back 40 special items in your produce department

by Claire Musech, Produce Buyer/ Receiver & WFC Owner



Specialty gift baskets and fresh fruit & veggie trays are available in the Produce department. Place a special order for yours today for that special occasion! You may have already noticed the bright, new addition to your Co-op-it's fresh flower bouquets and plants! I have had the pleasure of working with Koehler and Dramm Wholesale Florist in Minneapolis to bring you beautiful and affordable cut flower bouquets, arrangements and plants. We have been able to provide a unique selection of house plants ranging from traditional ones like Ivy and Pathos to the unusual varieties like Venus fly trap and Cypress. Whether you are choosing a gift to brighten someone's day or perking up your own home, we are sure to have something that will satisfy.

Do you have something special in mind or see something that you like but would rather it was in a different size or color? We now do special orders for flowers, and you receive and 15% discount if you are a WFC Owner! Place them at the Customer Service Counter, or with anyone in the Produce Department or you can just call it in.

We are also working on sourcing local and regional fall mums from the Amish and an assortment of local hanging baskets in the spring. This is a small but exciting step towards our store goal of having 20 percent of all products sold be LOCAL by the year 2020!

Everyone loves flowers for the Holidays. Winter Holidays are just around the corner so make our beautiful centerpieces the talk of your table. We also carry Fair Trade roses for Valentine's Day and Mother's Day, lilies for Easter and arrangements for Thanksgiving. We have a gorgeous assortment of Poinsettias, Norfolk Pines, Frosty Ferns, Rosemary Cones, Golden Cypress and Silver Bush set to arrive on December 13th. Guarantee your first choice by putting in a special order with the Produce Department today as quantities are limited.

Add a distinguishing touch to your Holiday gathering by arriving with a Co-op made fruit and vegetable tray or fruit and gift basket. We are happy to take special requests within 48 hours of pick up.

I hope your Holiday season is filled with joy and made brighter by a special touch from your Whole Foods Co-op.



a carrot by any other name... new looks at your old co-op

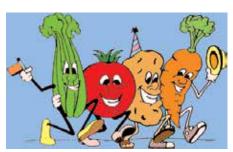
by Shannon Szymkowiak, Promotions & Education Manager & WFC Owner













We have used many logos to tell our story over the years. Welcome this fresh look as we open another chapter.

Whole Foods Co-op was established as a buying club in 1970 by 20 people who wanted clean, unadulterated food. The club originally disbursed the oats, flour and other bulk goods from the basement of the Chester Creek House. This group of cooperators had no idea what they had started. Could they have imagined 7,500+ Owners and a large, welcoming storefront?

Your Co-op shopping space has seen many physical changes over the years. There were small storefronts, then one a bit larger, and the beautiful store we now call home.

Each space was unique and told the story (whether on purpose or by accident) of who the co-op was at any given time through the products that were carried on the shelves, the color of paint on the walls, or the sign out front. And of course, our awesome, dedicated staff.

It's hard to believe that we have been in the "new" store for eight years. When we moved here, the colorful interior, artwork and consistent use of our then-updated logo blew people away. At first, it seemed odd that our little co-op had grown into such a beauty.

Now, especially for the 5,000+ people who have become Owners over the past eight years, this is the only co-op they have ever really known.

Over the past eight years, our walls and floors have become a bit shopworn and it's time to freshen things up. We are looking at opening a second location and that means we have a new story to tell. Over the next several months, you will notice some face-lifting and freshening of our store interior. We will also begin to use the new Whole Food Co-op logo.

The new store mark was developed from a store branding session held earlier this year with our staff. It is bright, clear, and represents the fresh, healthy food you find at your co-op. You will also be happy to know that it was the clear winner in a poll with both the Owners at the Annual Owner's Meeting and with our staff.

We will try to keep construction projects as unobtrusive as we possibly can to our shoppers and when we're finished, we hope you love our new look here and at future locations to come. As the French say, "Viva la carrotte!"

We'll see you in the aisles soon! GG



Our current logo



40th Anniversary logo





You will continue to see the mark of the National Co-op Grocers Association in addition to our fresh, new carrots.



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Christmas Eve & New Year's Eve: 7 AM – 4 PM | Christmas Day & New Year's Day: CLOSED



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GARBANZO GAZETTE

Published by: Whole Foods Co-op

610 East 4th Street Duluth, MN 55805

phone | (218) 728-0884 fax | (218) 728-0490

www.wholefoods.coop

STORE HOURS:

7 AM – 9 PM every day

Ownership Investment: \$100 per voting membership

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

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 February 1, 2014. 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

Cover photograph courtesy of: strongertogether.coop

SHARE THE LOVE

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 patronage rebate, consumer surveys & owner forums

by Sharon Murphy, General Manager & WFC Owner



"My Board has a BHAG = Big Hairy Audacious Goal."

 Bob Burlton, CEO of the Energy Saving Cooperative, United Kingdom, speaking to General Managers and Board Presidents at the Spring 2013 Meeting of the National Cooperative Grocers Association

As announced by President Chris Edwardson, the Board approved a 2013 patronage rebate in the total amount of \$762,695. Eighty percent (80%) of this patronage rebate will be retained as equity and 20% (\$152,540) will be distributed to Owners prior to December 31, 2013, in proportion to their purchases during FY 2013. In comparison, last year's cash rebate was \$64,627.

In prior years, patronage rebate checks of less than \$5 were not distributed, but those Owners received a coupon good for a percentage off on their next purchase. This year all rebate checks will be distributed with an offer of \$5 off when tendered at WFC toward a minimum \$50 purchase by December 31, 2013. Retained equity is invested in capital improvements such as building/s, land and equipment.

Tax laws allow co-ops to rebate profit from owner purchases back to owners OR pay the corporate tax (40%) on that profit. Please cash your rebate check promptly. Rebate checks not cashed become taxable income to WFC in the following year.

SURVEYS SAY...

Sharon Murphy, GM & WFC Owner

At the 2013 Annual Owners Meeting we shared some results, especially relating to a location for a second site, from the on-line Consumer Surveys (September 2013) and from the Dakota World Wide Site Survey (July 2013).



The September 2013 consumer survey (total of 1,555 responses) results regarding the preferred location for a second site:

- Majority of Owners ... West Duluth, followed by Lakeside
- Majority of Non-owner shoppers ... Outside Duluth city limits, followed by West Duluth
- Majority of Non-shoppers ... Outside Duluth city limits, followed by West Duluth

We asked Dakota World Wide/DWW, a professional site development firm, to recommend up to ten (10) neighborhoods from Superior to Hermantown and from Two Harbors to Cloquet that offered the best potential for success for a second location, including but not limited to taking into account the potential for success in that location and the expected impact on sales at the current location.

The DWW study recommended SEVEN intersections, all within Duluth city limits, two are EAST of our current location, two are NORTH and three are WEST. Owners and guests at the 2013 Annual Owners Meeting voted overwhelmingly for a "WEST" location with "NORTH" as their second choice and "EAST" as their third choice.

Our next steps include working with a commercial realtor, developers and expansion consultants from the cooperative sector to assess specific locations at each of those seven locations with respect to:

- Compliance with our location criteria (e.g., size, accessibility, parking, delivery access, to public transportation, visibility)
- Time line for availability/zoning challenges
- Estimated development costs

Due to the confidential nature of real estate negotiations, it will not be possible to keep you apprised of every decision along the way. Ten years ago in our search for the current location, we learned the cost of committing publicly to one area or one specific site. We had less negotiating power and endured frequent stall tactics by property owners. We will provide information as feasible and will continue to offer opportunities for your input in the planning and fundraising process. And speaking of additional opportunities to participate...

Board and management are coordinating a series of Owner Forums beginning in January 2014. These will be one to two hour sessions where we will bring you up to date on our time line, pick a specific topic for small group discussion and allow time for feedback from the group discussions and for questions. Light refreshments will be provided. Dates and times for the first three sessions are noted below. Times, days of the week and locations will vary for April-June 2014.

We hope for 35 to 40 attendees at each session. Attendance is open to Owners (first name on the Subscription Agreement) only, no guests. Childcare will not be provided.

Registration for each session will be on a first-come/first-serve basis and attendance will be limited to one session per membership. If you know you want to attend, please sign up promptly at the Customer Service Counter or on the web site and let us know which date works for you. Notice of these sessions will be posted at WFC, on the web site and other social media, will be emailed to Owners who request email notifications and will be mailed to 100-300 randomly selected Owners in the weeks before each session. In case of severe weather, the event may be canceled—call the Customer Service Counter (728-0884, ext. 1) to confirm.

Owner forums on progress toward a second location:

At Hartley Nature Center 3001 Woodland Ave., Duluth, MN. Saturday, January 25, 2014 at 2 PM; Sunday, February 16, 2014 at 2 PM; Saturday, March 22, 2014 at 2 PM. **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 July - September 2013 quarter, management reported the following progress on ENDS:

- \$700 to North American Students of Cooperation/NASCO
- \$1,000 Crisis Nursery/Lutheran Social Services
- \$1,000 Hill Fest 2013
- \$1,976 CHUM/Memorial Fund for Steve O'Neil
- 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 Youth Theatre.
- Support for The Cab Coupon Program
- 10 cents for each packet of garden seeds sold to support the Duluth Community Garden Program
- Match each \$0.05 bag credit donated by our customers; current recipient of donated bag credits is Second Harvest Northern Lakes Food Bank.
- Payment of wages, salaries and benefits for 114 employees amounted to \$785,907
- Quarterly discounts to Owners amounted to \$9,681
- Sales of LOCAL (within the 15-county Superior Compact area) products amounted to \$159,201 (4.17% of total sales); sales of REGIONAL (within a 300-mile radius) products amounted to \$388,764 (10.19% of total sales).

board report

Chris Edwardson, WFC Board President



As I write this report, you should be enjoying one of the many benefits of having ownership in a cooperative enterprise—October was Owner Appreciation Month and you were entitled to a 5% discount on a selected shopping trip. I know that some of you reading this may not be WFC Owners yet, but I hope you will be

some day. But I am not writing this article to tout the virtues of ownership, I am writing to let you know a little about what the Board, has been doing lately.

Late in September, five Board members attended a one day Build Your Board conference in Minneapolis. The conference was put on by the Minnesota Food Co-op Board (MFCB) group; an association formed out of a desire for co-op board members to network with peers, share our challenges and discuss our achievements. Over 75 Board members from more than 20 co-ops were in attendance. Annual sales of those present ranged from \$131,000 to more than \$50 million dollars. The number of owners ranged from 20 to more than 15,000. Despite this wide range in sales and owner numbers, we all had one thing in common: a desire to receive more feedback from owners.

Nearly all co-op boards have an annual goal related to "increasing" their interaction with owners. I have been involved with our Board long enough to see this interaction "piece" go from something called "member linkage," to "member-owner engagement" to the latest and greatest (new in 2013) "Owner participation." And I am sincere when I say I am enthused and encouraged by how we might achieve our goal

of increasing meaningful owner participation using the tools and concepts presented at the conference.

I will outline key points that were made by the presenters and over the next few months we on the Board will refine a strategy to take advantage of participation opportunities to inspire innovation and leadership.

The basic premise of the model is that people OWN, USE, and SERVE their co-op. OWN is used in the sense of the capital provided by the owner; for example, purchasing stock, loaning funds for a store, or voting for the Board. This type of participation is low frequency. By design, WFC offers goods and services meant to be used. When you USE the co-op, the organization moves closer to achieving its goals (ENDS). We hope that this use is a high frequency activity and it provides an opportunity for frequent feedback. WFC needs to be served and provides opportunities for service. We need a Board of Directors, management, and staff willing to serve the community. Even if you are not serving in a "front line" activity, it is still possible to serve the co-op just by telling its story; that is, the good we bring to the community (the co-op difference). One can SERVE at high or low frequency depending on your interests and the needs of the

Your Board will be looking at our strengths (successes) and opportunities in each area of participation (own, use, serve). Where we see opportunity, plans will be developed and implemented to achieve success.

We are optimistic about the future of WFC and look forward to your continued and growing participation. **GG**

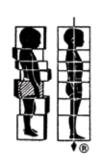
OWNER FORUMS... WHOLEHOODS

ON PROGRESS TOWARD A 2nd LOCATION

Hartley Nature Center 3001 Woodland Avenue Duluth, MN

- Saturday, January 25, 2014, 2 PM
- Sunday, February 16, 2014, 2 PM
- Saturday, March 22, 2014, 2 PM





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news bites

CORRECTION

The Spring Back 40 article listed some incorrect web addresses. The Superior Compact is a product of the Good Food Network and can be accessed through the URL for the Superior Compact either through www.goodfoodnetwork.org or directly at www.goodfoodnetwork.org/superiorcompact.html

The Growing Farms URL should be www.growingfarms.org.

We apologize for any inconvenience.

OWNER IOU BENEFIT

At their meeting on July 22, 2013, the Board unanimously approved ending the Owner IOU benefit (maximum \$20 payable within two weeks for fully vested Owners) subject to a six (6) month Owner comment period effective after publication of this notice in the Fall 2013 Garbanzo Gazette. The Board determined the Owner IOU was administratively costly, was accessed by less than 6% of Owners since January 2013, would be financially unsustainable to promote and would not be feasible to effectively monitor in a multi-store operation. Management was directed to develop and introduce by spring 2014 another affordable Owner benefit that would be of value to all Owners and that could be promoted and monitored effectively in a multistore operation.

2013 ABANDONED EQUITY

By vote of Owners attending the 2013 Annual Owners Meeting, the 2013 balance of unclaimed abandoned equity will be donated to the Kids Café at The Damiano Center, 206 West 4th Street, Duluth. Kids Café® is primarily about making sure children in poverty have access to good, healthy food. They emphasize nutrition education through fun, hands on experience of preparing healthy food and organic gardening. Programming involves art and physical activities and honors the culture and heritage of all who come to Kids Café®.

