonomically correct surface on which to write when standing. Recycled carpet tiles have replaced the worn out rubber flooring and to provide extra comfort while standing. We're excited about these changes and how they will affect our ability to offer better service.

Food Composting in the BCO

We are proud to announce that we

More Than Skin Deep: finding healthy body and cosmetic products

by Charlotte Vallaeys

or years, consumer advocacy groups that are part of the Campaign for Safe Cosmetics have reported on toxic chemical ingredients and residues in beauty and body care products, revealing that this notoriously underregulated industry is rather liberal with its use of possibly carcinogenic and other toxic synthetic ingredients.

Consumers with an interest in avoiding unnecessary toxic exposure believed they had found refuge in body care products made with "natural" and "organic" ingredients.

But what few consumers know is that unlike organic claims on food, body care products often use the word "organic" on labels of products that are based on conventional and petrochemical ingredients. Body care products may freely use the word "organic," but may only use the green "USDA Organic" seal on products that are made with at least 95% certified organic agricultural ingredients and contain no toxic or suspected carcinogenic or synthetics.

A recent report by the Organic Consumers Association (OCA) reveals that this distinction—between many body care products using the word "organic" and those actually bearing the green "USDA Organic" seal—is significant. Using an independent testing lab, OCA analyzed various "organic" and "all-natural" beauty and body care products for residues of one particular toxic chemical, 1,4-dioxane.

While some of the self-proclaimed "organic" and "all-natural" products tested contained up to 30 parts per million 1,4-dioxane residues, all of the USDA certified organic products with the green seal—were found to be completely free of these residues. Products certified under the German BDIH "natural" program were also clean.

The International Agency for Cancer Research classifies 1,4-dioxane as a probable human carcinogen, and it is banned from all cosmetics and personal care products, natural, organic and conventional, in Europe. Unfortunately, there is no prohibition against the use of suspected carcinogens in body care products in the US.

Scientists disagree over the level of carcinogenicity of this chemical. Some suggest that the EPA has overestimated this chemical's potential cancer risk, while other scientists caution against the use of any chemical that is listed as a carcinogen in laboratory animals, including 1,4-dioxane.

As with most chemicals, we will not find an easy answer or a clear verdict. Scientists have a very rudimentary understanding of thousands of chemicals and their effects on our health and our bodies. Our ability to produce chemicals and our understanding of how they affect the environment and public health rarely progress simultaneously; as with DDT and PCBs, we humans tend to figure out how to produce and widely distribute a chemical before we fully understand its impacts on health and the environment.

And yet, while scientists disagree among themselves about the level of health risks of 1,4-dioxane, you and I have been slathering this chemical on ourselves and our children—often every day. As a consumer, doesn't it seem only a wise precaution to question the sanity of this? The FDA would require manufacturers to remove 1,4dioxane from products only if there is demonstrated harm. But why should the burden of proof be on the unsuspecting consumer?

This question becomes especially salient when we consider that residues such as 1,4-dioxane are simply not necessary in our body care products. Plenty of companies with a true interest in the values of organics use only environmentally friendly ingredients that are safe for humans. These companies include those that market USDA certified organic products, like Dr. Bronner's and Terressentials, and others that are not certified organic, like Burt's Bees and Tom's of Maine.

We encourage all companies marketing themselves as "organic" or "allnatural" to take the necessary steps to remove these chemicals and residues from their products. "Organic" and "all-natural" labeling can be useful marketing tools only as long as consumers can trust these claims and are not turned off by findings of potentially dangerous chemical residues. These companies should reformulate, or else drop their "organic" and "all-natural" claims. In response to the OCA report many companies in the natural foods marketplace have indicated that they are now doing just that.

In the meantime, consumers can use OCA's lab results (www.oca.org) to learn which companies can be trusted and which use petrochemicals and questionable synthetics. The surest way to distinguish safe and truly organic products from the others is the presence of the little green seal that states "USDA Organic." GG

Charlotte Vallaeys is a Farm & Food Policy Analyst at The Cornucopia Institute (www.cornucopia.org), one of the nation's leading organic industry watchdogs.





are currently offering a bin in which to compost any leftover food. You can find it located right next to the recycling bins in the Brewery Creek Overlook dining area. If you choose to use the compost, please only place food in the bin. All other materials must be recycled or thrown in the garbage. Thank you.

