



just krauting about

SCHOOL'S OUT FOR SUMMER, FOLKS!

Don't fret. WFC-U will be back in full swing in the fall. In the meantime, we do have a few classes scheduled for September, including **The Science of Sweetness: How to Safely Satisfy Your Sweet Tooth**, the ever popular **Intro to a Whole Foods and Plant Based Diet**, and **Meatless Mondays**. Check 'em out! Over the summer, if you have any ideas for great classes that you would like to see at your co-op, or know someone who would be a great instructor, please let us know! You can email Sarah Sather, our Promotions & Education Coordinator and bona fide Class Scheduler Extraordinaire at ssather@wholefoods.coop, or you can always give us your 2¢ and fill out a comment card in the store.

See you in September!

WFC-U SEPTEMBER 2014

Intro to a Whole Foods & Plant Based Diet

Claire Musech

Tuesday, September 9th
6:00 PM–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 15 people.

The Science of Sweetness: How to Safely Satisfy Your Sweet Tooth

Dr. Anthony Macioce

Thursday, September 18th
6:00 PM–7:30 PM

WFC Owners: \$10. Non-Owners: \$12.

Join us for an in-depth examination of many different types of artificial/natural sweeteners, and the potential health implications of consuming them on a regular basis. This highly interactive and entertaining presentation will also provide information on healthier alternatives, recipes and samples.

Meatless Mondays

Bonnie Ambrosi

Wednesday, September 24th
6:00 PM–8:00 PM

If you're not already established in a plant-based diet, this may be for you! Going vegan one day a week is easy and still offers significant benefits for your health and the environment. If you're already vegan, learn how Meatless Mondays might be right for your club, workplace, or faith community. Find out all about this international movement and how you can be part of it!

back 40 ends are the beginning

by Michael Karsh, Produce Manager @ WFC Owner

In March of this year I had the opportunity to attend the Equal Exchange Banana Conference in Boston, which included a wide range of speakers and participants, many of whom work within the world of import/export that is invisible to shoppers and retailers until there is some sort of glitch in the supply chain. Among those presenting and participating were Fabiola Ramon (President, El Guabo Cooperative, Guayaquil, Ecuador), Lianne Zoetewij (General Manager, El Guabo Cooperative, Guayaquil, Ecuador), Alistair Smith (Founder of BananaLink, a non-profit working for fair and sustainable banana trade in the UK), Jostein Solheim (CEO of Ben & Jerry's, Burlington, VT) and Hans-Willem van der Waal (CEO of Agrofair, European importer, Netherlands, EU). It would be difficult to convey the content of the conference in such a short article, but there are some key takeaways that might be of interest to our Owners and shoppers.

The history of Fair Trade in fruits and vegetables is the story of self-determination for local communities, as well as nations.

The history of un-mitigated power on the part of multinational corporations is a bleak one, but also one that made the banana ubiquitous in markets throughout the world. In every supermarket and co-op in the United States, bananas represent the number one selling produce item. The brittleness of this market is in its reliance on monoculture of the Cavendish variety of banana, whether on a small or large scale, and exposure to disease pressure that has already eliminated its predecessor, the Gros Michel. Chiquita is especially interested in the development of new varieties, but the monoculture model (especially driven by the Western market which is accustomed to a single taste-profile for its favorite fruit) is not being significantly challenged. Fabiola explained what her own farm and community are doing to diversify production of both types of bananas, though she has a lot invested in Cavendish, as well as other tropical products.



Starting June 1, kids ages 12 and under are invited to become a Whole Foods Co-op Co-op Explorer and be eligible to receive one free produce item from the special Co-op Explorer basket each time you shop!

To become a card-carrying Co-op Explorer, kids simply need to bring a parent or supervising adult to the Customer Service Counter and ask to become a Co-op Explorer. Each child will be issued their very own super official Co-op Explorers card!

Then, once kids are signed up, here's how it works:

- 1 Kids and parents stop by the Co-op Explorers basket in the Produce Department. Choose any item in the basket, but don't forget to put a sticker on your child's shirt or jacket so staff will know your child or children are Co-op Explorers, and they can account for it at the checkout counter. Your Explorer can enjoy their item while you shop.
- 2 When you check out, please remind the cashier that your child or children ate a free fruit or veggie from the Co-op Explorers basket so that we can track participation in the program.

That's all there is to it! If you have any questions, please ask any staff member!