RECYCLE YOUR CARTONS

Check out

www.recyclecartons.com

for information on how you can recycle your "cartons" (either gable top or pourable liquid style) from juice, milk, broth, soup or wine.

CHECK IT OUT!

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

BOARD OF DIRECTORS

Jennifer Cummings

Board Recruitment Committee Term expires 2015 jcummings@wholefoods.coop

Chris Edwardson

Board President GM Evaluation Committee Chair Finance Committee Term expires 2015 chrise@wholefoods.coop

David Helf

Co-Vice President Finance Committee **GM** Evaluation Committee Term expires 2014 davidh@wholefoods.coop

Heather Murphy

Secretary Recruitment Committee Chair Term expires 2014 heather@wholefoods.coop

Mickey Pearson

Board Recruitment Committee Term expires 2015 mpearson@wholefoods.coop

Jean Sramek

Co-Vice President **GM** Evaluation Committee Term expires 2015 jsramek@wholefoods.coop

John Westlund

Treasurer Finance Committee Chair **GM** Evaluation Committee Term expires 2014 johnw@wholefoods.coop

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

To leave a call-back request for a Board member call: (218) 728-0884

Letters addressed to:

Board members c/o Whole Foods Co-op 610 East 4th Street Duluth, MN 55805

will be forwarded unopened to the Board/Board member.

Sharon Murphy

General Manager

Whole Foods Co-op 610 E 4th Street Duluth, MN 55805 **phone** | (218) 728-0884 | ext. 101 fax | (218) 728-0490

smurphy@wholefoods.coop www.wholefoods.coop

INTERESTED IN HOW THE BOARD WORKS?

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

board recruitment

Mickey Pearson, WFC Board Member



As we look to grow our Co-op to include a second store, the coming years will also see a growth in opportunities for owner participation. Whole Foods Co-op is always on the look-out for enthused, motivated Owners who want to contribute their talents and time to our efforts. In 2014, we will bid a fond farewell to David Helf and Heather Murphy as

Board members and, as such, have two seats opening up on the Board of Directors.

For me, the last year as a new Board member has been exciting and very informative. WFC provides ample training in all aspects of Board service and I never feel overwhelmed by the information or tasks ahead. Board meetings are also positive and productive, giving every Board member time to voice an opinion, discuss varied perspectives and come to a consensus.

Meetings aren't mired in rehashing old debates and grudges; we are consistently working towards the future. Finally, the expansion project ensures the next few years will be an exciting time to be a leader at one of Duluth's most important locally-owned businesses.

If you've been thinking about running for the Board of Directors, I invite you to get in touch with a current Board member soon. To be eligible for the September election, you must be a primary Owner with a minimum of ninety days of consecutive ownership. You must also have attended at least two of the 12 most recent Board meetings prior to the August 1, 2014 application deadline.

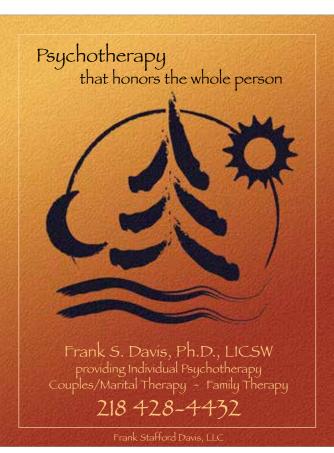
Finally, for those of you who attended this year's annual meeting, I'll put your fears at ease; dramatic or comedic performances by Board members aren't specifically required in our bylaws at this time. GG



There will be three seats open at the next Board election in September 2014. Applicants must be the primary (first name on the Subscription Agreement) Owner in good standing for a minimum of 90 days prior to the election. Applicants are asked to attend at least two Board meetings in the 12 months prior to the election and to submit a written candidate statement by July 31, 2014. Board application packets are available

at the Customer Service Counter and at www.wholefoods.coop





ownership matters

like you own the place

by Jean Sramek, WFC Board Member

I'm an owner of seven different co-ops. Yep, seven. You can probably guess Co-op #1. Co-ops #2 and #3 are credit unions: Affinity Plus and Members Cooperative. Considering the number of times per year I shop at Mississippi Market in St. Paul, it made sense to invest there too. Then there's REI and Mountain Equipment Co-op.

I became an owner of Co-op #7 without ever sampling its products, and without ever setting foot inside its building. In fact, I don't even know exactly where its location is, because it doesn't have a location yet. Lest I sound like I've gone completely off the rails: I'm a founding owner of Fair State Brewing Co-op, Minnesota's first cooperatively owned craft brewery. They'll have a taproom somewhere in the Twin Cities soon, and perhaps Duluthians will also be able to enjoy their Hoplager or Schwarzbier right here. Minnesota craft brewers have benefited from the so-called Surly Law, but this one's different: it's a co-op! (Their slogan is "Drink like you own the place.")

During our June visit to CCMA, the national conference for co-op directors and management, we got a tour of Black Star Co-op Pub and Brewery in Austin, TX. Texas laws were draconian and favored "Big Beer," but have been relaxed, allowing for a Minnesota-like proliferation of small breweries in Texas. Black Star went a step further. With the help of a sizeable stock purchase by Austin's Wheatsville Co-op, Black Star was founded on the cooperative principles and now has over 3,000 owners. "Beer ... co-op ... I wish we had something like that at home," said dozens of Minnesotans visiting Black Star, "I would become an owner in a heartbeat." When I read an article about Fair State a few weeks later, I got a chance to make good on my promise. How does Fair State beer taste? That's a matter of faith, but I can tell you with certainty that their business model is excellent. Regardless of their location or any particular combination of hops and malt, they're a co-op and I'm Owner #63.

The Whole Foods Co-op sells some pretty great stuff, but that's only part of the reason I shop there. What makes it a co-op isn't the products on the shelves; it's the seven cooperative principles and 7,500 owners. We don't (yet) know exactly what our second store will look like, but we know one thing for sure: we already own it. GG

www.fairstate.coop, www.blackstar.coop, www.growlermag.com/fair-state-brewing-cooperative Michael J Oney

new owners!

Fiscal Year 2014 is off to a rousing start. We have a great start on our goal of 800 new WFC Owners with 288 people joining our co-op from July 1–October 31. We truly are stronger together. Thank you, Owners!

Diane L Nielsen Barbara Jean Zimny Terry S Dunham Julia Marie Carr Gerri Lynne Williams Jean M Mills Anita M Licari Joseph Thomas Gunder-Andrea Kay Schmaltz Elon M Omalia Robert A Franseen Timothy P Backous Mary J Grande Natalie A Peterson Joella E Miller Jeanne E Saver Derrick S Brown Ashley S Lund Kathy M Radosevich Ahslee R Boerner Meagan N Aliff Jason Kirchenbauer Laura L Kimmes Megan Homick Chani A Becker Meagan R Gantz Deborah C Sweet Kelly L Tekler Connor C Smith Scott L Holden Joseph R Bonfoey Andrew M Strasser Kimberly R Griffin Dorothy Johnson Shannon M Walz Kristine M Buttweiler Stephan A Nelson David J Wolden Laverne M Wagner Mary P Groeninger Lisa Ellen Johnson Dana S. Breen Andrea L Blesener Kristin I Laitinen Kevin M Evans Luke D Stoltzfus Patricia S. Rongstad Taylor E Holm Danielle M Beltt Ashley M Fennessey Amanda Hansmeyer Jason C Holmgren Darland D Roeber Jodi L Furman

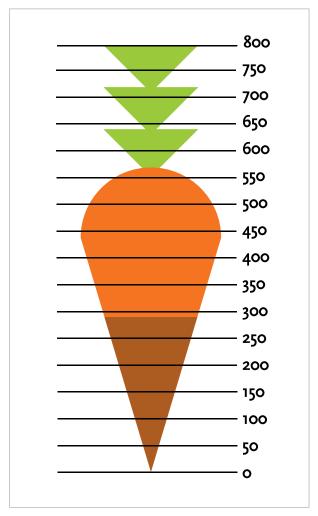
Rozann M Stromsness Deborah J O'Connor Kathrine Ann Frick Rachel E Rockwell Becky J Johnson Lois Johnson Janice M Podgorski Robert J Kelbe Debra Jean Brims Katie Johnson Sam Neale Bridget Ideker Elizabeth Simonson Melinda Kaye Moffett Jill Renee Strand Richard A Summers Sandra K Murphy Gavin B Reynolds Candace J Ginsberg Lisa M. Antolik Nicall S Slattery Regina L Westerlund Mary Ann Lyons Stacey Anne Olson Derek John Lofald Lannette Dionne Newson Dail E Anderson Jana R Johnson Megan L Entrikin Kathleen M. Norkol Kevin B Anderson Daniel J Priewe Robert D Aho John P Iversen Cynthia R Rugeley Melody C Lovin Kathy L Kahlstorf Cary R Weber Rebecca L Grumdahl Annalise Kaylor Rebecca Juel Boyle Cheong Soon Gan Dawn M Hulmer Laura Ann William Jennifer Osborne Carl F Braafladt Peter J Vanderlinden Lena Schaumburg Sharon A Marx Lorre Youngquist John Clark Cynthia Y Bruning Darlene Marshall Susan M Clark Kari M Higdem

Jennifer Brady Laura B Blossom Katherine Kebbekus Monica J Anderson Abigail K Stremcha Jeanne M Riese Daniel E Rietz William Fisher Ramona M Radosevich Melissa E Lewis Venita M Glover Nancy Warner Lewis Amber L Maffo Charles R Plummer Jasmine A Carlson Nicole C Weyandt Ingrid G Stephens Lindsay M Halton Travis G Wolfe Bonny B Copenhaver John A Elias Sara G Curwin Heather Lynn Carter Shirley A Reierson Kristen Marie Orvedahl Melissa J Schacherer Lori A. Moerbitz Alina M Louks Theresa M Ogara Shelly D Jones Nicole A Swanson Linda B Smith Susan Horton Edward B France Christine M Scheibelhut Michael E Waters Aparna U Katre Danne J Oberg Anne C Doering Nathaniel T Sample Kimberly E Rewinkel Thomas M Aiken Derek Michael Novak Kenneth Risdon Sarah Jane Miller Paul Burcar Thomas E. Limberis Adam J Krick Brandon J Smith Natasha K Hadland Kiersten Leigh Johnson Ronda J Bernard Tamara L Smith Douglas S Lande Ann Glumac Tyler E Christensen Katherine A Haggen Paula M Gudmundson Yasmina M C Antcliff Nikolay A Zhelev

Kelsey R Prihoda Stacy L Ronn Ted J Ford Heather C Anderson Shore Katie Ann Hughes Linda S Prihoda Patricia Ann Laiti Britta Koch Robyn K Pearson Diana C Widdes Shannon M Kroenke Donna K Johnson Joan A Wilson Benjamin M Samich Corinne M Campbell **Bob Forbort** John Arola Judith M Sabee Michael A Bond Jem M Cline Amanda M Murray Nikki Lyn Schutte Margaret Pennings Kristie S Kirchner Heidi J Hertzog Julie K Myhre Laura Nevitt Brett Debruyne Casey E Isaacs Thomas A Fridlington Jean Rivard Joel Elling Daniel R Hoffman Rebecca Lynn Bixby Ann Marie Mellin Jaimi Lee Johnson Kim M Gatzke Sandra L Knight Sara K Hammer Dawn Marie Silvestrini Cindi Ann Holden Weezy Nohre Leigh A Hoffert Amanda M Thralow Brian A Black Blake M Thomas Steven R Christensen Gene W Betts Julie A Kesti Judith J Harvey-Zigich Andrea M Yankowiak Lauren C Chapman Joshua Pickett Jose F Gingerelli III Lynsi A Passeri Jessica L Crowley Brian M Amundsen

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Kristoffer Osthus Abby Ann Mcdonough Regina E Saric Mary A Metzger Debra J Simrak Jane Elizabeth Gellner Amy L. Clark Lori N Cannon Jessica L Tillman Kristin M Rudh Elizabeth A Mund Darolyn N Lewis Kathryn Y Augusta Micah T Tigner Barb J Snyder Patricia C Pratt-Cook Becky JHaug Julie Ann Foster Randall D Seifert Sandra E Sykora Briana L Gross Paula Delane Mackey Katherine C Dunsmore Martin B Phillips Pamela A Mutchler Joanne Cain Laura D Prail April E Johnson





James J Myers



218-720-6000

Tax Preparation for Regular People
From W-2s to Small Businesses
Earned Income Credit
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Rental Income
Small Businesses:
Contractors, Therapists etc.
Corporations
Thomas J. Curran
Enrolled Agent
Over 20 years experience

notes from the front

bisphenol free!

by Michael Olker, Front End Manager & WFC Owner

BPAFREE

Approximately 3 years ago in the midst of the emerging concern of BPA (Bishenol-A) content in receipt paper, WFC responded by researching and sourcing a BPAfree paper. This paper has been in use ever since. The substitute used for thermal receipt paper products is BPS (Bishenol-S). This variant was supposed to be a safe alternative to BPA and was the only option within an extremely limited market. Sadly, despite our best intentions, we have discovered through various on-line reports that BPS is mimicking the very same environmental and biological concerns as BPA. We don't want that!

The great news is that a St. Paul paper supply company has come to the forefront as a U.S supplier of a completely Bisphenol-free paper option. We have been in touch and are very excited to have been presented a safe alternative. This statement of course begs the question, "What is safe?" Wouldn't you know... Bisphenol has been banned in other countries throughout the world. A substitute must be available, and if a country is smart enough to ban Bisphenol, that same country likely wants the alternative to be safe as well. The chemical that has been used for over 10 years in other countries is a Urea Urethane compound. So far, there have not been any environmental dangers from the use, storage or disposal of this product. If not already, we will be making the transition to this new paper by the beginning of 2014.

