

GARBANZO GAZETTE

Whole Foods Community Co-op, Inc.

Duluth, Minnesota

Sept/Oct 2003



news bites

WFC welcomes Clerk **Courtney Jankovic**.

... The Co-op's Next **Member Appreciation Day** is **Wednesday, October 15,**

2003. WFC members receive a **5% discount** on eligible purchases on that date. Member Appreciation Days are scheduled on Wednesdays to avoid conflict with major deliveries and to ensure we have enough product and staff on hand to make the best possible shopping experience on that day AND on the next day! Sales on July 16, the previous Member Appreciation Day, set an all-time record at \$18,730 – THANK YOU!

... This year's **Annual Membership Meeting** is scheduled for **Wednesday, October 8**. Watch for details in the Annual Report to Members appearing soon in your mail box.

... Links and resources for more information about

Kids and Nutrition:

www.fda.gov — click on Information for KIDS for kid-friendly information on food safety.

www.cspinet.org — for articles on food choking hazards, food labeling, links between obesity and fast foods, etc.

www.ncagr.com/cyber/kidswrld/nutrition/ — colorful, enlightening web site of the North Carolina Department of Agriculture and Consumer Services. [continued on page 2]



Emma Van Vactor-Lee

Growing with the Co-op- WFC celebrates our children

This issue of the Gazette is “the children’s issue,” featuring art and articles by, for and about children — from the cosmos (above) to the earthly delights of peanut butter (page 15).

We invite all of you, from the young to the young at heart to read, do puzzles and enjoy this issue. Throughout this newsletter you will find lady bugs hiding . . . count how many you can find.



D.V.R.

Check out one of the Co-op's favorite events on pages 22 and 23. Kids ages 12 and under may color and bring in the party ad before October 1 to receive a free fruit leather. Remember, Halloween is just around the corner. It's not too early to be thinking about carving pumpkins and creating your costumes . . .

(Answers to puzzles and lady bug count will be available at www.wholefoods.coop and in store after October 1.)

Getting the kids to eat • by Shannon Szymkowiak

It was a late, hot July afternoon. I had been watching the kids (ages 14, 8 and 7) all day and not once had they stopped bickering. I pulled into the grocery store parking lot and just couldn't face the chore of making dinner. I went inside (craftily leaving the arguing animals in the car – windows open, of course) in search of something fast, but not fast food. I looked around the bounty of the produce department and had a brilliant plan. I



www.wholefoods.coop

Garbanzo Gazette

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swiftly gathered my goods and made for home.

I took everything and divided it into general Food Pyramid groups and artfully arranged them on plates, cut up in kid sizes. I announced dinner was ready. When the warring troops asked what I was trying to feed them, I gave my most astonished look and said, "Haven't you ever had 'Snack Plate' before?"

I instructed them that they could eat whatever they wanted from the plates, but they had to have at least three portions from the blue (fruit) plate, three from the green (vegetable) plate and two from the black (protein) plate. The fourth plate held small slices of bread, crackers, pickles and olives. The results were unbelievable. Not only did they eat more from the fruit and veggie plates than I had asked, they asked their mom to make 'Snack Plate' for dinner for the rest of the week.

OK, so now you know the truth. I'm not the mom. I'm

the aunt. Not the stuffy old smelly aunt (yet), but the one who will always be cooler than mom. Not because I'm cool, but because I'm NOT the mom. This gives me an advantage in certain situations, I know, but when it comes to food, I'll exploit the cool factor for all it's worth.

Over the last several years, the natural foods industry has seen tremendous growth. I'm happy to see more and more families shopping for what I believe to be the best Mother Nature has to offer. There are more moms and dads that would like to do the same, but I hear "my kids won't eat that". It's to you that I speak today. I'm about to give up some of my tricks of the trade. They may not be fool proof, but at least a few are kid proof.

The main lesson the Snack Plate Incident taught me is that kids like choice. They aren't in control of a lot of the choices in their lives, so

News Bites, from page one

www.usda.gov/news/usdakids/ — the basics and more are covered here with a host of links to other government web sites for KIDS.

- Gregory, The Terrible Eater by Mitchell Sharmat.
- Good Enough to Eat: A Kid's Guide to Food and Nutrition by Lizzy Rockwell.
- Food Rules! The Stuff You Munch, Its Crunch, Its Punch and Why You Sometimes Lose Your Lunch by Bill Haduch.



Apologies to **Brenda Brock** for not crediting her as the author of the fine article on Body Care Products in the July/Aug 2003 issue of this newsletter.

many of them make war at the dinner table. Giving choice here makes a happier mealtime for everyone.

When planning menus for children, I don't believe parents should become short order cooks, but if it's as simple as "corn tortilla or flour tortilla?" I choose choice. It's amazing how many little things like this can cut down on arguments over food.

