



back 40 fire in the orchard

by Michael Karsh, Produce Manager & WFC Owner

Back in the second week of April, the National Organic Standards Board (NOSB) that oversees the application of the standards for organic production ruled on a very controversial subject; the use of antibiotics (specifically streptomycin and tetracycline) to control a devastating condition found on fruit trees known as Fire Blight. The decision of the NOSB was to refuse a request to extend the sunset on the use of antibiotic sprays beyond the established date in 2014. In the process of working through this issue various food safety and watchdog groups began raising the visibility of the discussion through sometimes incendiary articles and updates that, according to both growers and produce warehouse buyers, presented incomplete and sometimes false information about the scope and nature of the use of these materials in organic production.

Fire Blight is a fast moving and devastating disease that received its name for the black soot like material and black sap that is evidence of the infection. Overnight, healthy branches and limbs can become infected and lost to the orchard without intervention. Heat, humidity and windy conditions exacerbate the potential for this condition especially during the blooming period. There are many cultural practices in orcharding including the reduction of clutter at the ground level that can reduce the potential for an outbreak, but not eliminate it. Large scale production in the west, according to one organic orchardist, is not at the greatest risk but rather conditions in the Midwest are more likely to cause an outbreak.

The Rule governing organic production allows various inputs only in a last resort scenario that must be demonstrated as such by records of all other steps taken prior and the use of antibiotics to control Fire Blight is controlled in just this way.

Around the subject of antibiotics the vision of their use sub-therapeutically in meat production naturally arises; the desire to overcome bad practices through dangerous means was in part suggested in the treatment of organic orchard production. In fact, the destructive nature of antibiotics on biological life in the orchard is highly undesirable in organic production. It is against the rule for antibiotics to be in any kind of regular spray rotation as might be more common in a non-organic setting. In fact, the desire to remove antibiotics from use is not uncommon amongst organic orchardists, so then why the resistance?

It is important to consider that orchards, unlike vegetables and annual crops, are investments in time as much as any other resource. The development of fruit trees to production levels takes years and much labor. As with many other organic scenarios, the challenges and expense related to being compliant with the organic standards adds an additional level of commitment, and risk for the grower. Fire Blight can quickly cause the loss of some or all of an orchard if there is not some treatment and as business owners the issue of losing such an investment is a significant concern. As organic producers who value sustainable production, the use of antibiotics is neither routine

nor desired – but has been in extremity a safeguard against catastrophic loss.

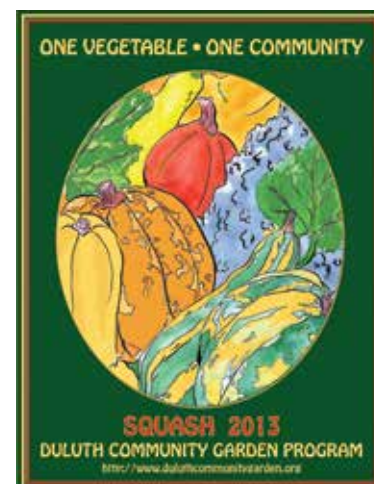
Since the issue has since been decided, and also raised to public awareness, what does a shopper need to know about the apples they are buying? There are a few things that can be asserted:

- There is no mechanism for WFC or warehouses we buy from to determine what orchards, lots and products under organic production have been treated with antibiotics in the field. Outside of a violation of the organic standards, there is no reporting to the public by certifying agencies.
- While images of indiscriminate and high-volume spraying have been suggested by some reports, in fact the amounts being used are quite small and unlikely to remain as any significant residue in the product given the time of application would be during outbreak: the flowering stage prior to fruit development.
- WFC will be talking with local and regional suppliers prior to the start of our season to determine what use of antibiotics might have occurred within their orchards so that we will have the information available for our shoppers.

Whatever your view of the legitimacy of the claims and issues surrounding Fire Blight and its management, know that WFC will continue to provide the best Certified Organic product as our first priority, confident that it is the safest and most healthful choice for you and your household! **GG**

squash...

OVOC vegetable of the year



The people have spoken! The vegetable of the year is squash. Grow more, eat more!

"Squash has been chosen as the 2013 Vegetable of the Year to rally the community around growing, cooking and sharing a single vegetable. Through that process the goal is to broaden the conversation and inspire new ideas for building a more resilient and inclusive food system. We want to see the vegetable of the year growing in gardens, in containers on front porches, in front of businesses, churches, and in school gardens everywhere."

— Duluth Community Garden Program

All year long, WFC will be rallying with the community to honor squash. While supplies last, there are free squash seeds (one package/person) available at the Customer Service Counter.

local grower profile victus farm

by Jill Holmen, Promotions & Education Coordinator & WFC Owner

"Learn to do common things uncommonly well. We must always keep in mind that anything that helps fill the dinner pail is valuable."

— George Washington Carver

victus/'vik-tus/n: 1: that which sustains life 2: sustenance, nourishment 3: to outlast or succeed

Victus Farm embodies sustainability, and does so uncommonly well. Up the shore in the old mining epicenter of Silver Bay, MN, they are making an eco-cultural impact by rather *not* making one. This 9,000 sq. ft. closed-loop aquaponics operation is growing herbs, lettuces, and other produce items—as well as, and as fueled by, fish. Tilapia, to be exact. Which is where it all begins.

Raised in large indoor tanks, the fish swim about, doing their fish sort of business, while excreted nutrients are filtered and piped to the greenhouse to feed the growth of the produce—gorgeous produce, at that. Intermediary algae tanks are harvested both for algal oil, a bio-fuel source, and for valuable organic fish feed. Fed back to you via—you guessed it—the Tilapia. To supplement their diets, the fish are also fed a mash of organic soy, barley, oats, and peas, with any remaining waste turned to compost. What a perfect symbiotic relationship; an underwater cooperative of sorts. Naturally, our Co-op approves.

Maintaining a low environmental impact is kingpin to the farm's design. Solar energy as well as two biomass boilers, employed to burn local wood

pellets, heat the fish tanks, subsequently heating the building and the greenhouse. Rainwater collected on the rooftop supplements water usage, and a 20 kw wind turbine will soon off-set the electrical footprint.