No receipt? Or, e-receipt? Many of you are aware that we do have an option to forgo receipts all together. I am sure you have heard your cashier ask you if you would like a receipt. We are more than happy to provide a receipt whenever wanted, but we do ask prior to the completion of the transaction so that we can disable the printing option. Your preference is our pleasure. How about this? e-receipt! Our IT guru has been hard at work developing an e-receipt option for our point of sale system. Owners, keep an eye on our website to sign up for this option. One email address will be linked to an Owner account and our POS system will automatically default to an e-receipt anytime a purchase is made on the account. Owners, keep your household members in the loop if you choose to go this route. If a household member is in shopping, an e-receipt will be sent to you. Paper receipts will always be available on request. GG

how to maximize your grocery savings what can i do?

by Malcolm Johannessen, LSS Financial Counselor



America is the land of plenty. We have our entire economy based on consumption of goods. These goods, obviously, include groceries. We consume, but we also waste. We waste food like nobody else on the planet. According to a January 2013 blog article in Bloomberg Businessweek:

"As a nation, we waste 40 percent of the food we produce, according to estimates from the National Institute of Health. Last year, Americans threw out the equivalent of about \$180 billion worth of food"

This amounts, the article further explains, to about \$2275 a year for a family of four. I know my household wastes food, whether it is unused leftovers or produce that wilted while waiting its turn to be prepared.

Based on those numbers, the average family of four wastes about \$43.75 per week in unused food products. We, of course, compound this expense with the additional cost that is usually associated with larger garbage containers. After all, waste is also a \$10 billion a year industry in the United States.

With these five simple steps, you can organize your kitchen to reduce the amount of waste in your weekly grocery spending.

1 Plan

Figure out a game plan for the week for both meals and snacks. Identify food items that wilt or spoil quickly, and also identify meals that normally produce leftovers when you make them BEFORE you go to the grocery store.

Find creative ways to use leftover meats and vegetables. For example, I use leftover grilled pork kabobs to create a tasty and colorful quinoa salad for lunch the next day. Leftovers...gone.

2 Track

Use a small magnetic dry erase board on the refrigerator to track three major things. First is your meal plan. You will greatly reduce waste by eating meals in the order of food deterioration. Use the stuff that goes bad first. Keep tabs on the leftovers, with item, date, and brief description of the container. This will save you from having to dig into all sorts of science experiments later in the month. Also track items in longer term storage by item and date frozen, canned, or otherwise stored. This will give you a better understanding of your inventory. Like a good restaurant, a lower wastage factor will lower your overall costs, driving up "profits" (savings).

3 Cook

In other words, stick to the plan. Buying a week's worth of meals and then deciding it is too hot to cook can skyrocket the waste in your refrigerator.

If you plan on eating out once or twice during the week, then work that into your meal plan as well. Otherwise, buy what you want to cook, cook what you want to eat, and eat what you do not want to throw away.

4 Repurpose

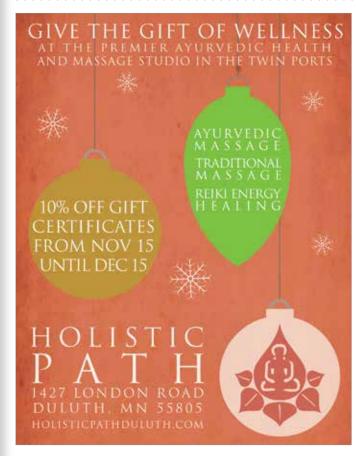
I think my sister-in-law is the biggest contributor to this idea. She will freeze anything. Frozen fruits in her house are typically last week's unused fresh fruit. She uses them for smoothies and protein shakes. If a head of lettuce goes bad, you can at least compost it to keep your refuse down. Save that left over barbeque pork; it will make a delicious addition to that pot of chili on opening day of football.

5 Donate

Find a donation truck in your area that will pick up the food you are not going to use. They will find someone who needs it. We waste more food than any other nation, yet the amount of people without access to regular meals in this country is staggering. If you can't use it, find someone who can!

Hopefully, with these five steps, you can start putting more of that \$43.75 from the garbage can back into your pocket where it belongs. Remember, that is over \$170 per month for the average family of four in the US. What would YOU do with an extra \$170 a month? Save for a vacation? Pay off that credit card? Put a picture on your fridge to provide the extra motivation to stay on top of your grocery dollar. **GG**

See more at: http://blog.conqueryourdebt.org









the buzz

by Jill Holmen, Promotions & Education Coordinator & WFC Owner

STAFF NEWS



Merchandising Clerk, Brian Barber proudly displays his chainmail creation made out of scrap wire.

Merchandising Clerk Brian Barber is taking recycling to an artistic new level here at the co-op, using scrap wire from our cardboard baler to make chainmail. He has been craving his own suit of armor since his first D&D game and with each visit to the Renaissance Fest.

A bit of research and innovation later, the dream is coming to fruition. "One day when I was throwing cardboard into the baler I noticed the bucket of scrap wire," says Brian, "and I thought this was an awesome way to recycle." He set to experimenting with various thicknesses and weaves and voila—the first section of his head piece is now complete. He plans to construct it all from co-op baling wire and eventually move on to crafting a full suit. Huzzah to you,

GARBANZO

Grocery Buyer Joe Ulvi is prepping to let his hair down as his band, The Ball Slashers, help ring in the New Year. Mark your calendars for a bash at RT Quinlan's New Year's Eve. Accelleratti are also on the docket and "There probably isn't anything better going on in town," boasts Joe. Sounds like a rockin' good time!

And from the nearly-famous files of our Bulk Buyer, Jim Richardson, "So yeah, I got on TV twice in 11 days for my Aquaman-suit video antics in the water this summer."

The first link is to the show "Right This Minute" which aggregates and "reports" on cool YouTube videos (doesn't run in MN). They focus on the video I got when my camera sank in Lester River and a crayfish walked up to it. (They don't mention I'm dressed as Aquaman or that I almost died in the cliff-jump where I lost the camera.)

The second link is to the local ABC news station which ran a story last night about the video I made of myself picking up broken glass underwater while dressed as Aquaman. GG

http://www.rightthisminute.com/video/ camera-sinks-15-ft-bottom-river

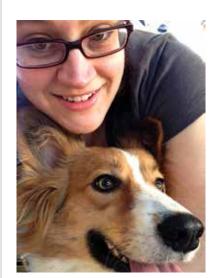
http://www.wdio.com/article/stories/ s3149400.shtml

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 our GUMBY Award winners!





Meet Dozie! This handsome fellow is the new roommate of Alyssa Elliot & Anna Leiffring. We vote him cutest roomie ever!

STAFF AWARD WINNERS

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

September



Gumby Award Lindsay Hansen, Deli Counter Clerk

Gumby Award

Deli Counter Clerk

Customer Service

Christine Cracraft,

Deli Counter Clerk

Erica Allen,



October

Gumby Award Anton Lepak, Deli Cook





Rachel Turnquist. Produce Clerk



Customer Service SJ Miller, Merchandising Clerk



Customer Service Andrew Hedberg, Merchandising Clerk



November



Gumby Award Emily Bradshaw, Produce Clerk

Gumby Award

Front End Clerk

Iason Kokal.



Customer Service Corey Sather, Customer Service Clerk



Customer Service Kristen Dobosenski, Front End Clerk

STAFF ANNIVERSARIES

December

Brooke Carlson, Finance 2 years Ryan Nelson, Merch 1 year

January

Lindsay Hansen, Deli 1 year Angela Hanson, Deli 3 years Lukas Lundgren, Deli 1 year Alex Mohrbacher, Produce 7 years Debbie Manhart, Deli 14 years Eric Reed, Merch 9 years

February

Amanda Borgren, Finance 6 years Justin Hemming, Deli 14 years Lisa Moran, Front End 3 year Sharon Murphy, General Manager 34 years

Rianna Reiter, Deli 8 years

Shannon Szymkowiak,

Promotions & Education 11 years



Daniel Norgard, Front End Clerk



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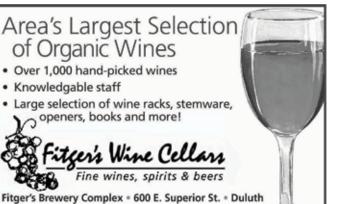
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joe & jesse go crackers! a trip to California

by Joe Ulvi, Grocery Buyer & WFC Owner



Joe gives a thumbs up to a New Brighton, MN manufacturing machine at Mary's Gone Crackers

At the NCGA Convergence in 2012, I was fortunate enough to win one of the prizes that the vendors were giving away, a trip to visit Mary's Gone Crackers in Gridley, California. After about a year, we finally got the confirmation, and the trip was planned. WFC Cool Buyer Jesse Hoheisel was chosen to take the trip with me, and Mary's was kind enough to let us fly whenever, so we planned a couple of extra days to do some sightseeing.

We arrived in Sacramento Friday evening after a long day of flying, and spent the next few days seeing sights in San Francisco, Half Moon Bay, Sonoma, and other towns in Northern California. Our final destination was Chico, and we checked into our hotel on Monday. It was an extremely nice hotel, and we were definitely grateful to be there after all the traveling.

First thing Tuesday morning, we met the Mary's Gone crew for breakfast. They had three people from their national sales team there, and various marketing team members. One of the marketing team members was taking photos and documenting about every move we made (some you can see here). We were guests, and were treated as such, with everyone involved being very welcoming.

Our first trip was to Polit Rice Farms, an organic rice processing facility. We were led through the entire facility. It was very interesting to see how rice was processed on such a large scale (and this place wasn't even half the size of some of the larger facilities!) We also saw much of the equipment used, and when the tour was over, they showed us their olive oil processing facility. This was one of the highlights of my week, seeing how olives are processed on an industrial scale was fascinating. Mr. Polit stated that he had more than 200,000 olive trees planted. WOW.

We then went to the Mary's Gone Crackers facility. We participated in a small cooking demo, as the Mary's team is into using Mary's products in a variety of ways. We then met Dale and Mary (yes, there is a Mary in Mary's Gone Crackers), and Dale gave us a personal tour of the facility. It was pretty neat to get a tour from the guy that pretty much designed and built the entire facility. He didn't leave out any details, and told some great stories about how things hadn't worked and what they did to invent ways to make them work. He was a very "hands on" owner, there wasn't anything he didn't know about the production line, as he had something to do with every single stage of the production facility. We had also had to sign multiple waiver forms, mostly stating that we wouldn't tell anyone how the crackers are made. Mary's has proprietary technology on their machines, and no one makes the crackers the same way they do.

It was VERY hot in the facility, and it was a welcome cool down to enter the refrigerated rooms where they make their cookies. We then had a nice lunch with everyone, and convened later in the evening for a dinner at the local steakhouse. Unfortunately, we were going to be up early the next morning, and it was a long day, so there weren't any late night activities to be had.

We started again with breakfast the next morning, and where Tuesday had been an "Educational" day, Wednesday was a "Fun" day. We started out with some skeet shooting (!), which was pretty awesome. Most of the people in the

Spritzers are carbonated with excess CO2 from the brewery? Sierra Nevada also makes 90% of their own energy through a massive solar array, and various other means.

So even though we had just eaten and had beer samplers, we reconvened shortly after for dinner at a local Chico restaurant. We ate and talked for a few hours, and the Mary's team presented us with many gifts, from Mary's and from local Chico area businesses.

And just like that, we had to drive back to the airport the next morning. It was quite the trip, and kind of a whirlwind



Joe and Jesse with the crew at Mary's Gone Crackers (Mary of Gone Crackers Fame in the center)





group were not experienced shooters, but everybody had a pretty good time, and the manager of the gun range was very helpful and made the event pretty fun. It got really hot after a while, and when we left the gun range, we went straight to the Sierra Nevada brewery for lunch, followed by a personalized tour of the brewery, guided by the partner of one of Mary's marketing team that was an employee of the brewery. The brewery is an interesting place, and the most "green" building I have ever been in. Did you know that Knudsen's

of activity, but it was great to see that area of California. The scenery and weather were fantastic, it was also great walnuts, along with huge fields of tomatoes. One of the roads we drove on had by car tires than I will ever eat in my life.