Another biggie is to let children get involved in the kitchen. Let them help to prepare — or better yet grow- the food that they will be served. When they have time and pride invested in the meal, they are more apt to eat and encourage others to try it, too. I look at it as a trade off. I spend a little longer cooking since the kids slow down the process a bit, but we all spend less time in from of the TV later. I learn that they like baby carrots instead of carrot sticks, that Clay is pretty good at kneading dough, that Sam likes to be called "Kitchen Midget" and that Ruth just likes everything to look nice.

Don't get me wrong. I've got rules at my dinner table, too.

Rule Number One is that you don't say "Ick." Mealtime is a time to give thanks for the bounty we have. If you are unhappy about what's being served, you use your manners and say "no thank you." You are then welcome to prepare

yourself a peanut (or almond) butter sandwich, with jam if you like, and rejoin us at the table. Most children over the age of five can make a PBJ, and everyone can learn civility.

Rule Number Two: you have to try everything before you opt out. Explain that sometimes you may enjoy a food prepared a particular way, but not another. I tell them straight up that I hate peas from a can. I won't eat them. But I will eat snow pea pods, or freshly shelled peas because they taste different, and to me, better than canned peas. Also explain that taste buds are no different from the rest of their bodies. Your taste buds grow and change just like you do, so what you didn't like last year, you may like this year. So please taste. If you're really lucky to have an older child who eats something now that they wouldn't before, use it.

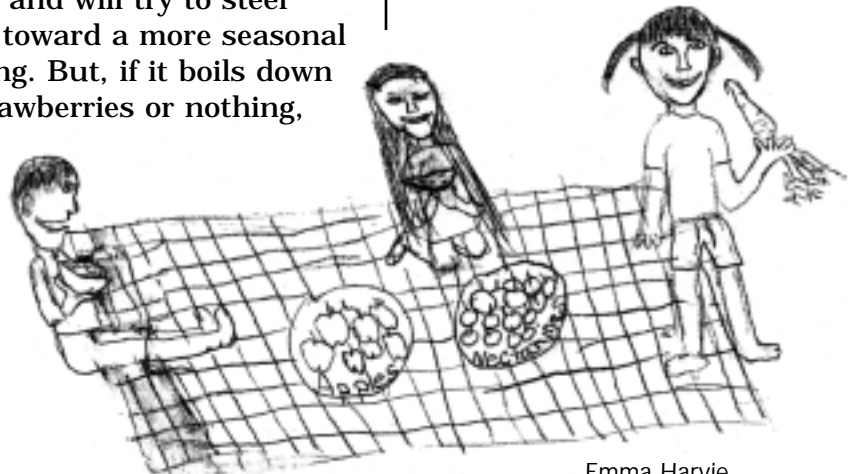
Rule Number Three: if the kid asks for a particular fruit or vegetable, no matter how expensive, I will buy it. I will explain that if it is out of season, it won't be as fresh or sweet and will try to steer them toward a more seasonal offering. But, if it boils down to strawberries or nothing,

I'll buy the strawberries. It's a much better choice than the chips in the next aisle and usually no more expensive.

If the budget won't allow, I'll get them fruit leather or a small amount of that dried fruit from the bulk department or possibly some frozen if it's available.

Rule Number Four: if you opt out of eating dinner, your evening snack will be something nutritious (a sandwich, fruit, or leftovers), not sweets. This may sound old fashioned (especially from the cool aunt), but I've seen the old "I'm not hungry" at dinnertime followed by a request for ice cream a half hour later. It may not win popularity contests, but after the battle has been fought and won, dinnertime becomes much more peaceful with fewer opt-outs.

Food doesn't have to be a war. Look past the control to the final goal: getting good food into the mouths of our babes. Use every trick in the book, but never forget to share your love of good food. That's the best trick of all.



Emma Harvie

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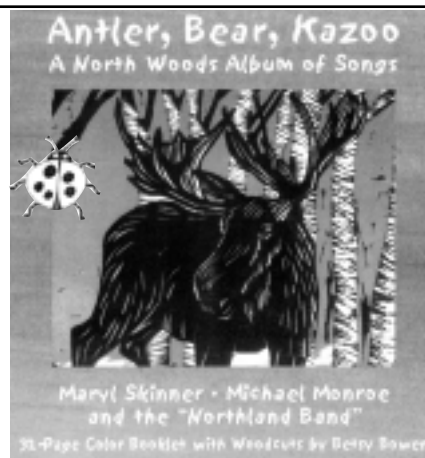
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ENERGY TIP OF THE MONTH

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How do we “grow” our customers? How do we help our community enjoy a healthy lifestyle? How do we make everyone feel welcome at WFC? What can this Co-op do to help educate kids about healthy food choices? How do we “grow” our customers?