Not only will Victus Farm "fill the dinner pail" as George Washington Carver suggests, but will fill it with quality, delicious, dazzling organic produce grown a mere 55 miles from the Co-op and delivered fresh weekly. At full production, they expect to harvest 432 heads of lettuce, 50 pounds of basil, many pounds of other greens and arugula each week, and 12,000 pounds of Tilapia annually. Victus will supply our grocery aisles and regional restaurants while also supplying Silver Bay with vital jobs. Not to mention providing a fantastic proof-of-concept educational opportunity for future farm and minimal-waste systems. This collaboration between UMD's Center for Sustainable Community Development and the City of Silver Bay along with farm pioneers Mike Mageau, David Abazs, and Baylor Radtke have much to be proud of. We at the Whole Foods Co-op are proud to find ourselves a partner to their ingenuity and harvest, and to find our region one step closer to supporting ourselves year-round with locally-grown fare. Welcome, Victus Farm! **GG**



David Abazs planting in the greenhouse

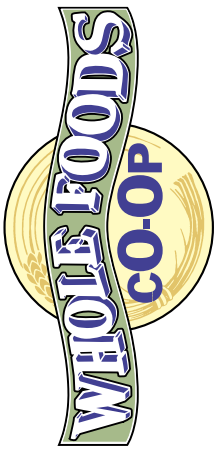
Silver Bay, silver sky



A close-up of the root system



Mike Mageau, Baylor Radtke & David Abazs



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The Garbanzo Gazette is published four times a year (March, June, September, December) for the Owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Co-op 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 Co-op management, Board or Owners. Submissions must be received one month prior to publication. The next deadline is August 1, 2013. Refer submissions and questions to:

shannon@wholefoods.coop

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Before recycling this copy of the Garbanzo Gazette, please pass it along or share it with a friend or neighbor. It's a great way to introduce your friends, family and co-workers to your Co-op!

management report

by Sharon Murphy, General Manager & WFC Owner



"It is not the strongest of the species that survives, nor the most intelligent, but rather the one most adaptable to change." – Charles Darwin



- Recognize growth as building capacity to deliver on ENDS.
- You become what you talk about most.

The above are key phrases that will underlie communications to Co-op staff at retreats and meetings over the next few months. We are excited about the idea of a second location. There has been a steady increase in sales volume, growth in new owners and increase in staff size since the parking lot re-opened last fall. Sometimes, it all combines to a be little overwhelming and we need a reminder about where the second site idea came from and why it will be worth the extra efforts.

This is the draft Vision for a Second Site. Details—like LOCATION possibilities—will be added as more information becomes available from survey results and with input from owners, staff and our community.

This time we can make change feel like addition!

SECOND STORE MINIMUMS

- Two miles from 610 E. 4th Street
- 7,000 square feet of retail space
- Market study supports first year sales \$8,000,000 - \$10,000,000 = approximately 10 new employees per million in sales
- On a bus route
- Highly visible/easily accessible (vehicles and pedestrians) location
- 75-car customer parking area
- Loading dock/receiving not accessible through customer parking lot
- 65-car staff parking area plus room for dumpsters, compost, recycling, etc.
- 24-space inside eating area
- 12-space outside eating area
- Retail, community space/s, loading dock/receiving, back-stock/prep areas, administrative space on level with sales floor
- Aisle width 6 feet
- Public and staff restrooms will have multiple stalls and multiple sinks and changing tables

- Same departments and services (e.g., customer service counters, public classroom, free local calls, cab coupons) at each location
- The public class schedule will not be the same in both locations
- WFC-sponsored events will not necessarily be held in both locations
- Storewide Certified Organic Retailer

That is what we are visualizing for a second site. There will be more Owners, more jobs, more great food and more support for the cooperative business model. We will be able to purchase more from LOCAL and REGIONAL growers and producers and that means a stronger local economy and a safer food supply for all of us.

The first professional site study to assess the areas most likely to support a sustainable second store will be conducted this summer, and we expect to have the results in time for the 2013 Annual Owners Meeting on October 26, 2013. Save the date. **GG**

WHOLE FOODS CO-OP — Community Owned — That's the Difference

PROGRESS ON ENDS

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

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

In the January - March 2013 quarter, management reported the following progress on ENDS:

- \$500 Community Action Duluth
- \$5,000 Institute for a Sustainable Future/sponsorship for Food Summit
- \$200 Choice UNLIMITED Arts Program
- \$2,000 Duluth Community Garden Program/for One Vegetable/One Community project
- Management participation with and logistical support for the Good Food Network Steering Committee, Growing Farms Board of Directors, the Safe and Walkable Hillside Committee, the Myers-Wilkins Community School Collaborative Board, and Hillside Connects.
- Support for The Cab Coupon Program
- 10 cents for each packet of garden seeds sold to support urban gardening
- Payment of wages, salaries and benefits for 113 employees amounted to \$564,093
- Quarterly discounts to Owners amounted to \$8,954
- Sales of LOCAL (within the 15-county Superior Compact area) products amounted to \$150,864 (4.28% of total sales); sales of REGIONAL (within a 300-mile radius) products amounted to \$336,976 (9.56% of total sales).

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how does WFC stack up?

by Shannon Szymkowiak, Promotions & Education Manager & WFC Owner

As a part of the International Year of Cooperatives, the National Co-op Grocers Association commissioned a study reviewing the economic impact of natural foods cooperatives versus non-cooperatively-owned grocers. The results were so worth noting that we've put them on reusable bags, now for sale at the registers.

The Food Co-op Facts to the right illustrate the averages within the participants of the study. So how does your co-op stack up against the co-op averages?

Divulging some of your co-op's information to the public at large does pose a trade-secret conundrum. Sensitive numbers aside, WFC is light years ahead of our conventional counterparts when it comes to buying from LOCAL suppliers, total organic items in the store and the amount we recycle and compost. Not only are we Energy Star rated, but we one-up that rating by also having a LEED certified building and Retail Organic Certification (two items not measured in the study, but worthy of mention and bragging rights).