Composting food waste means less in the landfill and black gold for gardeners. If you'd like to learn more about composting your own food waste, check out WLSSD's website at: http://www.wlssd.duluth.mn.us/ compost

Tax Service

218-720-6000

Tax Preparation for Regular People From W-2s to Small Businesses Earned Income Credit Itemized Deductions Investment Income Rental Income Small Businesses: Contractors, Therapists etc. Corporations Thomas J. Curran Enrolled Agent 18 years experience

10% off for Co-op Members

ll that's swee is not suga by Joe Ulvi, Grocery Buyer

ello again, co-op shoppers. I decided to write this column because I have been getting a lot of requests from you, our customers, for xylitol. Unfortunately, xylitol is not readily available to the co-op at this time. I have been doing some research on xylitol and other sugar alcohols, which are known as polyols, and here is what I have found.

First off, a little info on polyols, or in English, sugar alcohols. There are many of these, the most common are sorbitol, erythritol, xylitol, mannitol, lactitol and maltitol. Wow. At first glance, these don't sound like natural products at all. But they can be, as some of these products are naturally extracted from plant sources. I am going to focus on erythritol and xylitol, as these are the most prevalent in the natural foods circles. Erythritol and xylitol are found in fruits and vegetables, as well as our bodies. Xylitol was first commercially extracted in Finland, where it is known as, "koivusokeri", or "birch sugar". It is most often made by chopping up and rendering wood fiber, and is also processed, mostly in China, from corncobs.

The brand of erythritol we carry,

Wholesome Sweeteners Organic Zero, is made from pure cane sugar. In this process, organic cane sugar is liquefied with water and a starch solution is formed. Glucose (pure sugar syrup) is then separated from the starch by hydrolysis (this is a water based process, the opposite of condensation). An organically approved fermenting agent (Moniliella polinis, a type of yeast) is added to the glucose, activating the fermentation process. This solution is then sterilized and filtered. Finally, the solution is concentrated by heating to evaporate the excess liquids and crystallized. It takes approximately 2lbs of organic cane sugar to produce 1lb of organic erythritol.

I have not found any information that describes, in detail, the process manufacturers use to extract xylitol from plant sources, nor have I found any information that xylitol can be made without chemicals.

There are also some minor health concerns with polyols. None of the polyols are digestible by the human body. The main difference between them is that erythritol alone is absorbed (up to 90%) in the small intestine. All of the others make their way into the large intestine, where

they can ferment, leading to distress, having laxative effects, and causes gas and bloating. Our beneficial bacteria do not readily digest erythritol, so only in very large amounts can the unwanted side effects happen. These side effects can be very common in xylitol, and some people can have reactions on single serving amounts.

So, curious about the erythritol yet? Well, I'll be honest; few things are as healthy as minimally processed natural sugars. But, some people need the low-glycemic, low-calorie option that Organic Zero can provide. There are also some great upsides to it, you can keep it on the kitchen table in Minnesota summers, it doesn't absorb air and moisture, so it stays free flowing. It does not brown or caramelize when heated, and your baked goods will last longer, as it increases shelf life over regular sugar. So next time your are in the co-op, head to the baking goods section, and next to the sugars, you will see "Wholesome Sweeteners Organic Zero". It is erythritol; it's just got a nicer name, you know, for the kids.

I do hope that you came away with some knowledge on how some of these new "low calorie natural sweeteners" are made, and can make

an informed decision of whether or not they are right for you. GG

Joe Ulvi recently celebrated one year as the Grocery Buyer, and is looking forward to planting the garden and riding his motorcycle.

Do I dare to eat a peach?