Management's priorities for a new location include having a store that kids want to visit, that has products kids want to try, that offers activities, displays and information that attract kids. From the babies on their backs in the shopping carts gazing at the ceiling to the school-age kids anxious to flip that first pancake to the teenagers looking for a little support on a school project — we want to design a store that intrigues and nourishes them all.

Wouldn't it be great if kids were as excited about shopping for fruits and vegetables as they are about eating at fast food restaurants? What can WFC do to create an environment that has kids clamoring for julienne carrots instead of French fries?

At other stores, we've seen:

- joyful ceiling art,
- labeled and edible landscaping,
- creative kids' corners not too close to the front door and sized just right to keep the toys in and the kids safe and interested,
- giant photographs or murals of farms and farm families at work,
- local art work, including art

Growing our customers

by KIDS, in the sit-down area,

- tastings in every department,
- after-school store tours, cooking classes and lessons on cooperative history,
- farm tours for kids and families, and
- a sized-to-scale co-op store exhibit in the local children's museum.

There is a lot of room for improvement and creativity when it comes to nutrition education. One co-op cannot do it all. But we are not just one co-op. WFC belongs to the Cooperative Grocers Association Midwest and to the National Cooperative Grocers Association. Our managers visit other stores every year and meet with other co-op managers.

Alone, we cannot compete with the media clout behind the clown or the colonel. But co-ops across the country are

working together to implement a national brand strategy that will help consumers recognize co-ops in every community and understand what we have to offer.

Alone, we cannot come up with all the operational efficiencies that support education programs. But co-ops across the country are comparing best practices, tips on what worked and, sometimes more important, tips on what didn't work.

We are learning from and supporting each other so that we can each focus on making positive changes in the lives of our community, our employees and in our environment. That's one way we will grow our customers.

Another way is to keep asking our members and our customers what they want to see in a new store. Got a great idea? Something you forgot to mention on the last survey? Please call, drop us a note or leave a message on the web site. Thank you.

Thank you for your support!

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College and food: will healthy eating habits stick?

By Charlotte Klesman


Will the good eating habits of childhood last a lifetime? It's not easy to control what our kids eat. Once they start going to school, visiting friends, going to the mall . . . well, you get the idea. You know you are setting a good example by preparing nutritious, delicious food for your family that they enjoy eating, so surely your kids will crave well-balanced meals after they leave home, right? You watch happily as they squabble over the last of your vegetarian lasagna, and you're sure your sensible, well-brought-up children will respect their bodies by carefully choosing what they put in their mouths after they leave home. But when they start packing for college and refuse the rice cooker and vegetarian cookbook you've been saving for this moment, you begin to have doubts.

My son, Dylan, was raised on veggies, salmon and plain yogurt. I love to bake, so our family ate homemade bread, biscuits, muffins, cookies and other treats. By the time he was four Dylan was helping in the kitchen, standing on a chair to stir a pot or chop vegetables. Most important, he liked foods that were good for him. How many preschoolers like sauerkraut? Or raw oysters? So when college beckoned I had few qualms about his eating habits. True, he sometimes grabbed a meal from a drive-through window while he was living at home, but he liked healthy food too. I was sure he would make the

extra effort to eat well once he was settled on campus. Boy, was I in for a shock.

Dylan left home for an apartment, classes and a part-time job. He often stops to visit with an infamous 'super size' drink cup in one hand. Worse, he sometimes refuses to have supper with us, saying he'd rather grab a burger. That really hurts, but I've been able to look past my disappointment and think hopefully that this could just be a phase.

So I asked him to come have supper with his stepfather and me so I could ask him how he feels about food. Naturally I was chopping vegetables and cooking rice while we talked.

 He watched from the kitchen table and answered my questions.

"Well, I remember eating a lot of nasty things growing up," he teased. "But there weren't a lot of fast food places where we were in Alaska." Dylan assured me he still prefers good food, but that kind of meal can be hard to get.

"I'm a college student," he reminded me, "So everything has to be fast and cheap. I'm always looking for a better deal. I eat at Wendy's a lot, and at Subway. And I can get good sushi in Grand Forks, so I have that sometimes too. My roommates were really giving me a hard time about eating raw fish. But then our new roommate, Jessie, moved in and I came home and found her eating sushi too. I told her I was so glad to not be the only one in the place who likes sushi.

And I went through that two-year phase when I was determined to learn how to cook."

"I remember that," I told him. "You kept coming over here and asking me how to make stir fry. All I could tell you was to start a pot of rice, then open the refrigerator door and see what's inside."