We are proud of what co-ops accomplish every day across the country, but you can be pleased knowing that your co-op meets or exceeds most of these already above-average averages. Thank you for being a part of the solution, Owners! Don't forget that we are Stronger Together. **GG**

Food Co-op Facts		
Average Members per Co-op 6,400		
Impact Per Co-op		
Annual Sales	\$10 Million	Sales From Members 60%
	Co-op	Conventional
Store Size		
Total Square Feet	15,000	33,300
Staff / \$1 million sales	9.3	5.6
Sales / square foot	\$10.37	\$ 8.55
Compensation		
Average Hourly Wage	\$14.31	\$13.35
% Eligible for Benefits	68%	56%
Local Impact		
Purchases Locally Sourced	20%	6%
Local Suppliers	157	65
Economic Multiplier	1.60	1.36
Donations, % of Income (Cash)	13%	4%
Healthy Foods		
Organic Groceries	48%	2%
Organic Produce	82%	12%
Environmental Impact		
Energy Star Rating	82	50
Metric Tons CO ₂ / \$1M Sales	51	74
Plastic Recycled	81%	29%
Cardboard Recycled	96%	91%
Food Waste Composted	74%	36%

shopping carts convenience or catastrophe?

by Valerie Acquard, Customer Service Clerk, Safety Committee Member & WFC Owner and Laura Wolden, HR Coordinator, Safety Committee member & WFC Owner

Have you ever seen a child riding on a shopping cart like a fire engine through the store?

A child climbing on or in a shopping cart is at very dangerous risk of injury. An estimated 21,605 children were treated in US hospital emergency rooms for shopping cart-related injuries each year between 2003 and 2008. Three fourths of these injuries were to the head and neck. Of those injured, 85% were younger than 5 years old. Deaths have occurred from falls from shopping carts and cart capsizing. (Statistics taken from the American Academy of Pediatrics and US Consumer Product Safety Commission.)

Any parent knows that from a child's perspective, shopping carts can become a tempting jungle gym. They are easy to climb, easy to push, and can hold all their favorite food—plus lots of toys for adventures through the grocery store. But shopping carts are not the ultimate play pen.

The first shopping cart was designed in 1937 by Sylvan Goldman. It was intended to eliminate the heavy shopping basket that customers struggled to carry once full of groceries. The original cart's folding design failed, however, as the carts collapsed and capsized easily. Improvements in the design a decade later brought about a model similar to modern carts. But it wasn't until ten years later that a baby seat was added to the cart.

Even today with developments in safety regulations and standards, injuries from shopping carts still happen to children.

During the month of June, WFC is promoting awareness of shopping cart safety. Preventing falls from shopping carts is the shared responsibility of everyone in the store. If a WFC employee sees your child climbing on a cart, we will ask them to get down for their own safety.

Together we can all ensure the shopping cart is used safely. We can't Nerf™ the world, but children are capable of learning the dangers of the world and how to avoid them. All we need to do is show them the way! **GG**

This nifty graphic above is from the study "Healthy Foods, Healthy Communities: The Social and Economic Impacts of Food Co-ops".

Graphic courtesy of: www.strongertogether.coop For more about this study: <http://strongertogether.coop/food-coops/food-co-op-impact-study/>.

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SHOPPING CART SAFETY



JUNE IS SHOPPING CART SAFETY MONTH

Prevent shopping cart injuries to your child by:

- Allowing your child to ride/drive through the store in a Bean car. (WFC offers child-friendly carts with attached car models—see image on the left.)
- Buckle your child into the shopping cart seat.
- Stay near your child while in the store.
- Do not let your child climb on the cart or ride anywhere besides the provided cart seat.

Thank you for your cooperation!

Relax, reflect

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GM Evaluation Committee Chair
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Mickey Pearson

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wfcbod@wholefoods.coop

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Letters addressed to:

Board members
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phone | (218) 728-0884 | ext. 101
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INTERESTED IN HOW THE BOARD WORKS?

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

board report



by Chris Edwardson,
WFC Board President

In mid-April, I had the distinct honor and privilege of attending the NCGA Co-op Leadership Conference in St. Paul, MN with our GM, Sharon Murphy. This meeting, sponsored by the National Co-op Grocers Association, was an effort to get store managers and board representatives from around the U.S. together with some specific outcomes in mind. The ambitious outcomes for the Sunday that managers and board reps met were:

1. Explore the unique opportunity for our food co-ops to grow and expand their impact in local communities all across the nation.
2. Build a shared understanding among co-op board members and top management of the context, need, and opportunity for growing our co-ops.
3. Help the top leadership of each participating co-op better understand how their co-op could have a greater impact in its community and contribute to the growth of the greater food co-op movement.
4. Inspire co-op leaders to sustain a co-op development culture in their communities and to create a pathway to a decade of strong cooperative development.
5. Create a better understanding of NCGA among boards, board leaders and top management and how NCGA's leadership supports the success of local co-ops, and build confidence for pursuing growth strategies with NCGA's support and resources.

One can't help but notice that "growth and development" was the underlying theme of the event that was attended by well over 300 people. The day included an inspiring keynote talk, a sobering presentation about new competition coming to the natural foods sector, and break-out sessions where 28 co-ops from around the country told their story of growth or planned growth. Sharon and I were given the opportunity to tell our story in the session about growth themes and issues, with the topic of building growth capacity.

Sharon's side of the story focused on financial and management readiness, while I focused on board preparedness. In a nutshell, the following were my talking points:

1. As a Board we will be ready to make a decision about growth (a second store location) because of the study we have done and because of the systems we have in place today. I firmly believe that we are a strong, high functioning Board because we use Policy Governance and we have used consultants for many years to help train us to be a better Board. (Past GG articles have talked about Study and Policy Governance)
2. We have an amazingly competent GM, without whom we would not be where we are today. There is a level of trust between our GM and Board that has developed over many years. I don't know how other GM's report to their Boards, but I know that we get all the information we need in written compliance reports. From the report, we understand how well (or poorly) the store is doing. When needed, we get clear, concise, honest answers to hard questions. When we make that final decision to open a second store location, we will be confident that all the homework was done, the i's dotted and the t's crossed.
3. We have used annual retreats, one half day and one full day, facilitated by our outside consultant, to develop plans of study for the year ahead and to set our annual goals. Our current direction and process for study came out of a 2009 half day retreat. The direction of study was based on input from the whole Board, notes from our retreat and our ENDS statement. It took us some time to launch our study, we were probably over-thinking what we wanted from it, how much time to spend on it, and what the benefits would be. But I remember clearly that we were trying to get ready for "the next big thing," whatever that might be.
4. Our readiness to make a growth decision is helped by our effort to create a 3 year rolling plan for our Board. In 2009 we had decided that the Board needed to have a strategic goals, with longer range thinking. We are still refining our plan, but we have found that it has helped us to develop our annual goals in a more timely way.
5. We are engaging Owners in conversations about growth. We started at this year's annual meeting. I followed up with an article for our newsletter that was an attempt to hit hard at the need for open, honest communication as we consider our growth. We will need Owners to be behind us. Owner support in the form of loans and Class C stock will be extremely important. We know that we will have our critics and we will listen to those opposed to growth. But, our Board will speak with one voice and make a growth decision that is in line with our ENDS and that makes fiscal sense.