And miles of crackers



The cracker crew shows off their muscles in the test

to see the agriculture on such a large scale. There were massive plantations of almonds, grapes, oranges, rice, and an active tomato harvest happening, and tomatoes would bounce off of the overloaded semi trailers onto the road, where I saw more tomatoes squashed That's something you don't see here





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Angelic Bakehouse

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Red Mug Bakeshop

Rosemary and Lemon French Blossoms English Muffin Toasting Bread

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Willamette Valley

Cocoa Chia Granola* Ancient Grains Granola*

Scenic Café

Granola

Equal Exchange

French Drip Grind Coffee 12 oz* Love Buzz Drip Grind Coffee 12 oz*

CHEESE

Daiya Cheese Alternatives

Plain cream cheese **Provolone Slices Swiss Slices**

Cady Creek

Smoked Gouda Slices

COOL

Reeds

Coconut Lime Kombucha

So Delicious Greek Almond Yogurt Plain Yogurt Blueberry Yogurt

Greek Gods

Honey Orange Yogurt 24 oz Sea Salt Caramel Yogurt 24 oz

Green Valley Organics*

Lactose Free Sour Cream

Cascade Fresh

Sour Cream

Melt*

Rich & Creamy Spread

FROZEN

Ben & Jerry's

Coffee Buzz Ice Cream

Talenti

Raspberry Sorbet Egg Nog Gelato (seasonal) Peppermint Bark Gelato (seasonal)

Hilary's Veggie Burgers

Hemp & Greens Burger

Bold Pizza*

Veggie Lover's Meat Lover's Deluxe

Qrunch

Original Quinoa Burger Green Chili Quinoa Burger

Pepperoni Gluten Free Pizza 4 Cheese Gluten Free Pizza

GROCERY

Clif Kits Fruit & Nut Bars

Berry Cashew Chocolate/Almond/Coconut

Equal Exchange

Mint Chocolate Bar Almond Chocolate Bar Ecuador Chocolate Bar Peanut Butter Candy Bar Chocolate Crisp Candy Bar Mixed Berry Geo Bar Chocolate Raisin Geo Bar

Thai Kitchen

Brown Rice Stir Fry Noodles

Mushroom Lo Mein Noodles Thai Basil Noodles Lemongrass Ginger

Dakota Growers

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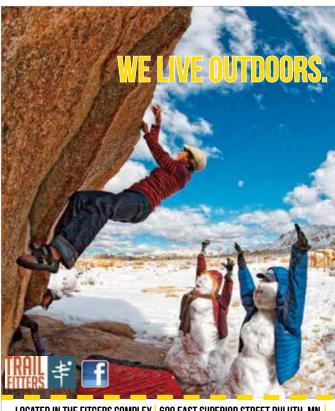
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recipe for action

by Allen Richardson, WaterLegacy Northern Coordinator

Minnesotans stand at the crossroads of whether to embrace or reject sulfide mining and its pollution, a decision that will forever affect the quality of our water, our wild rice, whether our fish will be contaminated with mercury and our children's health. We must weigh the benefits of 20 years of short-term economic gain against perpetual pollution from mine pits and at least 500 years of wastewater treatment if the Poly-Met NorthMet open-pit sulfide mine is allowed to proceed.

WaterLegacy is an organization formed in 2009 to protect Minnesota's waters and the communities who rely on them. We urge you to be involved in public comment proceedings happening now that will decide if Minnesota protects our clean water and natural healthy foods.

Several years ago, the U.S. Environmental Protection Agency (EPA) gave a failing grade to PolyMet's proposal for an openpit copper-nickel sulfide mine in Minnesota's Lake Superior Basin. The EPA concluded that Poly-Met's analysis of environmental harm was "inadequate" and the PolyMet NorthMet project itself was "environmentally unsatisfactory." Is PolyMet's environmental analysis still inadequate and its sulfide mine still environmentally unsatisfactory?

At the PolyMet sulfide mine, 99% of what is dug out of the ground would be waste. PolyMet's mine pits, waste rock piles and tailings dump would seep and transport pollution for hundreds of years, if not forever. This sulfide mine would destroy irreplaceable wetlands, pollute streams and drinking water and threaten public health in Minnesota. Will we decide that wild rice deserves continued existence as a natural resource, sacred food and regional delicacy or will we allow it to degraded by the sulfate pollution that inevitably accompanies sulfide mining?

Sulfide mining also increases mercury pollution and the accumulation of toxic mercury in the food chain. St. Louis River mercury contamination of fish is already higher than in other Northeastern Minnesota waters and higher downstream than upstream. Already, one out of 10 infants in Minnesota's Lake Superior region are born with mercury in their blood above safe levels.

Every time sulfide mining has been tried in a water-rich environment, it has resulted in contamination of surface and/or ground water with sulfates and toxic metals. Our children and grandchildren in Minnesota are counting on us to make the right decision on sulfide mining.

Sign up at http://waterlegacy.org/ membership or contact Allen@ WaterLegacy.org for information on how to have your voice heard during the public comment period happening now.

recipes

by Community Members, WFC Owners & Staff

Editor's Note: Each year, the co-op collects recipes to share with our shoppers from our staff and Owners. Thank you to all of our recipe contributors for making our world a little more delicious!

This is a recipe for one of the most delicious salad dressings I have ever experienced. It is super awesome flavor with so many fruits and vegetables. I have modified the recipe from one found in: Pomegranates, by Ann Kleinberg.

(IT'S WORTH THE WORK) POMEGRANATE BALSAMIC VINAIGRETTE

Submitted by Marit Eales, Assistant Merchandising Manager, General Merchandise Buyer & WFC Owner

This recipe requires a Pomegranate Syrup, made by reducing a bottle of "Pom": I always use a full bottle and refrigerate whatever syrup I have left over, as it keeps for at least 6 months. Pour your bottle of Pom juice into a sauce pan and heat on medium for about 45 minutes. Stir occasionally. The amount of liquid will be reduced dramatically and should eventually thicken (like syrup) when cooled on a spoon. When you've reached this point, the syrup is ready. If you feel like it's taking forever, turn up the heat a bit and just make sure it's not burning.

¼ C Olive Oil

¼ C Vegetable Oil

2 T Balsamic Vinegar

2 T Pomegranate Syrup (see instructions above)

4 cloves minced garlic (fresh, of course) Pinch of fresh ground pepper Pinch of salt

Pinch of sugar

(I always double this recipe, which fits in

my 12 oz cruet perfectly)

Shake, shake, shake and you're done!

Adapted from the 1974 St john's elementary school cookbook! A favorite hotdish from my childhood!

UPSIDE DOWN PIZZA

Submitted by Amanda Borgren, Finance Coordinator & WFC Owner

- 1 lb of Thousand Hills ground beef
- 1 Package of Applegate pepperoni
- 1 t onion powder*
- 1 t garlic powder*
- 1 24 oz jar Field Day spaghetti sauce
- 1 C shredded mozzarella
- 2 Eggs
- 1 t salt
- 1 C milk
- 1 T oil 1 C Flour

Brown beef, drain fat, stir in the onion and garlic powder with the whole jar of sauce. Simmer for a few minutes. Pour mixture in bottom of baking dish and cover with pepperoni and then the cheese. Beat the eggs and add the milk, flour, salt and oil. Pour mixture over

Bake in the oven at 400°F for 30 minutes or until the crust is golden. Top with shredded Parmesan and serve with a small side salad!

*can use fresh instead of dried powdered spices



These crisp chocolate wafers may be rolled out and cut into shapes suitable for any festivity. Store the cookies in a tin with a tight-fitting lid to keep them fresh.

CHOCOLATE SUGAR COOKIES

Adapted from

http://equalexchange.coop/recipes

From the Moosewood Restaurant Low Fat Favorites, published by Clarkson N. Potter, Inc. 1996.

See more at http://equalexchange.coop/ recipes/chocolate-sugar-cookies#sthash. OjdSrBQs.dpuf

½ C butter, softened

¾ C sugar

1 large egg

1 t pure vanilla extract

1 ½ C unbleached white pastry flour

1/3 C Equal Exchange Organic Baking Cocoa

½ t baking powder

¼ t salt

Confectioner's sugar for sprinkling

In a medium bowl, cream the butter and sugar together until smooth. Beat in the egg and vanilla until light. Sift together the flour, cocoa, baking powder, and salt. Stir the dry ingredients into the butter mixture and form into a thick dough. If the dough is soft, wrap it in plastic and chill for ½ hour. Preheat the oven to 375°F and butter a baking sheet. On a lightly floured surface, roll out the dough to about a 1/4 inch thickness and cut into shapes. Place the cookies on the prepared baking sheet, sprinkle with confectioner's sugar, and bake for 15-20 minutes until the centers of the cookies are firm. With a spatula, transfer the cookies to a cooling rack. (Yields 18)

BANANA "ICE CREAM"

http://equalexchange.coop/recipes

Adapted from http://food52.com/ recipes/18742-the-kitchn-s-one-ingredientice-cream

See more at http://equalexchange. coop/recipes/banana-ice-cream#sthash. VJKsy4KN.dpuf

Equal Exchange Organic Bananas, peeled and cut into small pieces.

Place on tray in freezer and freeze for 1–2 hours. Blend, in food processor until they have the consistency of ice cream. Try mixing in other fruits, nut butters, or chocolate. Freeze any leftovers and process again when ready

I just made this meatloaf and we ate almost the entire thing. I love cold weather cooking!!!

MY MOM'S MEATLOAF

Amanda Borgren, Finance Coordinator & WFC Owner (also adapted from the 1974 St johns elementary cookbook)

- 1 lb Thousand Hills beef
- 1 Onion diced medium size
- 2 C Late July Saltine crackers, crushed or bread crumbs
- 3 T of dill pickle juice
- 1 Egg

Titch of salt and pepper to taste

Toppings:

¼ C Ketchup ½ t Mustard 2 T of Brown Sugar

Dill pickles, sliced (optional)

Preheat oven to 350°F. Combine well in a mixing bowl the beef, onion, crackers, egg and pickle juice along with salt and pepper. Once mixed, move to a loaf pan and shape to pan. Combine sugar, ketchup and mustard until blended.

Add sliced pickles to top of meatloaf and your sauce on top of the pickles and loaf (I love extra pickles on mine). Place in the oven and bake for one hour at 350°F. Serve with a baked potato and a side of broccoli!

This recipe was influenced by Nutty Walter, who convinced me to put onions on oatmeal, and Esther Pisczcek, who dazzled my tastebuds with only onions and carrots.

SAVORY OATMEAL

Submitted by Sarah Sather, Promotions & Education Coordinator & WFC Owner

34 C thick rolled oats, rinsed and soaked overnight

- 1 T olive oil or coconut oil
- 1 large yellow onion, ends trimmed, cut in half, sliced into half moons
- 2 medium carrots, chopped into match sticks

¼ t sea salt

- 6 oz Superfirm Wildwood Organic
- SprouTofu, cubed 4 leaves of kale, chopped

Ume Plum Vinegar (optional,

but awesome)

Nutritional Yeast (optional, but awesome)

In a sauté pan, skillet, or wok with a tight-fitting lid, heat 1 T olive or coconut oil over medium heat. Add onion and carrot to the pan, and toss well to coat the onion and carrot with oil. Sprinkle ¼ t salt over onion and carrot, toss again, and cover. Lower heat slightly to Low-Medium heat. Let cook 5-10 minutes, tossing every now and

While the veggies are cooking, drain the soaked oats and add to a small saucepan with a tight-fitting lid. Add enough water to cover the oats. Cook the oats over medium-high heat until they start bubbling. Stir the oats, cover, and turn down to simmer. Watch those oats! Do not let them stick to the pan. They are done when they are too your liking.

Once the onion and carrot have cooked a bit 5-10 minutes, add the tofu. Let this cook for 5 minutes. Add the kale, toss together well, and let cook for a few more minutes, until kale is bright green and tender. Serves 2

To serve, split the oatmeal into two bowls. Top with veggie/tofu combo. Sprinkle this with ume plum vinegar and nutritional yeast. Stir the bowls and dig in.

CARROT APPLE CHIPOTLE SOUP

Submitted by Sarah Sather, Promotions & Education Coordinator & WFC Owner

- 3 T Coconut Oil
- 2 large Onions, diced
- 4 large Carrot, chopped into 1-2"

Thumb sized piece of ginger, or more

- 4 large Garlic cloves
- 1 Apple, chopped
- 1 C Red lentils, rinsed well
- 6 C Stock or broth, more or less depending on your consistency preference
- ½ Chipotle pepper in adobo sauce, along with 1 T adobo sauce Salt and pepper

Preheat oven to 400°F.

Smash and mince your garlic and ginger. Set aside. Letting chopped garlic rest for at least 10 minutes before heating helps the garlic form and retain its health-benefiting compounds.

Toss chopped carrot in 1 T melted coconut oil, or other high-heat oil. Roast carrot in oven for about 20 minutes. You want some carrot skin to be a bit browned and the carrot pierced with a fork easily.

While the carrot is roasting, heat remaining coconut oil in a soup pot over medium-high heat. Once oil has melted and is shimmering, add the chopped onion and a pinch of salt. Stir well to coat the onion with oil, cover the soup pot, turn heat down to medium and let the onion cook, for about 10 minutes, until a bit browned.

Add the ginger and garlic to the soup pot. Stir, cover, and continue to cook for 2-3 minutes. If the pot needs deglazing, use a tablespoon or two of stock. Add the chopped apple, stir, cover, and cook for another 2 minutes. If you need to turn down the heat to keep the veggies from sticking to the bottom, go ahead and turn the high down to medium-low.

Toss in the red lentils, stir, cover and let cook for 2–3 more minutes. At this point, your carrots should be ready to remove from the oven. Toss the carrots into the pot, stir, then add the stock or broth. Make an executive decision about how thick or thin you want your soup, then add stock or broth to meet your desires. Bring the soup to a boil, cover, turn down to a simmer. Let simmer 20-30 minutes.

Add minced chipotle pepper and adobo sauce to the soup and let cook for a few more minutes. Remove soup from the heat and blend to silky-high-heaven with an immersion blender, or in batches in a blender.

Tastes best the next day. If you do not plan to eat the soup immediately, bring that temperature down fast for storage. As we in the food service industry say, "Cool it quickly, don't get sicky!"

recipes (continued)

by Community Members, WFC Owners & Staff





Laura Wolden's Hearty Einkorn Breakfast Pilaf warms from within!

This dish works well as a hot breakfast cereal served with honey or as a pilaf-style side dish.

EINKORN BREAKFAST PILAF

Submitted by Laura Wolden, Human Resources Coordinator & WFC Owner

1 C einkorn

2 C water

1/8 C dried currants

¼ C pecans

1 apple, sliced into chunks

The amounts of einkorn and water can be measured by eye: the water level should look twice as deep as the einkorn on the bottom of a sauce pan. Heat all ingredients in an uncovered saucepan on medium heat until craters form at the surface (about 40 minutes). The mixture will foam up. When the water level is below the surface of the craters, reduce the heat to low and heat covered for 10 minutes. Remove from the heat and let sit for 8 minutes before serving.