BEGINNING on Monday, May 12, 2008, 5:30-6:30 PM, at WFC, our Membership Committee will outline and introduce the parameters of WFC's 2008 Locavore (eat local) Challenge. Co-ops around the country will be participating in events to support our local growers, suppliers and communities. Member-Owners are welcome to participate on the Membership Committee. Notice of upcoming meetings is included on the calendar of WFC events on the in-store flyer available in the entry vestibule and at the Customer Service Counter or on our website (www.wholefoods.coop).

Details on the Locavore Challenge will be highlighted in the July-August Gazette with the official kick-off scheduled for our annual Midsummer Organic Food Fest (MOFF) on Saturday, August 2nd, in front of the co-op.

n today's fast food world, this topic is important to all who have children or grandchildren. With obesity and health problems in children at an all time high, Penny Warner's book is not only timely, it is extremely important.

Penny begins by listing 10 ways to "smuggle" healthy ingredients into fun and simple snacks.

One idea she mentions, is to give the snack a silly name like "veggie candy", "banana wiggle" or "Mooseberry juice".

Another very important concept is to make mealtime and snack-time a pleasant time. One fight we can't

usually win is forcing our children to eat. It can often backfire and the negative effects of that tactic can be life long. How many of us remember sitting in front of a plate of cold, yucky

food, tears streaming down our face, resolving never to eat "that stuff"

Healthy Snacks for Kids again? The recipes in

> this book fall into five categories:

Super Snacks, Dynamite Drinks, Frozen Fun, Better Breakfasts and Marvelous Meals. I have worked with recipes for a long time, yet I find





selection of varied and healthy ingredients refreshing

intriguing as the catchy names such as: "Wiggle Sicles (page 77), Mighty Milk (page 54), and Popeye Burgers" (page 148).

The author gives important information on "fat facts" and the new food pyramid. She includes in each recipe a picture of the pyramid and what parts are emphasized, as well as calories per serving, amount of protein, carbohydrates, fats and

calories from fats. Warner, who has written many cookbooks for children, is also a child development expert and kids cooking authority.

If you would like to get children more interested in healthy eating, this book (which only costs \$8.95) could be an answer. It will give your child a chance to make his or her own treats and have some healthy fun in the process. Stop by the book section of the co-op and pick up your copy today. Your children and grandchildren will thank you! 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.

Acupuncture

by Penny Warner

magic box photography portraits by chelsea e. morgan

Richard Tosseland, L.Ac. Licensed Acupuncturist

Christal Center 394 Lake Avenue South Duluth, MN 55802 218-722-2411

Chinese Massage Herbs Nutrition Tai Chi Qigong



staff news

STAFF ANNIVERSARIES

MAY:

Susan Boorsma	May 1, 2005
Jacob Gilbertson	May 2, 2007
Corey Slettedahl	May 14, 2007
Kevin Taylor	May 17, 2006
Nate Frie	May 24, 2006
Brad Rozman	May 24, 2004
Michael Karsh	May 31, 1990

JUNE:

Maria Lopez	June 6, 2006
Anton Lepak	June 11, 2007
Joseph Ulvi	June 20, 2006
Travis Erickson	June 22, 2006
Jacob Boie	June 21, 2006
Michael Olker	June 29, 2005

Rain Elfvin and his charming bride Kris announce the arrival of baby #2 on March 28 at 4:29pm. Let's say hello another new member of the co-op family. Welcome, Mary Paige Marie!

And speaking of new members to the co-op family, HBC Buyer Jill has adopted a sweet and smart new kitty, Fedora, from Animal Allies.

Semblesque Performance Company is holding a fundraising event on Saturday May 17th at The Venue, 2024 West Superior Street.

- 7 pm Social, Food & Drinks, Art Exhibit,
- 9 pm Video Documentary and Performance

WFC Staff involved: HBC Buyer Jill Hall, HR Coord. Jill Holmen, Front End Manager Briana Lowrie, MOD Jay Newkirk, & FE Asst. Jason Kokal. Tickets \$10. More information can be found at

http://semblesque.googlepages.com/

Help protect seals pledge

In March, one of our Member-Owners requested that WFC participate in a boycott of Canadian seafood to pressure the Canadian fishing industry to stop hunting seals (see www.hsus.org). Merchandising Manager Lisa Anderson has confirmed that the seafood sold at WFC from Canadian waters and/or Canadian suppliers is not harvested by fishermen who participate in the seal hunt.

mission statement

net to go

FOG CITY DELI

HOT BAR MENU

The weekly menu is also available in our store and at www.wholefoods.coop

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

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

Sunday Brunch is served 9 am - 3 pm.