In our session, a co-op from Burlington, VT told a very similar story. It is good to know that we are not alone. The co-op network is a wonderful thing. This conference was an amazing event for networking and will help us reach out as questions and challenges arise. **GG**

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ownership matters you talk, we listen; repeat as necessary

by Jean Sramek, WFC Board Member

Duluth’s current mayor, Don Ness, is extraordinarily popular. His approval rating hovers around 85%, and the city had no mayoral election in 2011 because no candidate was compelled to run against him. But we live in a community with high voter turnout, whose citizens tend to be outspoken, where everyone has a bucketful of opinions about everything. Let’s face it: we’re high-maintenance constituents, and yet we’re happy with our mayor.

I think this says as much about Duluthians (and by extension, our whole region) as it does about Ness. We like to be heard, and we like to be kept in the loop. Our mayor has made an effort to be transparent, honest, and most of all communicative. He’s basically telling us, “There are 85 thousand of you and I can’t please everyone. But I will do my utmost to make

decisions based on the good of the community, and I will always, ALWAYS listen.”

The WFC board of directors is always seeking “best practices” in governance, and our mayor is fine role model. WFC has over 7,000 owners. We’ve been able to become financially successful while fulfilling our mission and acting within the Cooperative Principles. The inevitable next step is expansion. In the next 3-5 years, WFC will likely open a second store at another location. This will potentially mean thousands more Owners who are unique stakeholders. We all have questions: Where will it be? How soon? What will it look like? Will you have a [wish list item]? Questions are good, and input is good. Will we be able to create the perfect second location? No, we will not. But we can have ongoing, productive, creative communica-

tion. We can have conversations that don’t end, because we never stop evolving.

Because of our plans for expansion, the WFC Board recently held weekly Coffee With The Board sessions in the Brewery Creek Overlook, aka the co-op seating area. We want to solicit owner input at the annual meeting or at similar events. But you don’t need to wait for an invitation; owners can contact us anytime: wfcbod@wholefoods.coop. Your WFC directors strive to be good servant-leaders (like our mayor).

So our message to you is, “There are 7,000 of you and we can’t please everyone. But we will do our utmost to make decisions based on the good of WFC and the community it serves. We will always, ALWAYS listen.”

GG

new owners!

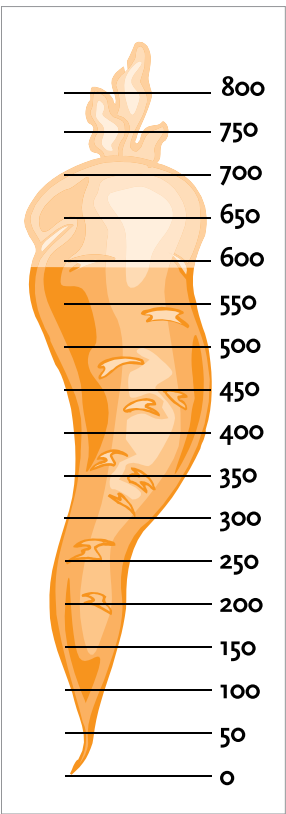
From the beginning of our current fiscal year on July 1, 2012 through March 31, 2013, our co-op has gained 592 Owners. Our goal by June 30, 2013 is 800.

From January 1 through March 31, this fine group of individuals purchased equity in Whole Foods Co-op.

Welcome to your co-op, new Owners!


- | | |
|------------------------|------------------------|
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| Kathanne Thompson | Jennifer M Olah |
| Linda Browning | Donna M Peterson |
| Dennis M Hovde | Brad Crooks |
| Jeremy M Rubin | Christina Marie Ander- |
| Mark John Merrill | son |
| Matthew T Hook | Kalika Pukema |
| Dennis D Swanson | Richard Lear |
| Thomas E Maas | Tamara A Seguin |
| Heather A Schweiger | Karis Boerner |
| Gordian Nys | Amber Manion |
| Erin A Olson | Karen M Kragseth |
| Efrem Natale | Emily Rose Strom |
| Rebecca M Patronas | Melanie E Pogorels |
| Jeffery D Conaway | Justin A Wheelock |
| Mackenzie G Siedelmann | Elizabeth Petrovic |
| Susan E Kerry | Tammy C Thomlinson |
| Leah Marie Zook | Taylor M Moore |
| Michele E Ross | Maryn K Leister |
| Kevin P Skwira-Brown | Jessica R Carlson |
| Sheryl L Chambers | Cari L Wright |
| Susan E Engehardt | Veronica J Ciurleo |
| Carmen Whitehead | Andrew K Johnson |
| Susan Behrens | Amy M McClellan |
| Barney M Monteleone | Julie Anne Deboer |
| Krista L Sivertson | Leola Mae Burke |
| Michelle F Cartier | Kimberly A Anderson |