"I make a pretty good teriyaki chicken stir fry now," he told me. "And I learned how to cook salmon and meatloaf and other stuff. Occasionally I'll go out of my way to make a good meal. I'll go to the store, get good stuff, come home and cook, but most of the time I'm too rushed, or too lazy for all that. When I wanted meatloaf I found a recipe, went out and bought meat and bread-crumbs, then came home and made it. But mostly I don't really care what I eat, as long as it's fast and cheap."

"Most of the time food is just fuel for the engine?" I asked.

"Yep, that's it."

"And after college? Do you think your eating habits will change?"

"Well, yes," he replied. "I'll probably eat out a lot. I should make a lot of money as an engineer, and I'll have to go to lunch with people from work as part of my job. I don't really mind spending money on lunch like that, if I have it. And it will be too much trouble to cook all the time just for me. Grocery shopping stinks and I can only stand to go once a week. You need to go every [continued on page 15]



Hi, there! It has been awhile since I've written in the time warp of our newsletter. It is the beginning of August as I write and it will be September when you read it. Hey, if it's September, that means my birthday is coming up. Don't forget!

Speaking of birthdays, Cooper just had his fifth and for his party I made one of those watermelon fruit bowls from a Co-op watermelon (I was inspired by the one at the All-Staff meeting) and some of the other great fruit from our Produce Department. The finishing touch was wild blueberries I picked. It felt good to be able to give those kids great tasting organic fruit. I am grateful to be able to access such quality through our store.

Thanks to all our great

Ends justify the meetings

staff. I so enjoy walking into the store and seeing the welcoming faces. They are so great at helping me to remember the things on my grocery list (which I always leave at home). I love running into fine folks and visiting in those tight aisles. And I so look forward to a new site where we can talk without dodging staff or delivery folks.

The Board spent a good portion of the last meeting working on our Ends policies. Ends policies describe what Co-op exists to do, for whom and at what cost. Excellent questions for a Board to ponder. A well-crafted Ends policy will guide our visioning for the future and direct our general manager to implement that vision. This Board has

worked hard visioning the future for our cooperative. Visioning goes beyond the physical expansion of our store at a new site. It is about why we are here; wherever the physical location may be.

So, if this is September, then we are planning the Annual Meeting on October 8. It should be a grand time. A slate of fine Board candidates will be presented. Please send in your ballot that accompanies the Annual Report. The Board members are your representatives in this business and your vote is an important benefit of membership.

I'll end with heartfelt thanks to the Board members who are going off the Board. We all appreciate the time and energy that you have put into Whole Foods Co-op.

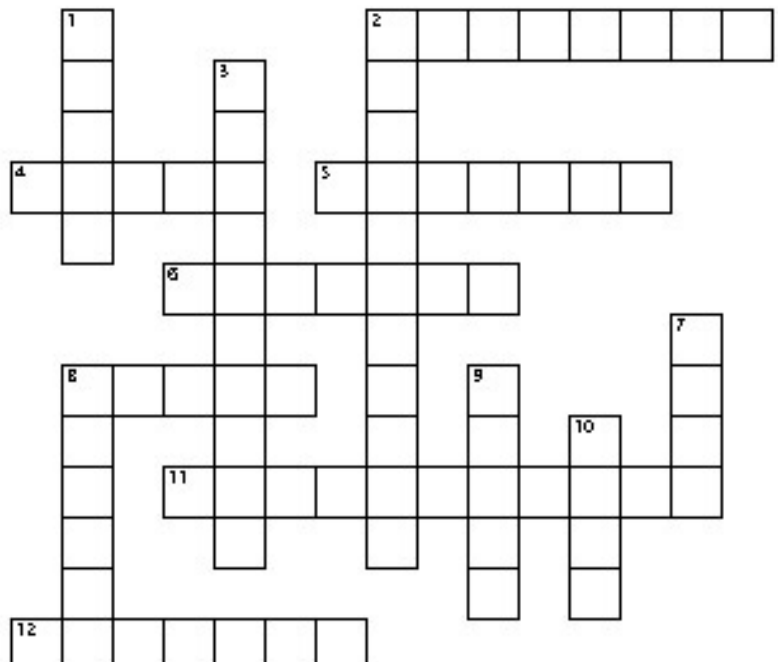
Board Report Crossword Puzzle • Find the Answers in the Board Report above

Across:

2. you celebrate it once a year
4. in the produce section, but not veggies
5. owners of the co-op
6. ___bag
8. they have eyes, noses and mouths
11. a different way of doing business
12. co-op members coming together

Down:

1. a place to buy things
2. small, blue, delicious
3. green on the outside, red on the inside
7. choose
8. not in the past
9. guides the co-op
10. could be baby goats





“The orange kind” — Young deli customers step up to the counter

In keeping with the kids theme, the Deli decided to interview our young customers. **Paula Williams**, a Deli Assistant, interviewed several young customers and here is what they told us:



Breanna, Christa & Tasia Ricci

Q. What is your favorite item from the Deli? **A.** Mongolian Tofu

Q. What would you like to see in the Deli? **A.** Stir fry, spaghetti, mashed potatoes, glazed, honey tofu, rice and gravy

Q. Do you like to try new things? **A.** Yes

Charlie & Louis Turner

Q. What is your favorite item from the Deli?

A. Grilled Cheese

Q. What would you love to see in the Deli?

A. Hard boiled eggs, quesadillas, baked potatoes, butter cheese

Q. Do you like to try new things?

A. Charlie—yes, Louis—no

Q. What is your favorite cheese:

A. Vermont Cheddar,
Organic Cedar Grove Colby

Sylvie Deters

Q. What is your favorite item from the Deli?

A. Roasted Pepper Pleasure, Spanikopita

Q. What would you love to see in the Deli?

A. Pizza

Q. Do you like to try new things?

A. Yes

Q. What is your favorite cheese?

A. Plain white cheese

Sam Deters

Q. What is your favorite item from the Deli?

A. Sweet things, bean burrito

Q. What would you love to see in the Deli?

A. Penne pasta

Q. Do you like to try new things?

A. No

Q. What is your favorite cheese?

A. Orange

Lucy Mischler – Philbin

Q. What would you love to see in the Deli?

A. Mac & cheese with bunny noodles, grilled cheese

Q. Do you like to try new things?

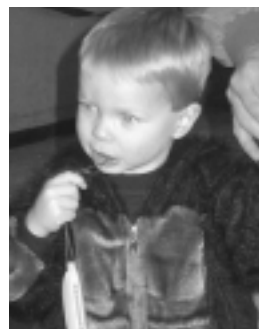
A. Sometimes

Q. What is your favorite cheese?

A. The orange kind



*Just say
“cheese”*



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FRESH PERSPECTIVES

September 2003

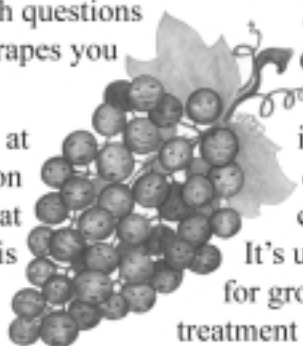
FOREVER GRAPE-FULL!

A favorite summertime snack, grapes are easy to share and easy to prepare: just rinse and eat. Seedless grapes can be sliced and added to salads without seeding or removing skin. They provide a good burst of energy and fiber, and they have a pleasant cooling effect on a hot day. Yet, each cluster of grapes purchased reflects the values of the farmer who grew them. Were many pesticides used? Were workers treated justly? Perhaps surprisingly, the answers to both questions affect how healthy the grapes you select are for you.

First, let's take a look at history to see how a union activist made the case that what is bad for workers is also bad for consumers and the environment.

Back in the 1960s labor organizer Cesar Chavez asked consumers to boycott grapes due to unfair labor practices toward field workers. One of Chavez's complaints was the degree to

which laborers were exposed to pesticides. High cancer rates in grape-growing regions, particularly in areas where field workers lived, have since been identified confirming Chavez' concern for workers' health. Pressure to outlaw some of the more hazardous pesticides continued for decades; so far 3 of the 5 most toxic pesticides cited by Chavez have been banned, and in November 2000, the decades-long boycott ended.



One chemical on Chavez's list that's still in use, methyl bromide, is possibly the most powerful ozone-depleting chemical in the world.

It's used as a soil fumigant for growing grapes and as a treatment on all imported grapes before they can be released for sale here in the United States. While methyl bromide vaporizes quickly and leaves little residue, it can be deadly if inhaled during application. Fortunately it is scheduled

for a complete phase out in this country by 2005 as part of an international treaty. Yet there is federal pressure to roll back the phase out and relax air quality standards in areas where methyl bromide is currently used, such as grape-growing regions in California, where 85% of the U.S. crop is grown.

Organic growers can't use methyl bromide but shippers can. For instance, organic grapes grown in Chile, like all imported grapes, must receive a post-harvest treatment of methyl bromide before they can be sold in the states. At that point they can't be sold as "organic" but shippers get around this by having the grapes tested and sold as "Nutriclean tested Residue Free".

Conventionally grown imported grapes also tend to test higher for pesticide residues. Both the Environmental Working Group and Consumers Union found enough residues on imported grapes to rank them among the top ten worst fruits



THIS MONTH'S TIDBIT

Grapes can be frozen, extending their storage life up to three months. They are wonderful in yogurt for a cool Indian summer snack and make colorful, edible ice cubes.



and vegetables for toxic residues. Some of the materials no longer used on grapes in the United States are used in other countries, which may contribute to the toxicity ratings.