ALMOND MILK

Submitted by Sarah Sather, Promotions & Education Coordinator & WFC Owner

Makes 4 C

½ C organic almonds

6 C filtered water

Soak almonds overnight in 2 C filtered water.

Drain and rinse almonds. In a blender, blend almonds with 4 C filtered water. In a high-speed blender, blend for 2 minutes. If your blender is not as powerful as a Vita-Mix or Blendtec, blend for a total of 5 minutes.

Strain through a nutmilk bag or cheesecloth, squeezing the pulp to get all the good milk out. Either compost the pulp or use it in another recipe. Store finished milk in the refrigerator. Will keep for about 5 days.

ALMOND CHIA BANANA BUTTKICKER

Submitted by Sarah Sather, Promotions & Education Coordinator & WFC Owner

Serves 1

1 C almond milk, or more if needed

2 T chia seeds

1 banana, frozen in chunks

Combine almond milk and chia seeds in blender and let sit for 5 minutes before blending. Add the frozen banana chunks and blend until you have a shake! Add more almond milk if your blender needs help.

ZESTY STUFFED DATES

Submitted by Jill Holmen, Promotions & Education Coordinator & WFC Owner

25–30 bulk Medjool dates

1 lemon, zested & juiced

2 cloves fresh garlic, minced 8 oz. Chevre/ goat cheese

1 T maple syrup

¼ C roasted salted cashews, chopped

½ t black pepper

Cut the dates length-wise until you reach the pit. Stop there, remove & discard the pits. In a bowl, mix together the goat cheese, lemon zest, a squeeze of lemon juice, garlic, maple syrup, cashews & black pepper to taste until creamy. Let your taste buds decide the proportions! Fill the date cavity with a small teaspoon-ful of the mix, gently press the date together and serve fresh. Other ideas for fresh dates? Remove the pits and stuff a kumquat in the middle for a sweet-sour surprise. Or... stuff with cheese & nuts of choice, wrap with thin strips of bacon, toothpick 'em to hold, and bake in a 400°F oven for 5-8 minutes until the bacon is crispy.

CURRIED CARROT SOUP

Submitted by Jill Holmen, Promotions & Education Coordinator & WFC Owner

1 T olive oil

4 carrots, sliced

1 medium onion, chopped

3 pieces of ginger, medium-sliced

4 C vegetable broth

½ C coconut milk

2 C water

3 carrots, thinly julienned

½ t red curry paste

1 C cilantro, chopped

Sauté the onion in olive oil in a stock pot over medium heat for 5 minutes until soft. Add carrot slices & ginger slices, continuing to sauté for an additional 6–8 minutes. Add vegetable broth, coconut milk, water, curry paste & julienned carrots. Bring to a brief boil, then cover and simmer at least 20 minutes until the julienned carrots begin to soften. Blend half of the soup to a creamier consistency and then reunite with the non-blended soup. Stir in cilantro. Add salt & pepper to taste, & remove ginger pieces upon serving.

FARRO PUDDING

Submitted by Jill Holmen, Promotions & Education Coordinator & WFC Owner

2 ½ C water

3 C farro

4 C milk 2 C half-n-half

½ C sugar

3 eggs, beaten

dash salt

2 t vanilla extract

Bring farro and water to boil in large saucepan. Reduce to low, simmer 10 minutes until farro is softening. Drain and return farro to pan. Stir in milk, half-and-half, sugar, eggs, & salt. Bring to a gentle boil then reduce heat to medium low. Stir often until mixture is creamy. Remove from heat, add vanilla extract, chill and serve! Experiment adding fruits or spices like cinnamon, nutmeg, & cardamom. Hooray!!!!

BOAT LOAD OF OAT COOKIES

Submitted by Christina Nohre, Merchandising Clerk & WFC Owner

Modified from a Tosca Reno recipe

2 2/3 C Olive Oil Butter combo (1½ C butter plus 1½ C olive oil mixed together well)

2 C packed brown sugar

3 large eggs

3 T honey

1 T vanilla extract

1 1/2 t sea salt

3 lb (8 cups) old-fashioned rolled oats

2 C all-purpose flour

2 C whole wheat flour 8 oz chocolate chips (optional)

Preheat oven to 350°F.

Mix Olive Oil Butter Combo with sugar and eggs until smooth. Add eggs, honey, vanilla and sea salt. Work in flour and oats until well combined, then add chocolate chips. Shape dough into large 3" balls and press into 6 flat cookies. Bake for approx 15 minutes.

MEXICAN QUINOA SALAD

Submitted by Claire Musech, Produce Buyer/Receiver & WFC Owner

Adapted from a recipe by Susan O'Brian: "The Gluten-free Vegan"

1 ½ C water

1 C quinoa (rinsed and drained)

½ C seeded and chopped red or yellow bell pepper

1 small diced jalapeño (optional)

1 small red onion or 2 green onions chopped fine2 roma tomatoes, chopped

1 15 oz can black beans (rinsed and drained)

¼ C fresh cilantro, chopped

½ C salsa (any kind) 1 T canola oil

Juice of 1 lime

Salt and pepper to taste

Heat water to a boil in 2-quart saucepan and add quinoa. Lower the heat to medium-low and cover. Cook until liquid is absorbed (15-20 minutes). Remove from heat and chill.

Combine peppers, onion, tomatoes, beans, cilantro, salsa, oil, lime juice, and cooled quinoa. Toss well and chill before serving. Serves 4.

BEST VEGAN CARROT CAKE

Submitted by Claire Musech, Produce Buyer/Receiver & WFC Owner

¼ C cinnamon applesauce

1t vanilla extract

½ C vegan margarine, softened

1 t salt

1½ t. baking powder

2 t cinnamon

1 C sugar

1 ¼ C flour ¼ C soy milk

1 C grated carrot (plus some for as topping if you would like)

1 C walnuts, chopped

½ C vegan margarine

2 C powdered sugar

⅓ C soy milk

1 t vanilla extract

Pre-heat oven to 325°F. Grease and flour a 9-inch square baking pan. Combine applesauce, vanilla, margarine, salt, baking powder, cinnamon, sugar, flour and soy milk until well mixed. Add carrots and walnuts. Spread batter evenly in baking pan. Bake for 45 minutes.

To make icing: pulse margarine in food processor scraping down the sides as needed. Add the soy milk and vanilla extract and pulse a few more times. Add the powdered sugar ½ C at a time and blend until smooth and fluffy. Ice cake once cooled and sprinkle with shredded carrot if desired.



Laura Wolden's Ground Cherry Sauce is a pleasant surprise, and a sure crowd pleaser!

This recipe is adapted from various sources but is a fairly traditional way to prepare ground cherries. I serve it with pancakes and butter. Please note: Ground cherries are a seasonal produce item available in the autumn, and should not be confused with "crushed" cherries. Ripened ground cherries are orange in color. Do not use any unripe, green ground cherries in the recipe.

GROUND CHERRY SAUCE

Submitted by Laura Wolden, Human Resources Coordinator & WFC Owner

1 ½–2 C ground cherries, husked and washed

1 lemon, sliced

⅓ C honey

1 T water

½ stick cinnamon

1 allspice berry pinch nutmeg

Bring all ingredients to a rolling boil for 2 minutes. Reduce heat and simmer for about 15 minutes. The ground cherries' skins will turn transparent and burst when the sauce is done. Store in the refrigerator or can the sauce.

recipes (continued)

by Community Members, WFC Owners & Staff

WICKED ROASTED CAULIFLOWER & TEMPEH

Submitted by Sarah Sather, Promotions ब्र Education Coordinator ब्र WFC Owner

Inspired by a recipe found on www.TheNourishingGourmet.com

Serves 2 as an entrée, 4 as a side dish.

1 head organic cauliflower, chopped into florets

½ package tempeh, crumbled

¼ C coconut oil

5 cloves of garlic

Salt and pepper

1 T fresh thyme, or ½ T dry thyme

1 T fresh oregano, or ½ T dry oregano

½ T paprika

¼ C nutritional yeast

Drizzle of ume plum vinegar

Heat oven to 450°F. Crush and mince garlic, set aside. Letting chopped garlic rest for at least 10 minutes before heating helps the garlic form and retain its health-benefiting compounds.

In a large, oven-safe skillet, warm coconut oil. Add chopped cauliflower and crumbled tempeh to skillet, toss to coat evenly, and sprinkle with salt and pepper. Place skillet in oven and roast for 10 minutes.

Remove skillet from oven and add minced garlic. Toss contents of skillet and return to oven, roasting for another 10 minutes.

Remove skillet from oven, toss contents, sprinkle with a bit more salt and pepper, return to oven and roast yet another 10 minutes or until cauliflower is brown and tender.

Toss cauliflower with fresh or dried thyme, oregano, paprika, and nutritional yeast. Taste and adjust seasonings. Serve with a drizzle of ume plum vinegar.

COREY'S NEVER BEEN TO WEST AFRICA (VEGAN) SOUP

Submitted by Corey Sather, Customer Service Clerk

- 1 C roasted peanuts
- 2 T olive oil
- 2 C chopped onions
- 6 C cubed, peeled sweet potato (about 3 medium tubers)
- 32 oz of cooked chickpeas
- 28 oz of diced tomatoes (if you use tomatoes from a can, use the juice as well)
- 3 ½ C of vegetable broth
- 1 T (and not a pinch more) cumin
- 1 t black pepper
- a pinch of salt (you should know how salty you like your food. Be your own judge, I'm not going to hold your hand).

Mush your peanuts in a food processor, high power blender, or mash them in a mortar. Get those nuts as buttery as possible. (Note: if you're squeamish about processing nuts, you can substitute a cup of peanut butter).

Turn up the heat on your favorite souppan or Dutch oven to medium-high. Toss in those onions, and saute for 5–8 minutes until those puppies turn a light brown. Then throw everything else in and bring your mixture to a boil. Once those bubbles arrive at a healthy pop, reduce the heat to low, and let that baby simmer uncovered for the next 30-45 minutes, until those sweet potatoes are soft and squishy in your mouth.



Awesome Corey tells us what's cookin' ..

COREY'S (VEGAN) AWESOME PARTY BISCUITS

Submitted by Corey Sather, Customer Service Clerk

- 2 C flour
- 1 T baking powder
- ½ t salt
- 4 T (Vegan) Margarine (really, any margarine will do, but if you have vegan friends for dinner, they'll sure appreciate the extra effort!)
- 34 C soymilk (really, any milk will do, but come on, you're making a vegan biscuit recipe, make an effort! Almond, oat, or hemp milk will also suffice)

Get that oven preheated to 450°F! Then, take the dry ingredients and put them in a mixing bowl, and, with your hands, mix the margarine in until your mixture is a proper flaky. Then add the "milk." This mixture will quickly become too thick for stirring, and you're going to have to knead that dough for the next 2-3 minutes. You'll probably want to knead that dough on a flat surface, and feel free to sprinkle flour all over the place to keep the dough from sticking to your counter top or cutting board (or whatever your surface may be, I try not to be discriminating with kneading surfaces). Now, roll that dough out ½ inch thick, and cut your biscuits out into the shape of your desires (I prefer to use a small canning-jar lid to cut my biscuits out into perfect little circles). Put those white little Frisbee discs in the oven and watch them transform into perfect, flaky, delectable biscuits over the next 12-15 minutes. Then take them out of the oven with care and give those biscuits some chill time, they're hot! When your biscuits are sufficiently cooled, share them with any assortment of friends or foes, the biscuits won't judge you.

CHICKEN IN A CREAMY CIDER SAUCE

Submitted by Debbie Manhart, Deli Manager & WFC Owner

1 pkg Chicken breasts

1-2 C Cider

2 T Capers

2 ea. Apples

2 T Garlic cloves, minced

¼ C Cream, room temperature Salt (to taste)

Pepper (to taste)

Chives (to taste)

Marinate chicken in the cider for 1-2 hours. Remove chicken from cider and sprinkle both sides with salt and pepper. Heat a sauté pan, add a little olive oil and the chicken breasts. When brown and done half way through turn over and add the capers, apples, garlic, cider, and cream. Simmer until the chicken is done (approximately 5-7 minutes per side). Remove chicken to plates or a platter, simmer sauce until it reduces by half, top chicken with the sauce, and sprinkle with chives.

CINNAMON ROLL BREAD PUDDING

Submitted by Debbie Manhart, Deli Manager & WFC Owner

2 ea cinnamon rolls (with or without raisins—I use Great Harvest cinnamon rolls)

2 ea apples

4 C milk

4 ea eggs

2 t orange zest ½ orange, juiced

Cut the cinnamon rolls into cubes about 1" square. Dice the apples—add them to the cinnamon rolls. Whisk together the milk, eggs, and orange juice and zest and pour over the cinnamon rolls and apples. Spray a 9 x 13" pan and pour mixture into pan. Bake at 350°F for about 45 minutes (until set). Can serve plain or with ice cream or whipped cream.



BLENDED CARROT, PARSNIP & TOMATO SOUP W/PARMESAN CRISPS*

Submitted by Debbie Manhart, Deli Manager & WFC Owner

6 cloves garlic

1 ea onion

3 ea carrots 6 ea parsnips

Place the above on a sheet pan and drizzle with olive oil and sprinkle with Italian seasoning and salt and pepper. Roast in a 350-400° oven until brownish and soft.

Heat a sauce pan, drizzle with olive oil. Add:

1 T ginger, freshly minced

1 t coriander

Roasted veggies

1 15 oz can tomatoes crushed with basil

1 15 oz can tomato sauce

1–2 C veggie or chicken stock

Bring to a boil. Blend with a stick blender or in batches in a food processor (careful, it's hot!).

*Parmesan Crisps: pile ¼ cup Parmesan (for each crisp) on a parchment lined sheet pan, bake 400°F until crispy (7-10 minutes).