- | | |
|------------------------|----------------------|
| Alison A Olson | Brian A Jungman |
| Clark F Bennett | Jason Aronson |
| Anthony J Olson | Therese Presley |
| Melissa D Wickes | Lee Hemming |
| David Hedblom | Baird Hall |
| Robert P Sandstrom | Marica L Hoff |
| Crystal Taylor | Lisa R Gudowski |
| Kara J Gilbert | Mary S Moose |
| Keri L Sampson | Willa K Lavamaki |
| Jason Buffington | Kelly M Momsen |
| Jeffrey S Wynn | Erin R Aldridge |
| Ross T Nimens | Geraldine H Peterson |
| John P Murphy | Krissa Guenther |
| Michelle H Bubacz | Bernadine Wehner |
| Sharon H Goar | Travis D Husby |
| Laura K Martin | Dianne Marie Keller |
| Zachary T Colatch | Sharon Holmbeck |
| Ann W Doucette | Erin D Sheets |
| Ashly R Fairchild | James C Kultala |
| Phyllis M Mead | Delpha Leann House |
| Mathew L Larson | Kurt R Wuollet |
| Victoria Samuelson | Cole R Wuollet |
| Richard Voynich | Carey Blinn |
| Christina Krauz | Timothy J Steffan |
| Michele Bockman | Jacque A Gulbrandson |
| Robert M Welton | Juanita Traux |
| Kort M Plantenberg | James Hase |
| James Schultz | Adam M Todnem |
| Rachael Stigsell | Celine Campbell |
| Stephanie A Hawkins | Emily Neale |
| Keri S Cavitt | Alton C Blue Sr |
| Todd E Kneebone | Janet A Buscko |
| Joan M Gilbert | Edwin O Pearson |
| Leah Michelle Anderson | Mary L Bolf |
| Amy M Christenson | Linnea Marie Woods |



- Jeffery S Carlson
Janet M Goerd
Joanne Nielsen
Julie A Meyers
James O Phillips
Samidha Y Junghare
Tracy Zupin
Lynn Kiesel
Daniel J Heintz
Nancy Poynter
Stephen Laskowski
Sarah Rautio
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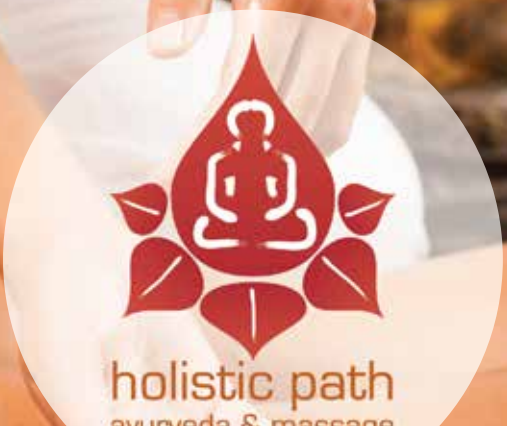


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the buzz

by Jill Holmen, Promotions & Education Coordinator & WFC Owner

STAFF AWARD WINNERS

The **Customer Service Award** recognizes employees who consistently go out of their way to provide the best possible service. Our staff is truly a wealth of knowledge, and we are fortunate that they are willing to share insights with our Owners and patrons. Many thanks, award winners, for making the co-op a true leader in customer service!

The **GUMBY** is awarded to employees who 'bend over backwards' in their daily duties. They are flexible with their schedules as well as their job requirements. We heartily congratulate and thank our long list of **GUMBY** award winners!

March



Gumby Award
Brooke Carlson
Finance Coordinator



Customer Service
Melissa Borer
Front End Clerk

April



Gumby Award
Ryan Nelson
Merchandising Clerk



Customer Service
Tyler Seymour
Front End Clerk

May



Gumby Award
Stephen Pestalozzi
Deli Cook &
Counter Clerk



Gumby Award
Amanda Borgren
Finance Coordinator



Customer Service
Anna Lieffring
Customer Service
Clerk

STAFF NEWS

Exciting news from Emily Darnell, our Promotions & Education Brand Coordinator, who has just launched a new urban farming venture: Pocket Farm (www.pocket-farm.org). She reports she'll initially be growing microgreens of various varieties, and began supplying to the co-op for the first time this spring! Truly fantastic!



Pocket Farm microgreens growing on Emily's vertical shelving system in her southwest-facing windows.

Bulk Buyer Jim Richardson will have underwater video on display as part of the "Water Works" exhibit at the Duluth Art Institute, running June 20 through August 25. For new work, Jim is free-diving the ruins of Duluth's outer harbor and posting fresh video directly to www.perfectduluthday.com. Happy adventuring, Jim!

OWNER ART SHOW

Attention WFC Owners!

WFC will host an Owner Art Exhibit this upcoming October in the BCO seating area. Space is limited and some restrictions apply. Inquires please contact Jill at:

jillh@wholefoods.coop

Grocery Buyer Joe Ulvi reports, "I am starting a business of recycling/repurposing wood and timber. If you have an old barn or shed that needs to come down, or see an old barn falling down somewhere, please contact me (I'm offering a finder's fee if we take it down!). If you are in the market for recycled lumber, contact me (Princelumber@gmail.com) at the end of summer and I should have recycled/repurposed wood for flooring and other uses ready for sale."

Congratulations to Shane Dickey, Deli Cook, who recently finished a 140-hour Minnesota State Fire Certification Board Course in Fire Fighter 1, Fire Fighter 2 and Hazardous Materials Operations. Also a member of the Brimson Volunteer Fire Department (since June 2012), he reports that his aunt Diane Dickey and partner Lynn Boggie (WFC Owners) are also proud members of the department. Thanks to you all for your involvement in one of our neighboring communities! **CG**

STAFF ANNIVERSARIES

June

Alyssa Elliott, <i>Deli</i>	2 years
Elise Ames, <i>Produce</i>	1 year
Jonathan Halquist, <i>Merch</i>	1 year
Nicholas Hedtke, <i>Merch</i>	1 year
Kayla Horan, <i>Front End</i>	1 year
Kathleen Johnson, <i>Front End</i>	1 year
Anton Lepak, <i>Deli</i>	6 years
Alex Musker, <i>Deli</i>	2 years
Daniel Norgard, <i>Front End</i>	1 year
Michael Olker, <i>Front End</i>	8 years
Jonathan Opacich, <i>Front End</i>	1 year
Joe Ulvi, <i>Merch</i>	7 years

July

Kelly Bittner, <i>Merch</i>	5 years
Tracy Blue, <i>Deli</i>	1 year
Kelly Coghlan, <i>Deli</i>	1 year
Christine Cracraft, <i>Deli</i>	1 year
Shane Dickey, <i>Deli</i>	1 year
Sam Hagen, <i>Deli</i>	1 year
Luke Vandrovec, <i>Front End</i>	4 years