U.S. grape growers continue to use pesticides, including some that are very toxic. But organic growers are paving the way to a healthier grape. Simple techniques they use like leaf thinning for better air circulation, cover cropping the soil for better water and nutrient retention, and providing habitat for beneficial insects are on the rise among other grape growers, thus reducing the need for pesticides. A farmer who makes the choice to farm organically provides a healthier field environment for the workers and the community by not using methyl bromide and other toxic materials. This also benefits those of us who buy organic grapes. Not only do we get to enjoy cleaner fruit, we are supporting a system of farming that promotes cleaner air and better working conditions.

Isn't That Just Grape!

Ask Dr. Patty Produce

Q: I love both red and green grapes, but I don't know much about grape varieties. Can you give me a quick rundown of some of the grapes I might find?

A: Perlette, Thompson Seedless, and Flame Seedless are all familiar varieties in stores around the country throughout the season, but here are a few that may provide a pleasant surprise this fall. Some of these have seeds but are well worth the extra eating effort.

The Autumn Royal is a late-season grape, harvested in October in California; a medium-sized light green grape with a smooth, rich flavor.

Concord, a small dark blue-black grape called "the most aromatic of all grapes" has a distinctive flavor known as "Labrusca", which many will recognize as the flavor of most dark grape juices and jellies.

Crimson Seedless, fairly new on the scene, is a red, sweetly tart flavored grape known for its firm, crisp berries.

Black Corinth, a small, purple grape with a delectable sweetness and firm crisp texture is also known as the Champagne grape.

Red Globe, a seeded grape long a favorite for eating and holiday decorating is losing market share to popular seedless varieties. It's still worth noting, because bunches of the Red Globe can be gigantic with individual grapes growing up to two inches in size.

Grapes are loved by everyone because they are easy to eat, have a wide range of sweet flavors and textures and are grown in the states nearly year round. Now they can be loved for their health benefits too! Grapes have been found to have a giant source of cancer-fighting properties. Research shows that grapes contain a substance known as resveratrol, which is touted for its anticancer and cardioprotective benefits. Apparently it works by inhibiting the development of certain enzymes, which have been commonly linked to breast cancer. And it is also known to help prevent the rapid growth of liver cancer cells. This is significant when you consider that according to the National Cancer Institute more than 150,000 cancer deaths a year are related to poor diet.

Outside of cancer fighting benefits, grapes have also been found to be beneficial in preventing coronary heart disease. Grapes contain antioxidants known as flavonoids, which prevent the oxidation of LDL (low-density lipoprotein) cholesterol, which has been linked to the advancement of heart disease. Flavonoids have anti-clotting properties that are beneficial in decreasing the development of atherosclerosis (a condition in which the flow of blood is blocked to the heart due to the clogging of the arteries). So it stands to reason that any diet would be richer with the addition of grapes.

References this issue: www.grapegift.com;
www.tonytantillo.com; www.seasonalchef.com;
www.tablegrape.com

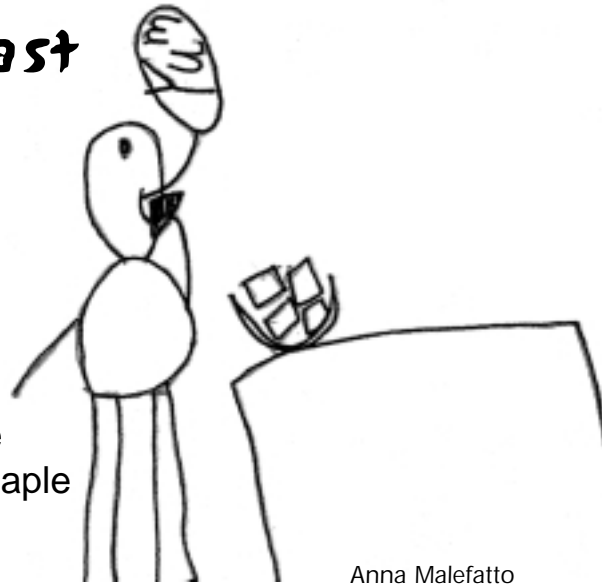


Maple-Peanut Butter Toast

This is something kids can make, or anyone!
Kids can make this for their parents.

- Peanut butter
- Maple syrup
- Bread

Toast one or more pieces of bread. When done toasting, spread on peanut butter. Then pour maple on top. Cut into little squares and eat. Yum!



Anna Malefatto

Off to college: do healthy eating habits stick? continued from page 8

three days if you want fresh stuff. When I run out I open cans. Shopping once a week is my saturation point."

"What if you have a family?" I asked. "Do you think cooking and mealtimes will be important to you then?"

"Well, yes, I suppose so."

"And if your wife can't cook. Would that be a problem?"