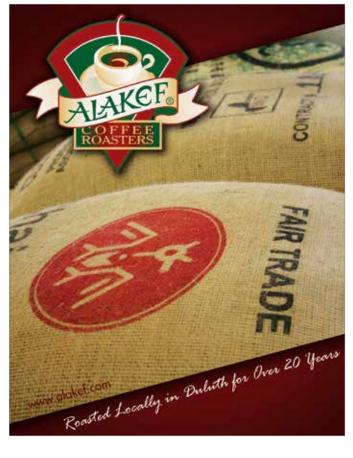


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by small farmers, for small farmers farmer-owned fair trade

by Phyllis Robinson

Starting next month, when you buy Equal Exchange's fair trade, organic bulk coffee, you'll see a colorful new symbol on the bulk coffee bins. The symbol represents the first farmer-owned and run Fair Trade certification system. It guarantees the coffee comes from small farmers, not large plantations.



Ten years in the making, the SPP (Small Producer Symbol; SPP is its Spanish acronym) certification system represents small farmers' persistent attempts to ensure a more just trade system for fellow farmers everywhere. The SPP logo initially will appear on Equal Exchange's bulk coffee, and will become more prominent throughout stores. It soon will be on packaged coffee, and may eventually be on Equal Exchange's other products including tea and chocolate.

The new symbol is a bold step forward for the people for whom the Fair Trade movement was built. It reflects how farmers now are taking a leadership role in shaping their own destiny. The potential impact this new system will have on small farmers, their co-operative organizations, and the entire Fair Trade movement are profound.

Roots of Conflict

In the early 1980s, a division occurred in the Fair Trade movement. There were the early founders of Fair Trade who recognized that small farmers and their co-ops were operating on an unfair playing field. This group wanted to create a system that could right the wrongs of hundreds of years of colonialism and unjust trade. But another group was more focused on maximizing the sales of Fair Trade certified products—period.

Once the certification system was underway, to that second group succeeded in opening the system to some crops from large plantations. Plantations have one owner (versus being owned collectively by a democratically run, small-farmer organization), and generally have more access to resources, so it's usually faster and easier for them to move products from origin country to market. This means plantations—with their greater access to loans, infrastructure, government support, market information, and technical assistance—almost always maintain the same historical advantages over small farmers that Fair Trade was designed to address.

Eventually, the international Fair Trade certifying system, Fairtrade Labelling Organization, allowed plantations to become a source for almost all Fair Trade products, with the exception of coffee, cacao and a few other categories. Ever since then small-farmer coffee and cacao organizations have been living with fear that the Fair Trade system one day will grant plantations access to their categories as well. If this happens, many believe they will again become marginalized and lose the hard-won market gains that Fair Trade had made possible. After all, if it's easier to source coffee and cacao from plantations and still label it "Fair Trade," why wouldn't corporations simply take this easier

It took 15 years of Fair Trade to substantially alter the global coffee industry and create meaningful access for coops. Unfortunately the option to label plantation-grown tea and bananas as "Fair Trade" has stunted the growth of co-ops in these categories. Coffee farmers don't want to suffer the same fate. For more on how the prospects for small farmer-grown Fair Trade tea was inhibited by plantations, see http://tinyurl.com/lsmxxcl

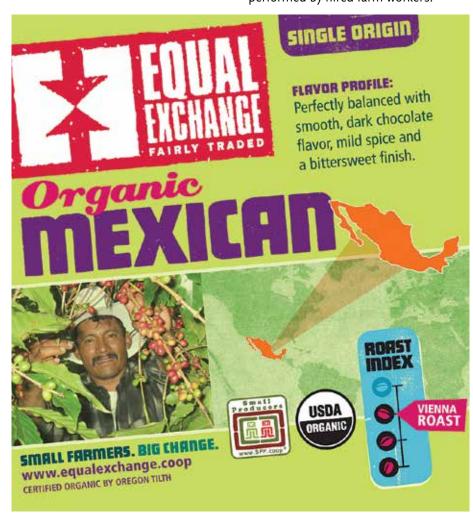
Farmers Take Control

Small farmers, roasters, and other Fair Trade activists were outraged when the CEO of Transfair USA (now Fair Trade USA) lobbied in 2003 for a change in standards. Paul Rice claimed large companies and corporations wanted access to plantation products and that there

wasn't enough small-farmer Fair Trade coffee on the market, which wasn't true. Most farmer co-ops had far more coffee than they could sell to Fair Trade buyers. Eight years later, Fair Trade USA controversially left the international Fair Trade system that had given it birth. Fair Trade USA quickly announced its new strategy, "Fair Trade for All," allowing plantations in every category, including coffee and cacao.

for 10 years to strategize how to keep Fair Trade from being stolen out from under them. Finally, they had their solution: the SPP.

The SPP label represents an impressive certification system, with standards incorporating four dozen criteria for small farmer member organizations, including maximum individual farm sizes and a maximum percentage of farm work performed by hired farm workers.



"It's as if they're driving a car going 70 miles an hour and they have put their foot on the gas pedal," said co-op leader Santiago Paz, an outspoken critic of Fair Trade USA's push for plantation-grown coffee. "Now it's going 90, 100, 120 mph and suddenly the small farmer in the passenger seat is flying out the window. They are so concerned with growing the system, advancing at all costs, that they will only end with the extinction of small farmers."

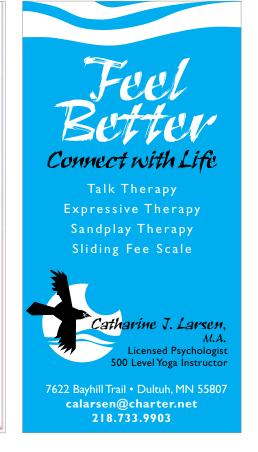
Small farmer organizations fed up with Fair Trade USA's pro-plantation strategy took action. They'd been meeting

Most impressive, SPP is run and governed by the farmers themselves. After decades of the Fair Trade movement being managed by offices thousands of miles away, farmers now are in the driver's seat.

Phyllis Robinson is Education and Campaigns Manager at Equal Exchange, a worker-owned co-op who sells Fair Trade coffee, tea chocolate, bananas and a variety of other foods. www. EqualExchange.Coop **GG**







local grower profile: Food Farm "always in the vegetative state"

Two Generations of Growers: John & Jane Fisher-Merritt, Janaki Fisher-Merritt & Annie Dugan, Wrenshall, MN

by Jill Holmen, Promotions & Education Coordinator & WFC Owner



During harvest season at the co-op, no three words carry more electrifying significance than these: Farmer John's Carrots. To locavores in the know, news of their arrival is sacrosanct. To the uninitiated, it's a chance to experience what carrots are supposed to taste like. We call them the best carrots in the world and that's no fluff. Such is the caliber of all the Food Farm grows. So, what's their secret? Innovative hard work and just plain giving a damn. It's why we're honored to have partnered with them for the past 37 years.

John & Jane Fisher-Merritt farmed their first plot of land in Oregon in 1973. Realizing a love for the craft, they moved to Minnesota in '75, and in '88 purchased 200 acres just outside of Wrenshall---a place they still call home. "Since then," says John, "it has been downhill all the way up!" Up it has grown, indeed. We raise a pint as they celebrate their 20th year as a CSA (Community Supported Agriculture) under the Food Farm moniker and look forward to many more anniversaries to come.



First generation Food Farmers Jane & John Fisher-Merritt

Successful organic farming in northern Minnesota is no small feat. One must problem-solve cutworms, potato beetles, aphids, droughts, late season snow, delayed summer, and who would have guessed---floods. The farmer's eye must be keen to slight variations in the demeanor of new sprouts and must carefully monitor the constitution of the soil. Lessons are learned about trust, impermanence, and acceptance that the final word still comes from good ol' Ma Nature. At the Food Farm's assistance are a heated greenhouse, multiple hoop houses, grow tunnels and a root cellar that extend the short



Food Farm team in the packing shed getting the carrots ready for cold storage







growing season, and a flock of goodnatured volunteers. In the field, ten acres grow vegetables and another ten yield cover crops that double as pasture for roaming turkeys and chickens (both meat and laying hens).

Concentration is on crops that grow well in our region with minimal energy input and with the understanding that building up organic matter both improves soil biology and naturally manages weeds, pests, and disease. Its physiology mixed with philosophy and a healthy dose of elbow grease. Farming this way is about honoring the land and old traditions, not to mention protecting future generations such as the little farm helpers who now affectionately call John and Jane Grandpa and Grandma.



Janaki Fisher-Merritt & Annie Dugan carry on the tradition

So the succession begins, and the spade has recently been passed to a second generation. The middle of three sons, Janaki, and his wife Annie Dugan purchased the farm in 2010. They continue to improve and expand operations, making the farm ever more sustainable, including the installation of solar panels in 2012. Valued partner of 21 years, Dave Hanlon still handles transplants and manages the hoop houses. John and Jane maintain contact with the organic certifying agency and CSA customers, manage bookkeeping and wholesale accounts. All parties offer what they grow as well as what they know back to the community, filling 180 CSA summer shares and 150 winter shares this past year to feed approximately 370 families. They also serve as an incubator to up-and-coming farmers who step onto the field as interns. In exchange for education and a share of the land to work, interns lend their time and labor, many going on to successfully pioneer farms of their own. Harvests from the farm grace our co-op produce aisle as well as the kitchens of local restaurants, hospitals, and schools: head-turning lettuces, potatoes, tomatoes, cabbages, cauliflower, and broccoli the size of the Stanley

Yet the farm cultivates more than just food. It helped create and plays host to the Free Range Film Festival, now in its tenth year and drawing entries from all over the globe. Visual art flourishes, too. Jane creates framed and wearable cloth art in the batik and shibori resist-dye traditions. She also produces a line called Recharged Discards---funky up-cycled wallets and handbags fabricated from fused plastic bags. John dapples in sculpture, poetry, & music, performing at "Farmer's Take the Stage" events--- evenings of farmspun entertainment via the Sustainable Farming Association. Annie serves as curator for the Duluth Art Institute and her discerning eye lends itself to the regional arts scene as well as creative visioning on the farm.

"Always in a Vegetative State" may be the farm motto, but this is a far from apathetic bunch. Their commitment to preserving the land and to supporting our right to healthful, delicious food is more than thank-worthy. It is put-up-your-dukes-and-fight worthy.

Right now their livelihood (and consequentially ours) is at threat of compromise. Enbridge Energy has

proposed building a crude oil "Sandpiper" pipeline through their property. Construction would be highly disruptive to the soil profile and structure, destroying crucial biological activity. This soil, as lovingly tended for decades, is invaluable to organic farming and the requirements of care associated with certification. Ongoing testing and maintenance necessary for the pipeline would be a constant intrusion and concern, not to mention potential leaks or malfunctions of the line which could prove catastrophic. The pipeline would also cut a 120-foot wide swath though a half-mile stretch of the farm's forest land which provides an essential buffer against erosion and sedimentation, both of which could threaten the water quality of local streams that feed into Lake Superior. The Food Farm has formed a group called the Carlton County Land Stewards to publicize their concerns and have the support of many township supervisors, county commissioners, and members of the Soil and Water Conservation District. At a minimum, they propose alternative locations for the line, either utilizing an existing corridor through which lines already run or re-routing via the old Soo railroad track. To get involved or learn more, go to carltoncountylandstewards. com or the Facebook page "Pipe Up for Carlton County." Oh, and keep buying what you can from local growers like the good folks at the Food Farm. Knowing your purchases are helping to foster social change will make that satisfying carrot crunch taste even sweeter. GG

big brown dog

by John Fisher-Merritt, Organic Farmer (and Poet)

On Winter mornings

When my man is preparing to Go outside.

He reaches into the closet for His coveralls.

I approach him eagerly, wagging my

Best tail wags,

Oblivious to tail pain as

I whack chair,

desk and closet door

You see

I have trained this wonderful

Smelling man To throw his coveralls

Over my head,

And speak to me in an

Affectionate tone of voice

Revel in the ambrosial

Scent

Of his body odor



gourmet to go gluten-free labeling

by Debbie Manhart, Deli Manager & WFC Owner, and Alyssa Elliot, Deli Assistant Manager & WFC Owner

In August of this year, the FDA announced the new gluten-free labeling rules. Businesses have one year to comply. A few of us have combed through it trying to determine how it affects the deli and our labeling of the items that we make from non-gluten containing ingredients. Since we are not a gluten-free facility, we cannot guarantee that the items that we make are completely gluten-free. Nevertheless, we do our best to maintain the integrity of our gluten-free items.

Up until now, we have labeled these items as gluten-free in the title of the item (i.e. g/f muffins, g/f trifle, g/f nutty bars).

The new rules state that in order to label items gluten-free they have to be tested to ensure they contain less than 20 ppm of gluten. Approved methods to do this are:

- conducting in-house gluten testing of starting ingredients or finished foods,
- employing a third-party laboratory to conduct in-house gluten testing,
- requesting certificates of gluten analysis from ingredient suppliers, or
- participating in a third-party gluten-free certification program.

All of the above methods are costly and time consuming, and will not guarantee that our deli-made items would be under the 20 ppm mark. At this time, it does not appear that we are going to go through with one of the above mentioned methods of testing and, therefore, we have to change the way we identify our foods that contain non-gluten ingredients.

The FDA is allowing the use of statements such as, "made with no gluten-containing ingredients" or "not made with gluten-containing ingredients" on any food products, provided that the statement is truthful.