August

Mauro Alves, <i>Deli</i>	3 years
Jason Aronson, <i>Merch</i>	1 year
Kristine Bergren, <i>Produce</i>	3 years
Kenny Bitzer, <i>Front End</i>	1 year
Kristine Dobosenski, <i>Front End</i>	1 year
Davey Gow, <i>Merch</i>	1 year
Anna Lieffring, <i>Front End</i>	2 years
Jim Richardson, <i>Merch</i>	15 years
Sarah Sather, <i>P&E</i>	1 year
Dylan Savall, <i>Front End</i>	4 years
Andy Theuninck, <i>Admin</i>	8 years
Laura Wolden, <i>HR</i>	6 years
Geneva Wychor, <i>Deli</i>	1 year



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gourmet to go

by Debbie Manhart, Deli Manager & WFC Owner

Well, as I am writing this I am looking out at all that white stuff that has graced our spring and I am so over the snow. I am envisioning summer on the deck with good food and friends and this leads me to the good food we have at these gatherings. Depending on what we are doing, I might have anything from just finger food to a whole spread where I barbeque and have a bunch of sides. For you, I am going to focus on some finger foods and some fun and interesting combinations that will impress your guests.

First let's start with The Gracious Gourmet Spreads. We have 3 varieties: Balsamic Four-Onion, Rosemary Pear, and Spiced Sour Cherry. While all three have a very distinct flavor, they all go well with gouda cheese (even a smoked gouda works with these). Believe it or not, you could add another flavor to this by putting a slice of cheese and some spread on a Porter or Pilsner Beer Flat. You could even bake some wings and/or drummies until they are crispy (about 45 minutes to an hour in a 375 degree oven) and toss them with a flavor of your choosing.

We also have Capstone Chutneys in Pineapple, Apple, and Tomato flavors. These pair really well with cheese. Try the Tomato with the Sajji BBQ Gouda (smokey and somewhat spicy) on one of the Bella Rustico Crostinis or on the La Panzanella Croccantini. They are also good with a smoked cheese like the Tillamook Smoked Cheddar (one of my favorites—although it is hard for me to pick a favorite when it comes to cheese).

Speaking of cheese, try impressing your guests by grilling some. Halloumi (sheep's milk), Gussto (goat's milk), and Juusto (cow's milk) are all grilling cheeses or "baked" cheese. Have your grill at medium heat and grill on both sides for a few minutes. Slice it up and pop it in your mouth for a surprisingly fun treat (it's like squeaky cheese). I have also added it to a salad of greens and beets with raspberry vinaigrette.

Then there is the Tassos Bruschetta—straight up olive or Mediterranean style. These go really good on some cocktail bread. For an added punch, toss a peppadew on top... you can't leave out the peppadews! They go great with so many things. They are not too spicy and are slightly sweet. Blend a peppadew with mustard to be spread on a cracker with your favorite cheese and you have another nice finger food idea.

Don't forget about pickled beans or asparagus to add to your favorite Bloody Mary (or seasoned tomato juice) and the Fentiman's Tonic for those refreshing drinks on the deck.

I could go on and on with the many options of cheese and specialty items we carry. I haven't even started in with the liquid smokes, Ginger People's marinades, hot sauces, etc. There are so many options and so little summer, so make yours count with the best stuff around. **GG**

love your kitchen

by Sarah Sather, Promotions & Education Coordinator & WFC Owner



Hi there! Have you seen me? I may have offered you some home-blended herbal tea, grapefruit salsa, quinoa pilaf, date candy, masala potato appetizers, or even some soft, homemade, Honeymint cough drops. If you weren't one of the lucky ones to sample these recipes, or watch as I prepared them, don't despair! There's more where that came from. Every other Thursday, around dinnertime, Whole Foods Co-op features a demo series titled "Love your Kitchen." The series was created to inspire people to get back in their kitchens and experiment, have fun, and be creative! Keep an eye on WFC's Facebook page to get the scoop on the next "Love your Kitchen" demo. I hope to see you at the next one!

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LOVE YOUR KITCHEN

What is it?
 A new WFC demo series that inspires people to get back in their kitchens, experiment, have fun, and be creative!

Love your Kitchen happens every other Thursday, around dinnertime. Please check our Facebook page often to find out about our next demo!

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WFC supports the LOCAL and REGIONAL food system...



As a signatory of the Superior Compact, WFC supports the goal to purchase 20% LOCAL foods by the year 2020.

WFC LOCAL DEFINITION

100% grown/raised or produced/processed or distributed from an independently-owned business of a resident of a 15-county area in Northwestern Wisconsin and Northeastern Minnesota defined by the Superior Compact.

Look for the (once again) new and improved LOCAL signs throughout the store to guide you in your purchases.

REGIONAL products are now clearly labeled to distinguish them from LOCAL products.

WFC REGIONAL DEFINITION

REGIONAL products are 100% grown/raised or produced/processed or are from an independently-owned business of a resident within a 300 mile radius of Duluth.



grocery gab summertime fun!

by Lisa Anderson, Merchandising Manager & WFC Owner

Make sure to swing by before your next grilling party. WFC has everything you need to enjoy warm, sunny days and cool, clear evenings with friends and family. Pick out some great grilling veggies from the best produce department in town, a bottle of your favorite salad dressing for marinating, some 10" wooden skewers (don't forget to pre-soak them in water), some seitan or grass-fed kabob meat, and you're off! We also have a great selection of grass-fed beef steaks, free-roaming Kadejan chicken options, and Pastures A Plenty pork products. Of course the ol' standby and favorite pork or beef hot dog is available, but we also have turkey and chicken frankfurters for those who like to take a walk on the wild side.

Don't worry—we have a great selection of meat-free burgers, brats, and 'dogs too.

Try a bag of charwood, which is a great alternative to regular charcoal. No lighter fluid is required, and it burns nice and hot. You can use regular paper to get it started and chimney starters work great too. It's so nice to enjoy a great grilled meal that wasn't cooked using lighter fluid so you can taste the meat, not the fuel.