All menus include meat, vegetarian and vegan options.

MAY 2008

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MAY 5-9	THAI STYLE GRILLED CHICKEN	TACOS	JAVANESE TOFU	KOREAN SLOPPY JOES	LAKE SUPERIOR LAKE TROUT W/TARRAGON BUTTER
MAY 12–16	ROSEMARY CHICKEN	GERMAN POTATO SALAD & BRATWURST	ENCHILADAS	TOFU KALE & RAISINS	MANGO CHUTNEY FISH
MAY 19–23	LEMON PEPPER CHICKEN	SLOPPY JOES	JERK SEITAN	FENNEL & ITALIAN SAUSAGE PASTA	BLUE CORN CRUSTED LAKE SUPERIOR LAKE TROUT
MAY 26–30	COWBOY BEANS	KUNG PAO TOFU	SWEET & SOUR CHICKEN	PORK LOIN W/ PRUNES & ONIONS	ORANGE ROSEMARY BUTTERED LAKE TROUT

JUNE 2008

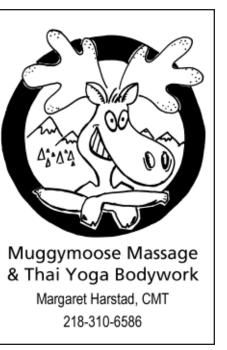
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
JUNE 2–6	HONEY CURRY CHICKEN	TACOS	RED LENTIL & TOFU	BBQ PULLED PORK SANDWICHES	LAKE SUPERIOR LAKE TROUT ALMONDINE
JUNE 9–13	PAPRIKASH CHICKEN	BRATWUST W/APPLES & ONIONS	SPICY PECAN CRUSTED CHICKEN	TURKEY MEATLOAF	ZUCCHINI TOMATO CASSEROLE
JUNE 16–20	MOROCCAN CHICKEN	ENCHILADAS	HEARTY BEAN VEGETABLE STEW	TUSCAN ROAST PORK	LAKE TROUT W/SHIITAKE, TOMATOES & GINGER
JUNE 23–27	BBQ CHICKEN	BEEF MEATLOAF	CHICKEN DIJONAISE	SWEET POTATO FRIES	TROUT IN SPANISH FIRE SAUCE
JUNE 30– JULY4	ASIAN CHICKEN	TACOS	CHICKEN PAELLA	BRATWURST	SUMMER VEGETABLE RAGOUT

Pre-Natal Yoga and Support **Boreal Natives** with Whole Birth Yoga Instructor Stacy Holden Landscaping with Native Plants Come prepare your body, Native Wildflowers, Grasses, Trees & Shrubs mind and heart for birth for Corporate or Residential Landscaping and motherhood with Whole Birth Yoga. Call Greenhouse for Retail Hours Call 715-364-8509 Office: 729-7001 www.womencirclingwomen.com Greenhouse: 729-9044 Monday & Tuesday nights at the Coppertop www.prairieresto.com

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

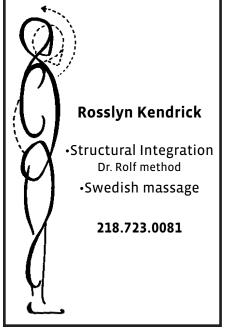
co-operative principles

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



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ACUPUNCTURE **Chinese Nutrition** Electrostimulation Moxabustion Cupping -The Healing Point of Duluth Jodie Cope Licensed Acupuncturist Downtown Duluth 218-428-1893

Buyer's Corner New look, new products

he only constant in life is change. As sweet as it would be, so few things rarely stay exactly as we would prefer, or even where we remember finding them last!! So we take solace in the things we can regularly find such comfort in, and take time to adjust to the new and ever changing elements presented by life.