"Do you mean, would that keep me from marrying her?" he laughed. "No, it would not. If she couldn't cook I'd probably do it myself. And I'd enjoy it."

"You know," I told him, "You say your upbringing didn't influence how you relate to food, but I've noticed three key things you've told me that I think are important. You're obviously willing to try new foods, even when your roommates tease you about it. I think that's partly because you were encouraged to try different foods when you were

young. You seem to enjoy cooking and you aren't afraid to make something new. Trying a recipe doesn't scare you because you learned how to cook when you were growing up. And you seem to feel food and mealtimes are important for families. You not only said you'd be willing to cook for your family, you even said you'd enjoy it."

He couldn't deny it. The three

of us sat down to a meal of shrimp and bacon quick-fried in olive oil with broccoli, red, yellow and orange bell peppers, and sugar peas from the store, and beans, baby carrots and herbs from the garden. It was served over three kinds of rice and sprouted lentils tossed in a hot skillet with garlic and olive oil. Everyone agreed the food was fabulous. So was the company.

Pass it on!

Before recycling this copy of the *Garbanzo Gazette*, please pass it along or share it with a friend or neighbor. This can help save a bit on paper costs and reduce waste. Also, it's a good way to introduce folks to WFC who aren't current customers or members.





When my child gets cut, tofu dogs come out. That's pretty much it. By most measures of parenting success, this counts as a failure. We were so excited when she was a baby and ate anything. But gradually this picky eater thing came about — was it something I did? — and we are now lucky to get anything into her belly beyond her few favorites.

This wall is slowly breaking down. But sometimes it seems like the list of foods she will no longer eat is outpacing the list of new foods she is willing to try. At this rate she won't be eating anything by this time next year.

Luckily almost everything she eats comes from the co-op, so even when she's eating along a narrower spectrum than I'd like, I know it's all natural and likely organic. And we do find little ways to break her food embargoes and sneak in little healthy things. Sometimes I will buy small amounts of several different kinds of healthy, snacky things and mildly prod her to try them all, and see which one she does like. Some things she outright refuses to even touch, but



My kid's top ten co-op foods

every now and then I strike gold and find that she loves something new. She definitely has some co-op favorites — besides tofu dogs — which I shall now enlighten you about.



1. Bulk Commercial Roasted Salted Cashew Pieces. I'd rather she be eating them raw, but right now the Roasted Salted ones have her attention. The flavor is great and they even have protein.

2. Bulk Commercial Soft Pitted Dates. These dates are sweet like candy and even have potassium.

3. Bulk Organic Raisins. Violet will eat any kind of raisin. Iron!

4. White Wave Tidal Wave Organic Tofu. My kid thinks raw tofu is better than cooked, bless her soft blue eye.

5. Bunny-Luv Organic Carrot Hearts. Lil' Bugs Bunny.

6. Organic Baby Tomatoes, any variety. Whenever she eats a fresh, live vegetable, I praise providence.

7. Our nutritional ace in the hole: Organic Maine Coast Dulse Flakes. I know, I know! It's what makes it all okay. Dulse Flakes are so good for you, and yet so seaweedy tasting — my wife won't touch 'em — you might expect my lil' picky eater wouldn't touch 'em. But sometimes she eats them right out of the bag, like me (I got her hooked on these at an early age, before she could understand how "different" they taste). Minerals!

8. She claims her favorite kind of soymilk is Organic Edensoy Vanilla, although I can trick her into getting the enriched kind, and we mostly drink the amazing Organic Edenblend at home anyway. Getting the just Vanilla kind is her special treat.

9. Organic Koala Bear Krisp Cereal. Now with real organic koala bears.

10. We special order Twinlab's Animal Friends Chewable Multivitamins, which she suspects might not be candy, but she hasn't quite figured out why we let her have one every day.

When my kid likes something, she says so. And so often, I can reinforce her enthusiasm by assuring her that's she's eating the best food in the world. And I believe that.

Customer Comment

I am really distressed at the absence of many of my favorite products since the (fab) re-do. I thought you were making more room! Please return olive Muir Glen pasta sauce. Basil Muir Glen pasta sauce—their best!

WFC Response

I am sorry you are distressed since our recent reset. One of our major goals for the reset was to make product placement more logical, but unfortunately we did not expand our store, so our physical and spatial limitations did not change.

The Tomato Basil Sauce was discontinued due to slow sales, and the Green Olive sauce was discontinued by the manufacturer, Muir Glen. I would be happy to place a special order for you if you wish. Thanks—Lisa, Grocery Buyer

Customer Comment

Broccoli stems are way too huge!

WFC Response

The size of stems will vary amongst growers, and throughout the season, with the exception of what few supplier options we have, there is little control we have over this. Broccoli stems are often seen as a throw away part of the vegetable, but they are quite edible and are useful in many recipes. —Michael

Customer Comment

Am greatly disappointed that the Co-op dropped vegi-bows.