So, what does all of this mean to our customers who look for our gluten-free labeling? We will be taking out the g/f claim in the title and will put in a statement like the ones mentioned above after the ingredient list on our label. We may be able to put a sign up with a similar statement on the shelf rail or on the rack to easily identify g/f items, but that may change as the rules continue to be clarified by the FDA. We do apologize that it might not be as easy to identify g/f items. So ask us if you need help. We will do what we can to meet the new rule and still make it as easy as possible on our g/f customers to identify the deli goodies they have come to enjoy. **GG**

For more information on the rule, visit:

http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/

Allergens/ucm362880.htm

http://www.fda.gov/NewsEvents/Newsroom/ PressAnnouncements/ucm363474.htm





Due to the limitations of the Deli punch card programs, we will be discontinuing our coffee and sandwich punch cards beginning January 1, 2014. We will no longer accept or redeem punch cards for free sandwiches or drinks from the deli after this date as well. December will be the last month to use up any existing cards that might be lying around, so collect your punch card(s) and get them redeemed. We are looking into alternative programs that will continue to give you value at your co-op.





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DECEMBER

Get Squashed! Soup, Side & Pie!

Esther Piszczek

Tuesday, December 3rd 6:00-8:00 PM

Squash is a versatile, sweet and delicious way to enjoy the Fall harvest well into the Winter months. Come learn how to pair it with other sweet vegetables, turn it into soup or create a sweet, satisfying holiday pie. Recipes and samples will be provided.

Kid's Baking & Healthy Snacks

Faith King

Saturday, December 21st 10:00 AM-12:00 PM

Hey Kids! What are you doing during Winter Break? Come to the Co-op and learn how to make two different kinds of cookies and a handful of healthy snacks. Everyone will get many chances to bake, mix and create delicious things. We will take time to enjoy our fresh-made treats during class. At the end you'll get a cookbook to remember all you learned. Sorry parents, this class is for kids, but if you would like to watch, we'll find you a chair. Class size limited to 12 children. Ages 6-12.

JANUARY

Stuffed Cabbage Leaves & **Fattoush Salad**

Noaf Wazwaz

Saturday, January 11th 11:00 AM-1:00 PM

Have you ever wondered at the culinary delights of the Middle East? Would you like to experience new, unique, and delicious recipes and learn how to make them at home? Come join Jerusalem born Noaf Wazwaz, for a demonstration-based class where you will learn how to prepare two traditional Middle Eastern dishes. This class will use meat as an ingredient in the main dish.

Nourishing Bone Broth

Esther Piszczek

Tuesday, January 14th 6:00-7:00 PM

\$10.00 for WFC owners \$12.00 for non-owners

"A cure-all in traditional households and the magic ingredient in classic gourmet cuisine, stock or broth made from bones of chicken, fish and beef builds strong bones, assuages sore throats, nurtures the sick, puts vigor in the step and sparkle in love life—so say grandmothers, midwives and healers. For chefs, stock is the magic elixir for making soul-warming soups and matchless sauces." - Sally Fallon, author of Nourishing Traditions.

Come join Esther for a simple, demonstration-based class about making frugal and nourishing bone broth. Esther will walk students through the steps of this multi-day process and show examples of the broth in its different stages, and students will get to taste the finished broth.

Gourmet Mushroom Cultivation Made Easy with Charlie Danielson from Up North Fungi

Charlie Danielson

Saturday, January 18th 4:00-6:00 PM

Come learn to grow your own delicious mushrooms at home! We will cover what mushrooms are and how they build the soil by breaking down plant matter. You will learn how to take common waste products like used coffee grounds and straw and turn it into food in less than a month. We will go over mushroom kits, growing from logs and creating perennial mushroom gardens. Charlie will cook up some of his favorite simple oyster mushroom recipes as you learn more about the grand molecular re-assemblers of our natural world. Each student will also go home with an oyster mushroom kit to try out their new farming skills and share with the family! Class limited to 20 participants.



Intro to a Whole Foods & Plant-Based Diet

Claire Musech

Thursday, January 23rd 6:00-8:00 PM

Take charge of your personal health and wellness in 2014! Join Claire from our Produce Department for an introductory course that will equip you with the knowledge to begin a fresh new year, and a journey towards better health through a plant-based diet. After being gifted the ability to change her life through plant-based foods, Claire is excited to share that gift with other people. We will explore the basics of this lifestyle from how to shop whole foods, distinguish different greens, make fresh juice, and prepare delicious meals. Come curious and leave inspired. Class size is limited to 12 people.

Gluten-Free Tour de Taste

Tour hosts: WFC Promotions & Education Staff

Tuesday, January 28th 6:00-7:30 PM

\$10 for all attendees

Does Celiac Sprue or a Gluten Intolerance leave you stumped for dinner or snack ideas? Would you like to taste some of the gluten-free products the Co-op offers? If so, please join us as we navigate the gluten-free products in the store, taste some along the way, and help you find delicious alternatives that won't leave you twisted up in knots. This event is catered specifically for those with wheat and gluten intolerances and those who cook for them. Limit: 20 participants.

WFC-U winter classes December-February "Come curious and leave inspired..."



FEBRUARY

Kim Chi & Kombucha

Anglea Krick

Saturday, February 1st 10:00-12:00 PM

Join Angela in a discussion and informative session about fermentation, complete with taste-testing of delicious ferments. Angela will demonstrate how to make Kim Chi and discuss in-depth the process for brewing Kombucha. Class will cover the theory and science of live culture fermentation and demonstrate methods of nurturing, storing, and savoring the benefits of this age old process. From where the bubbles literally come alive, let us cultivate flavor and well-being! Plus, fermentation is incredibly simple, healthy, and safe.

Participants will go home with a S.C.O.B.Y. (symbiotic culture of bacteria and yeast) culture so they can start brewing Kombucha at home. Class size limited to 12 participants.

Gluten-Free Desserts: All Things Chocolate

Ellen Turner

Tuesday, February 11th 6:00-8:00 PM

Gluten-Free Chocolate Lovers unite! It's time to stop letting your sensitivity to gluten keep you from eating delicious chocolate desserts. Don't despair...just make your own! This demonstration-based class will focus on a variety of gluten-free chocolate dessert recipes, just in time for Valentine's Day!

The Gluten Strain

Dr. James Hoeffling

Tuesday, February 18th 6:00-7:00 PM

 $$10.00\, for WFC \, owners, \, $12.00\, for \, non-owners$

Gluten-Free seems to be the big buzz word right now. You hear the term more frequently and likely know someone is on the "diet". Why does eliminating gluten affect different people in different ways?

Dr. Hoeffling, a certified gluten coach, will breakdown the gluten-free mystery and will answer many of your questions concerning this topic such as:

- · What is gluten?
- Why do some people notice big changes going gluten- free and others
- What is causing this sudden "outbreak" of gluten sensitivity?
- How does gluten affect health conditions including Autism, ADHD, osteoporosis, and many autoimmune conditions including RA, MS, Psoriasis, and Thyroid.
- · What can I eat?

A Plant-Powered Menu

Sarah Sather

Thursday, February 20th 6:00-8:00 PM

Homemade Nut Milk! Raw Banana Ice Cream! Sprouted Sunflower Seed Paté! These are just a few of the recipes that we will be preparing in A Plant-Powered Menu. Join Sarah of WFC's Promotion & Education Department (a.k.a. Dork Squad) for a cooking class featuring both cooked and raw plant-based recipes. This class will be mostly demonstration-based, but there will be some hands-on work for students. All recipes will be vegan, gluten-free, and peanut-free. Shake up your new year with some fun and healthy new recipes! Class size limited to 14 participants.

Sauces 101

Debbie Manhart

Wednesday, February 26th 6:00-8:00 PM

A good sauce can turn blah into viola! Sauces are the bases for many different types and styles of foods. When done right, they can add or accentuate the dish you are preparing. A basic white sauce can be turned into a cheese sauce for fancy Macaroni and Cheese or into something completely different like a Béarnaise sauce. Knowing how to make your own Demi Glaze can save you money as well as add some depth to beef dishes (or a vegetarian version for dressed up portobello or other dishes). Join the Whole Foods Co-op's very own Deli Manager Debbie for this saucy demonstration-based class.

REGISTRATION

In person: Go to the Customer Service Counter and let them know which class you'd like to sign up for. Cash, check, credit card, and WFC gift cards are accepted.

By phone: Please call 218-728-0884. We do need payment at the time of sign-up, so have your credit card ready.

Online: www.wholefoods.coop

FEES & CANCELLATIONS

Class prices vary. Please visit www.wholefoods.coop for more information.

You must register 48 hours in advance in order for us to shop accurately for the class. Classes and lectures must have a minimum of 6 students signed up in order to take place.

Refunds or class credits (to be used within the next three months) will be given in full if we cancel a class or if you cancel your registration 48 hours in advance.

QUESTIONS?

Contact: Sarah Sather or Shannon Szymkowiak

By phone: 218-728-0884

By email: pe@wholefoods.coop



folks in the know: meet a wfc-u instructor Esther Piszczek

by Sarah Sather, Promotions & Education Coordinator & WFC Owner

Esther Piszcek has taught several classes at the Whole Foods Co-op Classroom. Her information is always well researched and rooted in a love of good, wholesome meals. Sarah Sather sat down with Esther so you can learn a little more about what makes this teacher tick.

Give me a little background on yourself: Where you grew up, your background with Law, why you changed your lifestyle, and why you moved to Duluth, etc.

I grew up in Slatington, Pennsylvania, that is named for its slate mining history. It is a small farming community located about an hour and a half northeast of Philadelphia. I am the second of five children. My undergraduate degree is from The Pennsylvania State University in Biology. I attended Suffolk University Law School in Boston, MA from 1994–1997 and worked as a criminal prosecutor for 11 years in New England.

I loved being a prosecutor but at the same time I felt that doing so was robbing me of my creativity. As a result, I became chronically ill and for four years suffered with respiratory illnesses for three months every winter. In May 2005, after my fourth year of illness and working in a new job, I embarked on a whole health mission to change what had become a pattern in my life. I looked at every aspect of my life, the biggest of which was food.

I began seeing a Macrobiotic practitioner, took cooking classes, and started eating a whole foods diet.

I also saw a Naturopath who helped me, through homeopathy, to wean myself off of the allergy medicines I had been unable to stop taking on my own. As a result, within a very short time I no longer needed any of my prescription medications, the Winter of 2005–2006 was the first year in 4 years that I did not become ill, my eczema and rosacea, which I had had for years, healed and my digestion improved.

With my health renewed, I sought out ways to increase the creativity in my life, but was unable to find an acceptable balance. In 2008 I was no longer able to pretend that I would be able to find creative expression while still practicing law. In August that same year, I left the practice of law to live more creatively. My decision to dramatically change my life was not easy or, at the time, accepted by my family, however, I know that it was the right and only choice for me. The attorney-side of me now finds expression through writing and editing/ proofreading. My artistic-side revels in drawing, dancing, and teaching. I continue to strive for balance in accessing my creative-side more often than my attorney-side, however I am far happier and healthier than I was in 2008.

Since I embarked on my whole health mission in 2005, I have experimented with many different ways of eating including macrobiotics, the Blood Type Diet, gluten and sugar free. Each new way of eating has given me greater insight into what my body needs to function at its optimum level. The one constant throughout this period has been my focus on eating whole,

organic, and local foods whenever possible. Through health, my body has rewarded me.

In March 2012, my husband was offered a job in the WI Department of Natural Resources in Superior, WI as a fisheries biologist. Ever since I met my husband, Paul, (we've been married for 10 years), he has talked about the beauty of the Northwoods and Lake Superior.

Living on Lake Michigan in Gladstone, MI, I fell in love with the Great Lakes. After spending a large amount of time in Marquette, MI shopping at the co-op, teaching classes, and attending book arts classes, I came to understand why Lake Superior held my husband's attention. He went to school at Northland College in Ashland, WI, and it was there that he fell in love with the lake and the Northwoods. I now share his viewpoint and I feel blessed to have landed in such a supportive, artistic, spiritual and simply magical community on this gorgeous lake.

Why do you like to teach class?

I love introducing people to healthy foods prepared in a pleasing way that may inspire them to cook more simply, holistically, and creatively.

Where else have you taught?

At a cafe outside of Boston, MA, in 2010, I taught a 4 class series with each class focused on a different aspect of eating a whole foods diet: grains, beans, veggies, and how to decrease sugar in your diet. Here at the Whole

Foods Coop, I have taught variations of two of these classes. Last fall I taught a sugar awareness class and in the spring I taught a Breakfast Veggies class.

Where else do you currently teach?

I am teaching two classes through Duluth Community Education at Ordean East Middle School, 2900 East Fourth Street, Duluth. On Monday nights, October 21–November 11, I am teaching a 4 week long z e n t a n g l e ® pattern drawing class. z e n t a n g l e ® is a method of drawing using a .01 Sakura micron pen, a pencil, and a 3.5" x 3.5" paper tile to create intricate, repetitive line patterns drawn in a non-representational way, meaning they can be viewed from any orientation.

The second class I teach, Tuesdays, October 15–November 19, is a movement class called NIA 5 Stages. NIA stands for neuromuscular integrative action. NIA 5 Stages explores movement through the 5 stages of human development, birth through walking. The 5 stages are embryonic, creeping, crawling, standing, walking. Each of these stages, when practiced regularly, help to bring the body back into structural alignment. More information here: http://www.nianow.com/nia-5-stages

Describe a food philosophy of yours.

When it comes to food: the simpler the better. The body knows what to do with whole food ingredients. It doesn't know what to do with chemicals created in a laboratory. However, the body is amazing and it will figure out what to do with those chemicals and that solution may not be what you would have chosen as a desired outcome. The short answer to this is eating whole, organic, local foods that don't require a label, but do require care in storing, cooking, and enjoying. And, when purchasing and eating foods that have been processed in any way, read labels carefully and choose products with the simplest, purest ingredients. This is a philosophy that I live by and it has truly changed my health and my life.