I am assuming that by now all of you natural products aficionados have realized that the entire Health and Body Care Department at WFC has been rearranged. What do you think? It is the end of March as I write this, and for the past two months, I have been scheming, dreaming, measuring, panicking :), planning and sketching how to move each and every one of our 1787 HBC products to a new spot on the shelves. It was definitely time to make some improvements in organization and selection, and I'm happy to say we've accomplished just that!

Moving the Restore cleaning products unit into Aisle #3 to be near the rest of the cleaning section was a perfect plan concocted by the management team. Hence it was decided to move pump household and hand soaps nearby, create more bulk workspace and add more bulk HBC options. Alba Very Emollient Unscented Lotion is now available in bulk, as is Nature's Gate Purifying Soap, and my new pet bulk addition is the Fair Trade African Black Soap made by Alaffia. This soap is "an example of the beauty of indigenous knowledge" and can be used as a castille soap would, for personal hygiene and for household cleaning. It would be a fabulous body wash for anyone challenged with eczema, psoriasis, or other skin inflammations.

Another notable change worth mentioning is that finally all bath body care items are on the same side of the shelf unit! You may or may not recall how some of our bath items were previously in Aisle #4 while the majority were in Aisle #3. Ugh, as the Buyer and person 'in charge' this drove me crazy; shoppers could not find a full category selection in front of them all at once. But no more! Now all bath body items are nested together in Aisle #4 and the beautiful new slat wall allows us to display hanging items in an organized, aesthetically pleasing way. In this area you will also find an Eye, Ear and Nasal Health section and a topical First Aid selection.

Other exciting changes in the body care half of HBC include the addition of some fabulous new lines...

Badger Balms are here!! What I love about bringing Badger in is that (like Naturopatch) they offer an affordable, essential oil based option for so many of our wellness needs. I brought in Sleep Balm, Muscle Rub, Joint Rub, Evolving Balm, Headache Balm, Healing Balm, Winter Wonder Balm, Foot Balm, Bug Balm, a selection of lip balms, and their sunscreens. Badger plans to be completely USDA certified organic by the end of the year, continuing to show their commitment to the highest product standards possible.

I felt it was time that we had Hemp represented on our body care shelves. Many are aware of the fact that hemp is a perfect food in it's own right, providing a highly bioavailable form of protein and an appropriate ratio of important healthy fats. Well, it offers righteous benefits in body care products as well. I have brought in a brand called Azida. The distribution biz is family run and the brand imports their product from a great Canadian source. I have tested their shampoo, conditioner, and body and face scrub, and was most impressed. [Winter is a good time to really test the moisturizing properties of hair care products. I also do a lot of swimming in chlorine pools, and so I put my hair through the ringer.] I am looking forward to trying their Eye and Face cream, which to me appears to likely be one of the best facial care buys on our shelves! I hope all you Hemp Hearts out there fall in love with these products.

On the topic of facial care, I hope you've noticed the addition of Evan Healy's line. Our pleasure, adding such a finely crafted product to our facial care set. Evan Healy, an aesthetician, has designed a gentle and very effective plant based, holistic line of facial care products, offering a variety of treatment approaches. Take a look! The company is committed to organics, wild crafting, and small farmers, growers and distillers.

Oh! And how could I forget? Fair Trade Alaffia! A selection of marvelous, truly handcrafted, hexane-free skin creams, including Virgin Coconut Cream, Cocoa Butter Cream, Shea Butter Cream, and Shea Nut Butter. Ever thought about how much elbow grease it actually takes to hand craft Shea or Coconut or Cocoa nut butter? Most products that fall into this category are mechanically separated, whipped and packaged. Check out the testers of these fine creams and see for yourself the magic the women of Togo master in the true preservation of fats for topical use. And I will mention once again, check out their Liquid Black Soap, available in HBC bulk, Aisle #3.

So, continuing with this reintroduction to the HBC aisles... on to Vitamins and Nutrients...