To quench your thirst during those hot days, we have plenty of beverage selections. If you are a tea fan, try making your favorite tea—iced! I like to take two bags of rooibos tea and steep in a

large mug of hot water for at least 10 minutes, and then pour over ice and add a wedge or two of lemon (makes two glasses). Zevia soda is a great alternative to artificially sweetened diet sodas, and Blue Sky is a natural food staple for the pop lovers out there. We have some nice mixers for the adult beverage fans from Stirrings and Q Tonic, and a great selection of juice and carbonated waters.

As you're finishing up your night, don't forget about s'mores! Our selection of chocolate will turn your s'more into a deluxe version (Cherry almond chocolate? Chocolate with Toffee? 48% milk chocolate? Yum!) We offer regular marshmallows in the baking aisle

as well as vegan marshmallows from Sweet and Sara in the cooler. They melt great and I've had folks tell me they make the best s'mores out there. Gluten-free graham crackers are in the house, and are very popular with our gluten-free crowd. We have regular graham crackers, but we also have the fabulous ChocoDream Cookies by Natural Nectar described as a "crisp buttery biscuit topped with a delicate bar of rich chocolate" in both milk and dark chocolate. No additional chocolate needed—just place the marshmallow in between the two cookies the chocolate inside and you have the ultimate s'more! Enjoy the Sunshine! GG

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Aura Cacia (continued)

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Pep Talk Mist 2 oz
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Jasmine Body Oil 4 oz
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Galaxy Nutritional Foods

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Chocolate Chip Cookie Mix
Fudge Frosting Mix
Garlic Cheese Biscuit Mix
Heavenly Brownie Mix

Kashi

Garlic Pesto Crackers

Blue Diamond

Pepper Jack Nut Thins

Crunchmaster Crackers

Cheesy Cheddar Crisps

GROCERY (continued)

Sky Valley By Organicville*

Sriracha Sauce

Tasty Bite Ethnic Meals

Spinach Dal
Kashmir Spinach
Madras Lentils
Bombay Potatoes
Kung Pao Noodles
Sesame Noodles

Wilderness Family

Red Palm Oil

Brianna’s

Blue Cheese Dressing

Lily’s Sugar-Free Chocolate

Semi-Sweet Chocolate Bar
Chocolate Almond Bar

Vermont Smoke & Cure Real Stix

BBQ Meat Sticks
Chipotle Meat Sticks
Pepper Meat Sticks

Vega Bars

Chocolate Coconut Protein Bar
Chocolate Saviseed Protein Bar
Chocolate Almond One Bar
Chocolate Energy Bar
Natural Energy Bar

PRD Seed Company Bird Feed

Black Oil Sunflower Seeds 5 lb
Black Oil Sunflower Seeds 25 lb
Nyjer Seed Bird Feed 7 lb

Great Dog Company

Venison Puffs
Bison Happy Joints Chews
Elk Antler Chews (S,M,Jumbo)
Various bones and other dog chews!

Kev’s Canine Kitchen Raw Dog Food

Locally made frozen raw dog food 4 lb

FlaxUSA Flaxmilk

Original Flax Milk
Unsweetened Flax Milk

FROZEN

Three Twins

Madagascar Vanilla Ice Cream*
Cookies & Cream Ice Cream*
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Udi’s

Gluten Free Baguette

MEAT

Orca Bay

Haddock Filets

SPECIALTY

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Ginger Beer

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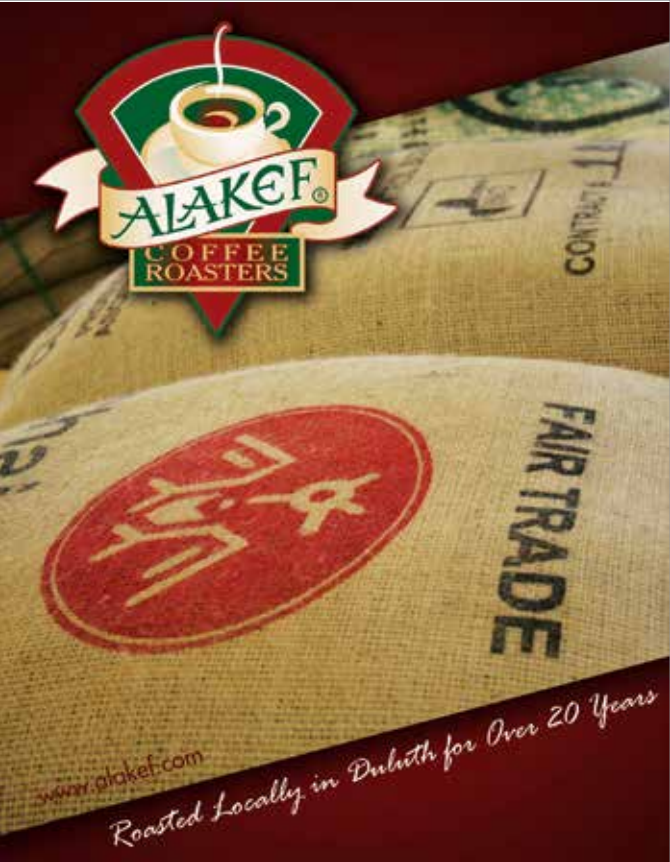
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news bites

SAVE THE DATE

The Whole Foods Co-op Annual Meeting will be held Saturday, October 26 at the DECC. Watch your mail, the WFC website and our Facebook page for more details to come.

INTERESTED IN LOCAL AND REGIONAL FOOD ISSUES?

Check out the information and opportunities at:

- www.duluthcommunityfarm.org (Growing Farms)
- www.goodfoodnetwork.org (Good Food Network)
- www.lssfa.org (Lake Superior Sustainable Farming Association)
- www.superiorfoodweb.org/LAFS/compact.pdf (Superior Compact)

REDUCE, REUSE, REDEEM PROGRAM

Effective January 2, 2013, WFC will match each \$0.05 bag credit donated by our customers. The current recipient of donated bag credits is Second Harvest Northern Lakes Food Bank.