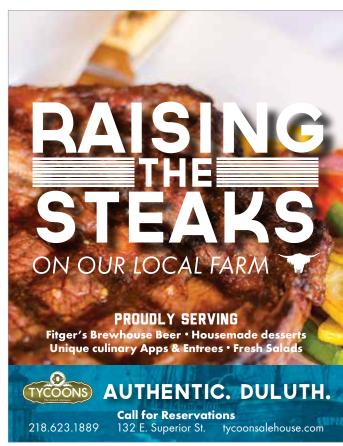
What is your favorite food, or your favorite meal ever?

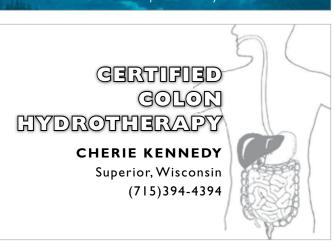
My favorite food is winter squash - delicata, kabocha, and buttercup. In general, I do not eat sugar, so the sweetness in winter squash is a real treat for me.

What are your upcoming classes at Whole Foods Co-op?

I will be teaching a class on winter squash from 6:00–8:00 PM on December 3 called "Get Squashed: Soup, Side, and Pie!" I am excited to share my love of squash and the wonderful ways it can be prepared with others!

I will also teach "Nourishing Bone Broth", a class on making bone broth using chicken bones on Tuesday, January 14, 2014 from 6:00–7:00 PM. Making bone broth is a multi-day process so in this hour long class I will talk students through that process and show the major steps involved. We will also sample bone broth and learn how it can be used as a soup stock. **GG**







Glenn Tobey, LICSW Psychotherapist

Psychotherapy: individual, couples, groups Energy balancing sessions (from the Spring Forest Qigong tradition)

8 N. 2nd. Ave E., #207 Duluth, MN 55802 (218) 740 – 4389 <u>glenntobey@chartermi.net</u> www.glenntobey.com



pokingthehive your co-op, demystified

by Shannon Szymkowiak, Promotions & Education Manager & WFC Owner

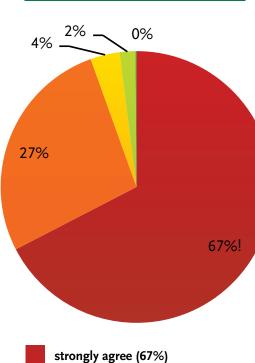
It's been awhile since you and I have had some time together, but what better time to sit down with a friend and have a chat about what's going on than in the winter next to a cozy fireplace?

We are friends, right? That's what we like to believe at the co-op. We like to think of the people who shop here as more than customers. You trust us with your food choices, with your allergy concerns and with your co-op equity. You tell us about your day and we see your children grow up before our eyes. This is a wonderful thing to be a part of.

However, like any friendship, we have our ups and downs. We don't always satisfy your needs and you are sometimes out of sorts as well. After all, we are all human. We all can have a bad day now and again. The way to keep our friendship sound is to keep the lines of communication open.

In September, we conducted a shopper survey. Over 1,300 of our Owners responded (the highest number to date, thank you!). Most of you told us we were doing well and how we exceeded your expectations. It was a bit embarrassing to see how many times the word "love" was used and we thank you for your affection. But we aren't perfect, so I would like to address a few of the concerns in the survey that came up more than once. Maybe we can dispel some of the areas of confusion/upset right here so we can continue our positive relationship.

WFC OVERALL SATISFACTION



somewhat agree (27%)

neither agree nor disagree (4%)

somewhat disagree (2%)

strongly disagree (0%)

As always, I do encourage our customers to let us know immediately when something isn't right. If we don't know there is a problem, we don't have an opportunity to fix it. Give us a chance and we'll do our best. And here we go...

I really wish you were located in Hermantown/West Duluth/Superior/ Proctor/the Range/up the Shore/....

We wish we were, too! That is one reason we are considering a second location at this time. We know that the aisles are getting tighter and parking is getting difficult as well. All of the suggestions, comment cards and responses from the survey are being tracked and tallied and will be considered alongside the market survey when the Board decides where we will go next. Continuing to support your co-op and encouraging your friends and neighbors to shop with us and become co-op Owners will ensure success at a second and subsequent locations throughout the Twin Ports area.

The survey did not offer my preferred choice of where to place a second store!

Although we would love to offer every possible option, the survey simply wasn't long enough. We should have offered an "other" option, though. Most respondents did indicate their "other" choice in the comment section and we tallied those just as we have been tallying all of the requests we have been receiving via our website, comment cards, phone calls and face to face interactions. If you did not indicate your "other" location choice on the survey, you can send it to: info@wholefoods.coop. We are listening!

Your prices are too high.

These types of comments are frustrating to address for several reasons. When comparing organic apples to organic apples, we are less expensive overall than anywhere in town. Not on every single item every single day, but overall, all the time. We know this because we do price comparisons with every store that

For us, natural/organic sales are not a "specialty" department, so our volume is higher than most which means in most cases, we can pass along those savings to our customers—something we actively try to do each day.

sells organic and natural food in

our area and this is all we sell.

However, when comparing organic apples to non-organic apples (metaphorically speaking), organic will usually be the more expensive choice. This will be true everywhere in the Twin Ports. And this is based on the cost of goods, not the markup on those goods.

We are accused from time to time of price gouging and/or having a too-high mark up on our food. Ouch! Our margin is reviewed by the Board of Directors monthly and it has actually gone down since we have moved to this location due to our higher volume and better buying practices. And, this has happened while increasing the number of local and regional suppliers, increasing services and Owner discounts, improving staff pay, increasing the amount of donations and sponsorships we give back to the community and staying profitable.

Treating your co-op like any other grocery store you visit (make a list, clip coupons, review the sales flier, etc.) will help you save money. I know it's hard not to impulse purchase with so many great items to choose from, (and as your Promotions Manager, I should be encouraging this), but those impulse purchases add up and it's easy to end up with a cart full of delicious food, but not enough ingredients to make a meal. We don't want that. We want you to find value at your co-op.

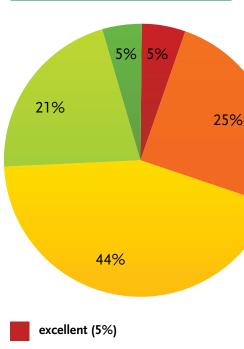
Our Bulk Aisle, with the largest selection of healthful, organic items in town is a bargain. Cooking from scratch instead of buying packaged items also saves money in the kitchen. WFC offers a load of recipes, brochures and cooking classes to help you gain and improve your kitchen skills.

Our staff also loves to cook, so ask us for help and you may walk out with someone's favorite recipe!

Lastly, becoming an Owner and utilizing your Owner Benefits to their max can save you hundreds each year. Between Owner Extras, the quarterly Owner Appreciation coupon (up to \$10 value each year), Special Order Discounts (15% off pre-ordered, nonsale case quantities), Owner Appreciation events (use those postcards) and Patronage Rebates, your \$100 equity investment pays for itself time and time again. And since you are an Owner, not a member, that isn't a yearly fee. That is your equity investment in YOUR co-op.

There was a bit of disconnect between the comments about pricing and how we were rated in this area overall. Most of you thought our pricing was at least average or better than average. We will continue to strive to be the best deal around when it comes to natural, organic and local products.

WFC REGULAR PRICES



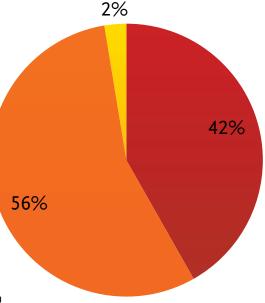
very good (25%)

average (44%)

fair (21%)

poor (5%)

VALUE OF OWNERSHIP



an exceptional value, worth more than I had invested (42%)

a good value, worth what I had invested. (56%)

a poor value, worth less than I had invested. (2%)

Although the comments indicated "more Owner discounts", most respondents find value in their ownership, think it is well worth the investment. and would recommend ownership to non-Owners. It should be noted that among the non-Owner survey respondents, most (51%) did not know that your equity investment was not a yearly fee. Although we offer a lot of Owner information within the store, we need you, our satisfied Owners, to spread the word about your co-op.

The survey did not include N/A

Actually, the survey did include N/A choices where applicable. Unfortunately, the layout of the survey was such that a lot of people had to scroll over to find the N/A. We will do a better job of formatting the pages next time. We are sorry about the confusion and we'll do what we can to keep that from happening again.

I would like you to carry items that they have at other Whole Foods stores

That's because we are not Whole Foods Market. Whole Foods Market is a publicly-traded, international natural foods grocery store chain. We are

Whole Foods Co-op, a community-owned natural foods cooperative. We cannot sell Whole Foods Market private label items because we are not the same company.

Stocking in the aisles makes shopping difficult.

We agree. Unfortunately, this is a bit out of our control. Our largest supplier delivers three times weekly and we cannot change the delivery schedule - although the supplier might! We were able to negotiate an early delivery time when we have the fewest customers in the store, but bad weather and/or construction on I-35 can cause late deliveries and, therefore, more inconvenience to more shoppers. We try very hard to get deliveries put away as quickly as possible.

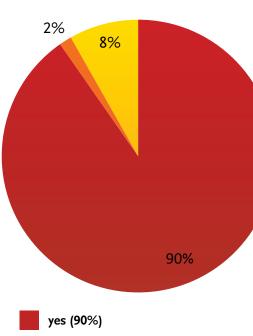
A fresh meat counter with a butcher would be nice.

Sadly, we don't have the space for one here, but this request, along with all of the other amenities you requested (on-line ordering, delivery, juice bar, food truck, bigger aisles, etc.) are being tracked for possible options at the second location.

pokingthehive (continued)

See caption by "Value of Ownership" to the left.

RECOMMENDED OWNERSHIP



I was disappointed with Product XYZ/ Staff Member Jane Doe.

no (2%)

unsure (8%)

No matter what you feel wasn't up to par, we want to know about it. We'll try to make it right if we can. If a staff member was rude or indifferent, tell us so we can do additional training for that staffer. Talk to us. We're here to help. If we know there is a problem when it happens, it helps us to fix it right away.

Insert concerns/questions regarding products with GMOs here/there were several

We're concerned, too. Until labeling of GMOs is mandatory, we (consumers and retailers) can't know if an item contains GMOs. This is why we support the Non-GMO Project and the MN Right To Know campaigns. If you want to know if your favorite items are non-GMO verified by the Non-GMO project, you can log onto www.nongmoproject. org and you can keep up with the efforts in Minnesota to require GMO labeling at www.righttoknowmn.org.

More/better/bigger Owner benefits, please!

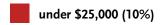
This is something we are currently working on. It's a tough job to come up with benefits that have real value and are also feasible, sustainable, and equitable to all Owners. We do have a few ideas, though. Watch for them in the upcoming months in the Gazette, on our website and on our Facebook page.

Please be more accessible to lower income people/please do not carry non-organic items.

I put these two together because they do go hand in hand. Prices are a concern to all, so when the organic option for a common item becomes price prohibitive (think about red peppers in the middle of the winter), we try to offer both organic and non-organic options to be more price accessible. When we do offer non-organic, we try to find the most sustainably grown option. We try to find that happy middle ground, so if you are ever wondering why we are or are not carrying a particular item, ask. There is usually a good reason and, if not, we can usually special order items.

I hope this clears up some of the questions you have had burning in your mind about your co-op – the biggest one being, "Do they really care about this survey?" Be assured that we do care. We take the comments on the survey and the ones we get in person every day seriously. We want to continue to surpass your expectations as often as possible and we want to become your every day grocery store. Thank you for your feedback and for the record, we love you, too. **GG**

HOUSEHOLD INCOME



\$25,001-\$50,000 (21%)

\$50,001–\$65,000 (16%)

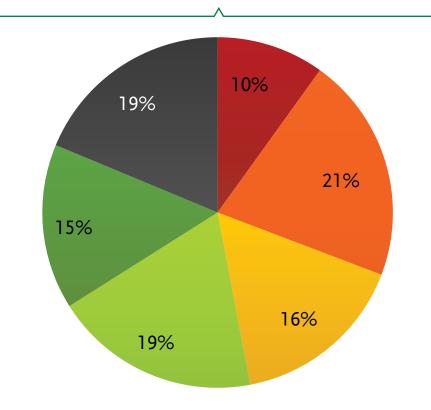
\$65,001-\$100,000 (19%)

\$100,001 (15%)

prefer not to answer (19%)

To all those who say, "only the rich shop at the coop", take a look...

We were so happy to see that people from all income levels (fairly evenly) find value at the co-op.



HOLISTIC HEALTH & HEALING

Healing Touch Energy Therapy Nutrition/Well-Being Consulting Digestive Health Care Mind-Body Therapies

Michelle Russell CHHP, CHTP
Marshall Professional Bldg | Suite 127 & 128
1301 Rice Lake Road | Duluth, MN 55811
phone: 218.724.3679

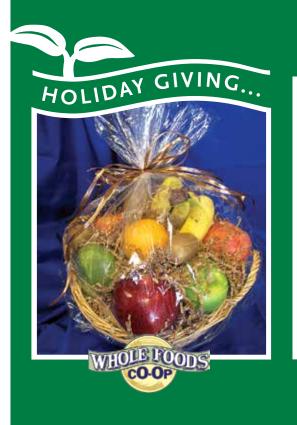
email: holistichealthhealing@gmail.com web: holistichealthhealing.info



Located in the Red Mug building, just over the high bridge in Superior!



916 Hamnond Ave. Ste 100 Superior, WI (715)392-2476



FRESH FROM YOUR CO-OP!

Holiday shopping while you get tonight's dinner?

Gift giving is made easy when you shop your co-op. Delectable chocolate, deliciously scented body care products, gift baskets with the freshest and finest fruits and gift cards that can come in any size—your co-op has it all. Wishing you and your family the very best in the upcoming year from Whole Foods Co-op.