Well, we'd all long gotten (sort of) used to the strange layout of branded products mixed in with 'like with like' or categories, right:)? With the awesome change of moving bulk spices closer to the bulk section, (and going back to glass jars — hooray!) it was here again our opportunity to better organize and categorize our wellness supplement section. So I took the bold initiative and decided to de-brand. You will now find the following categories, complete with signage created by our marketing department to help shoppers find what they are looking for: Vitamins, Minerals, Heart Health, Anti-Oxidants, Anti-Inflammatories, Bone & Joint support, Pain Relief, Sleep Aids, Amino Acids, Protein drinks, Juices, Essential Fatty Acids, Enzymes, Green Foods, Allergy, Cold & Flu, Immune Building, Cleansing, Fibers, and Herbs and Homeopathy.

You will notice Emergen-Cs are no longer isolated and alone by checkout #5, but rather comfortably nested among their other Vitamin C family members. You may notice that all minerals are finally re-united as well! The wise ones will notice that the superb Flora brand has been adding, including traditional formulas Floradix Iron + Herbs, Liquid Cal•Mag•Zinc, Udo's Oil in liquid and caps, and Dr. Dunner's amazing Elderberry Syrup and companion lozenges. It was also time to expand on our best selling Nordic Naturals selections; you can now find on our shelves their 16 oz. Omega-3 liquid, Ultimate Omega, Pre-natal DHA, Children's DHA 180ct and their kid's chewable multi, Nordic Berries. I was thrilled to see all these items take off right away, and it was extra nice to introduce them while Nordic was on line drive thru our national CAP sales program.

To wrap up, I will say thank you for being adaptable co-op shoppers and for being patient with these changes. Sincerely, I hope that they only enhance the ease and convenience of your shopping at WFC.

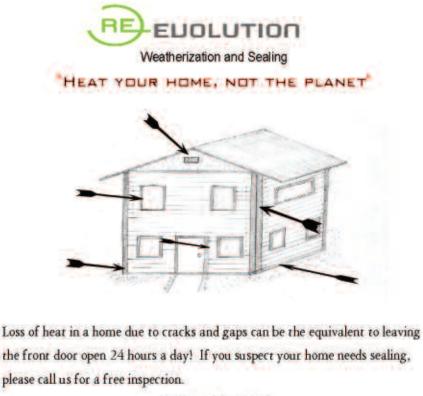
Many many thanks go out to all who helped plan and pull off this change. It was a big one, and I believe it has proven worthy.

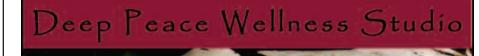
Still adjusting myself, Jill

Jill Hall, HBC Buyer, believes in a world that would settle for nothing less than renewable resources and plant based medicines.

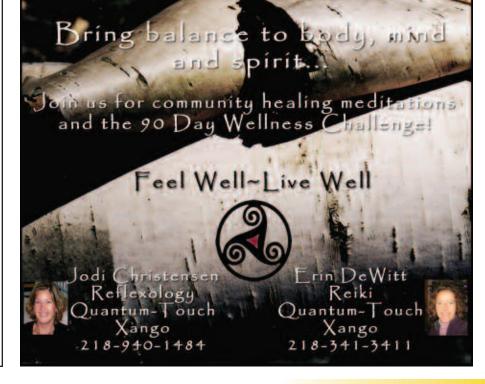
Status on proposed changes to articles of incorporation and bylaws

The ballot for Member-Owner approval of proposed changes to WFC's Articles of Incorporation and Bylaws is included in this issue of the Garbanzo Gazette. Please complete and return your ballot to WFC by noon on Monday, May 19, 2008. There will be a Special Membership Meeting on MONDAY, MAY 19, 2008, from 5 PM to 5:15 PM, to announce the ballot results. No other agenda items will be considered at that Special Membership Meeting. The quorum requirement for this **Special Membership Meeting is 50 Members and includes** valid ballots received by the submission deadline. The ballot results will also be announced on the website and in the July/August Gazette.