CO+OP KITCHEN iPad APP

A CO+OP Kitchen iPad app with 44 episodes is now available through iTunes at:

<https://itunes.apple.com/us/app/co-op-kitchen/id614767830>

EQUITY PAYMENT REMINDER

Owners who have a balance due on required equity (Class B stock) can now review that balance as the amount due will be included at the bottom of each receipt for purchases. This will be especially helpful for Owners who joined after January 1, 2013, when the payment plan period for Class B equity was reduced from two years to one year.

WFC ENDS STATEMENT

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

notes from the front friction coefficient

by Michael Olker, Front End Manager & WFC Owner

Summer should be upon us in full swing and many of us are already living life to the best that Duluth summers have to offer. Some of us might already be missing winter!

I, for one, look forward to summer for one thing: my motorcycle! Well, okay, this is not the only thing I look forward to, but it is my favorite mode of transportation ever invented. I do like bikes, perhaps the most efficient mode of transportation, and we see a huge uptick in bicycle traffic during the summer. Share the road! At WFC we are excited to have some new artistically inspired bike racks available for securely locking your bicycle to while you shop (locks not provided) and to offer a bit of extra splash to the front of your store- be sure to check them out! We are fortunate to have had very little problem with bicycle theft, but we do encourage that you lock your bike while shopping, and that you use the bike racks for this purpose. Unfortunately, bicycle parking is not allowed in the entranceway.

How about your K-9 friend and traveling companion? We definitely see more dogs out with their owners this time of year. We do get comments from customers who are concerned about a dog that is waiting in a car, or secured to the bike rack in the front of the store. Most of us love dogs, and have real concerns about the well being of animals that appear to be in distress. If your pooch accompanies you during a shopping trip, we ask that you keep the trip short and remember that your faithful companion is waiting for you in a perhaps less than ideal spot. When we are alerted by customers about dogs waiting in cars, (this happens quite often) we will take note of the time and take necessary action only after a significant amount of time has passed. Most shopping trips are pretty quick, anyway, but please be responsible with your best friend. And remember- only service animals are allowed in the store.

Inevitably, we see an increase of panhandling during the summer months. It can be awkward and uncomfortable, and we do our best to monitor our property in an effort to keep this illegal activity at bay. It will help the cause if all of us can refrain from providing handouts to individuals who panhandle. We are a friendly bunch of cooperators and some of us have a hard time saying "no", but it is difficult to enforce 'No Panhandling' if rewards are easily obtained on our property. Please report any panhandling activity to the Customer Service Counter so that we can take immediate action in

providing a safe and hassle free shopping experience. For those individuals who appear in need of additional assistance, we provide information listing local food distribution resources they can utilize. If our attempts are unsuccessful at keeping repeat offenders from continuing to panhandle, we call on the proper authorities to provide us with necessary support.

Finally, please dress accordingly while shopping your Co-op during the summer months. For your safety, and the comfort of others, we ask that you wear proper attire including a shirt and some type of foot covering that falls somewhere into the loosely defined kingdom of shoes. Socks alone are not enough. If your shoes happen to be of a make/model with wheels on them, they should not be deployed while shopping. Let's just walk heel-toe, heel-toe, and keep our friction coefficient as high as possible! **GG**

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fresh perspectives

by Organic Options

You can feel it in the air. Summer is here and it's the perfect time to take stock of those New Year's resolutions you made about losing weight getting more exercise, lowering your cholesterol, or just getting more fruits and veggies into your diet. What? New Year's resolutions were so long ago.

If you are like many of us, you may have hit a little, OK, big bump in your efforts. This is the perfect time to get back on track. Perhaps you should call these mid-year resolutions:

- The first thing to do is ease up on yourself about falling short on your progress. Heck, we're all human!
- Next, find a produce partner or resolution buddy. Many studies have shown that whatever goal you have, doing it with someone will increase your opportunity for success.
- So ask your friend in the office, a family member at home, or next-door neighbors if they'll join you in your daily quest to reach your goal and you'll both be better for it. No matter what your health goal, eating

more fruits and vegetables will help you along the way.

- Make a plan with your buddy and let the fun begin. Make smoothies together. After all, the weather is perfect for a smoothie — lunch or breakfast.

for lunch. Perhaps you can trade off days. Then instead of sitting and chatting, walk and chat. You'll find that you feel more productive and have more energy in the afternoon.

- Have organic grapes pre-washed or carrots pre-sliced for easy afternoon

ON THE GREENS

Spinach, kale and chard are loaded with potassium and folate, which can help lower blood pressure, and according to recent research, one serving a day of these dense nutrients can help reduce your risk of heart disease by 11 percent.

If you aren't much of a greens person, cut them in small strips and try them with some romaine lettuce in your next salad, finely chop them and add them with onions, peppers and garlic to your morning omelet, or heck, you can even add them to your favorite smoothie and barely know they are there.

- Throw some organic spinach, banana, fresh ginger, mango and almond milk in the blender and each bring enough to the office to share

snacking. Studies show that having ready to eat fruits and veggies where you tend to go for a snack leads to more produce consumption and less fat, carbs and processed food intake.

- If you know you will be out for the day, pack an apple or a small bag of almonds to keep you on track.
- At lunch or night, instead of pouring oily or fatty dressing on your salad, mix up fresh avocado with a little lemon or orange juice to get that texture or fat fix you want while making a better choice for your heart.
- On your days off cook together and make healthy vegetable salads or soups (perhaps a gazpacho) to share, which will make it easy to use and stay on track in your busy week ahead.
- Make up some quinoa ahead and now you've got a perfect start to that hearty lunch salad with grilled asparagus (that you cooked last night, of course).

Last week I made broccoli chickpea salad that got me through the week and had me looking forward to lunch. Make your plan, find a buddy and have your produce manager provide you with the freshest organic fruits and vegetables.

Now there's a resolution for success.

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MIDSUMMER FOOD FEST



**MIDSUMMER FOOD FEST
WAS A ONE-DAY EVENT...**

No longer!

This event will now be one full week of celebrating our local and regional producers.

From **July 22 - 26**, look for our LOCAL and REGIONAL suppliers in the store.

Samples, information and the **Eat Local Challenge** sign up will be going on all week.

Watch the Whole Foods Co-op Facebook page and website for details.

We'll see you here!

A bountiful display from one of our former LOCAL suppliers, Grassroots Farm at WFC's Midsummer Food Fest held in 2011.


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