WFC Response

I'm sorry! Some items had to get dropped when we crammed all the bulk into aisle 2. It was difficult to drop anything. I'd like to bring this item back in a new store. And it is still available to special order.

Customer Comment

Please get fresh meat!

WFC Response

We're looking into bringing this in when we move to the new store.



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724-7421 hanskor@msn.com
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818 North 19th Avenue East
Duluth, MN 55812
724-4624 clairekirch@aol.com
Term expires in 2004

Katie Neff Dawson, President

5993 Arnold Road
Duluth, MN 55803
721-3065 knd@cpinternet.com
Term expires in 2003

Jean Sramek, Vice President

316 Mygatt Avenue
Duluth, MN 55803
724-0237 sramek2@yahoo.com
Term expires 2003

David Syring

1914 East 5th Street
Duluth, MN 55812
722-3602 davidsyring@yahoo.com
Term expires 2003

Geiger Yount, Treasurer

3000 London Road
Duluth, MN 55804
724-0652 geigman@aol.com
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e-group address for entire Board
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Mission Statement

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

Co-operative Principles

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

Customer Comments, Questions, Suggestions**Customer Comment**

Could you please bring back bee pollen? Very good for you and me.

WFC Response

Bee pollen just got moved. It's in the small cooler next to the registers.

Customer Comment

Do you have any good sandwiches?

WFC Response

We have several different kinds made to order in the deli and some made daily and ready for purchase in the grab & go case.

Customer Comment

Is it possible to carry Rudi's sourdough bread?

WFC Response

If a space becomes available, sure it's possible! —Lisa

**Customer Comment**

Can we please have gluten-free labels on the vegetable broth powders if they are gluten-free?

WFC Response

These broth mixes are not gluten-free. Unfortunately they do contain trace amounts.

Customer Comment

I wish there was cold iced tea. None in single beverage cooler or big coolers. Deli doesn't have any yet.

WFC Response

We are now carrying our Honest Tea brand teas in the beverage cooler. Thanks for the suggestion.

Customer Comment

Would love to get quart of milk rather than 1/2 gallon. I throw out milk every month.

WFC Response

I will be bringing in Organic Valley in quart size. Thanks for the suggestion.

Member Volunteer Opportunities

Increase your member discount to 5% just by volunteering at WFC for 90 minutes per adult in the household per month! There are a lot of fun volunteering opportunities coming up, including the following:

- Staff a food demo table in the store on any Demo Wednesday.
- Help out with inventory
- Write an article for the Garbanzo Gazette
- Help with events, such as the next Member Appreciation Day, Park Clean-ups, or Halloween Party

If you're interested in volunteering, contact Dianna at the Co-op.

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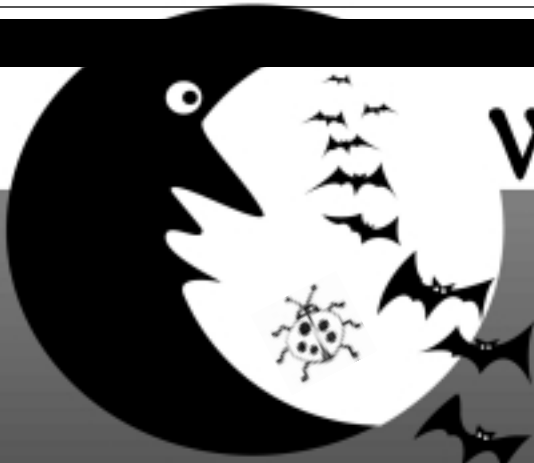


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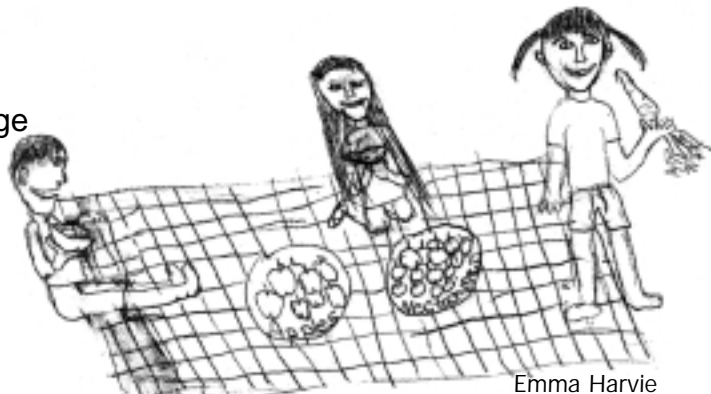
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Annual Halloween Party photo page

Art and articles by "co-op kids"

A few of their favorite foods

Your comments & questions



Emma Harvie