(218) 728-1218

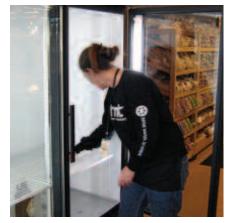


Co-op Changes

The co-op is responding to customer request by providing more products and improving the shopability of our store. Thanks to everyone who filled out surveys. As always we want to know what you think of the changes we're making.



Moving equipment takes precision, muscle, and a tape measure.



Merchandising Manager Lisa Anderson verifies the operation of the door.



Glass is back! Enjoy the new elbow room the next time you buy spices.



Bulk workstations also got a facelift.



Stocker Jordan making the cooler look pretty.



cool new beverages this summer. Cheers!

The Back 40 "bigger than an atom"

by Michael Karsh, Produce Manager

he best times for the Produce Department come in these months as local products build in cadence from the stuttering appearance of early lettuces, to the poetry of ripe tomatoes. It is also an exciting time in terms of the thinking in our communities regarding the importance of local products, and ones that embrace sustainability as some element of their nurture, manufacture or distribution.



has followed our money to a very individualized reality. I consider the ubiquitous iPod to be the clearest example of tailoring consumption to individual tastes: we select podcast content and music not based on context of the original let alone our neighbors, but on the basis of ourselves alone. We consume another self-chosen reality even while we inhabit this one.

We can consume food and even values in this same way. Once a provider isolates a new niche market it

than an atom? Unquestionably the conscious choice to purchase better products, to support values through our shopping has yielded a robust range of organic products and leavened very needed discussions on food quality and production standards. As we look forward to what is next in a world of dwindling resources feeding into our market economy, it is important that our questions be as much economic as they are about values, as economics is one of the key shapes our values take, and one that

"We are going to have to gather up the fragments of knowledge and responsibilities that have been turned over to governments, corporations, and specialists, and put those fragments back together again in our own minds and in our families and households and neighborhoods." — Wendell Berry in A Continuous Harmony

and manageable. Rather, beyond that question we need to discern what it takes for a business or community to be able to continuously meet these desired ends. By way of example, consider the nexus the co-op is in bringing the best quality produce from local farms to our community. But how does the co-op exist to make this mission possible? Here of course WFC has the incomparable benefit of being a member-owned business, one in which individual commitment is bound with that of some 4400+ others in this very place that has diversity of interests beyond local that flesh out a department that is there every day for all shoppers, and especially during local season. They are interdependent. Mission Possible!

Every choice we make to buy a more responsible product is a good

Produce Manager Micheal Karsh is ramping up for local produce.

I have been refreshed to see popular book titles and broadcast airwaves peppered with the idea that the value of what we consume is other than what we see on the price tag.

There is a danger to this growing movement, as to any that seeks to inject values into the marketplace: the atomization of consumers, both from each other and the businesses they frequent. It is a truism that market driven decisions are the hallmark of our American culture, and one that will be exploited, that is the nature of our economy. It is a mainstay of the idea of voting with your dollars: lead the bull by the nose and he will follow, if grudgingly. We can use this to our advantage in approaching such issues as our carbon footprint by developing a growing market for environmentally responsible products and services, and the same can be done with any desired end from the existence of locallyowned businesses to fair trade. But, is this enough?

We can do this as individuals, and even organizations, but are we bigger

changes our culture as few other things can.

Economics can seem brutish and cold, and its philosophical underpinnings don't give the lie to that idea, but ultimately it is all about the management of scarce resources, something we have all become more aware of from water in the west to oil from far shores. This is the very arena in which we need to decide and flesh out not just a desire to have our values met by individual products or services, that is the sort of atomization that the market loves because it is intelligible choice, but it is also a choice we make as we journey together, whether we are aware of this or not. Being aware, and asking the questions about how we get to the next place as a group with a multiplicity of interests and goals that exceed the boundaries of any one constituency is the kind of economic thinking we need. Like pulling the iPod earplugs out, we become available for conversations and a future that is contextual and real; we become more complex than an atom and more dangerous. GG

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