With over three-quarter-million workers in the industry worldwide, the impact of labor practices and received prices has an enormous impact throughout the growing regions. The history of the banana multinationals has a long bloody chapter that reflected the resistance to unionization and workers' right to organize. Fair Trade certifiers have approached these issues from a wide variety of perspectives, but the unifying element has been the so-called "Social Premium," a set amount of money attached to the wholesale price of each case that is directed back to the community/grower that originated the fruit.

While it would be wonderful to report that this reflects support for small growers only, the model actually is not unlike the big agribusiness experience in the U.S.; plantation growers, like large scale farmers, can capitalize on economies of scale and benefit from the social premium without an associated pass-through of the additional value to communities. What can begin to happen is the replication of the same large-scale model inherent to non-Fair Trade production because of the economic premiums tied to production of cartons and not communities/originating costs on the part of growers.

The role of unions as positive forces is under-estimated, as with circumstances where unionized non-Fair Trade operations yield better wages and living conditions that some of the Fair Trade growers.

Ultimately it is imperative to bring all forward-looking players into the process, as the same sort of economic migration seen in industrial production around the world is already happening in banana production, with the same lack of comprehension from some sectors. The ability to have more, well-trained eyes on production and economic systems is an asset.

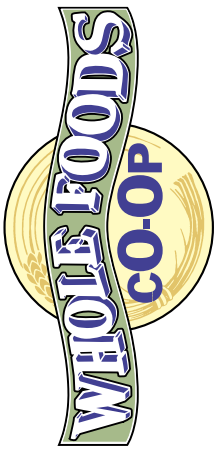
In the context of the U.S. market, Fair Trade (FT) bananas are almost always tied to USDA Organic certification, though even El Guabo—our main supplier of FT bananas—grows both organic and non-organic produce. The larger worldwide market consumes much more of the non-organic product, and when looking at the ability of grower/producers to capitalize on economies of scale, especially in shipping, this is an area where other certifications regarding the application of chemicals and regulation of inputs may give communities more leverage to grow their overall market reach. WFC has the opportunity to periodically offer some of these products, including blueberries and asparagus. The discussion in this area was not so much around cost-savings or other concerns related to non-organics, but rather the reality of catastrophic economic impacts that growers can be exposed too without recourse to some treatments that can be the difference between a future, and bankruptcy, especially as the disease pressure increases.

Given that Fair Trade, like organic or local, can become feel-good labels without the ability to see the inherent value behind them, much discussion was given to how to connect growers and purchasers in ways that resist the fickleness of marketing and purchasing trends, and ultimately establish stronger relationships that can change things longitudinally into the future. That the various Fair Trade labels have become easily recognized and widely distributed, even in such venues as Sam's Club, demonstrates that it is useful and effective to market a set of values to customers, but are they understood and how does a person sort through the various standards or even want to do so?

How do you connect people to growers, often in another hemisphere and speaking a different language, when the ability to see even our own local growing community is a challenge?

This discussion, the last of the day, had many ideas floated, but ultimately no resolution. The loss of control on the part of growers once the product enters the market, and especially at the retail level is something that even growers 20-minutes away experience. Short of a farmers' market setting or a profound branding many of the stories become opaque, but we can do better to communicate the inherent value and hopefully more going forward.

One of the high point of the last month for me has been the increase in ripened Fair Trade bananas available to WFC, and my hope that we can offer 90% Fair Trade by the beginning of the summer. These bananas will understandably cost us more, but our commitment to building our piece of a better future through wise purchasing practices will make it more possible for our shoppers to directly—if imperfectly—benefit communities looking to become increasingly sustainable and competitive based on the inherent value of the product they are offering. This is the same conversation we are having with our own Regional Food Program producers, and which will look like better-engaged communication and business-to-business strategies to grow our impact right here in our own region. In the end, whatever the level of commitment to these concerns our shoppers may have, we are excited about the opportunity to do such good work! GG



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GARBANZO GAZETTE



DULUTH, MINNESOTA

SUMMER 2014



GARBANZO GAZETTE

Published by:
Whole Foods Co-op

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**Further ownership
information is available at the
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The Garbanzo Gazette is published four times a year (March, June, September, December) for the Owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Co-op to provide information on Whole Foods Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of Co-op management, Board or Owners. Submissions must be received one month prior to publication. The next deadline is **Friday August 1, 2015**. Refer submissions and questions to: shannon@wholefoods.coop

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www.wholefoods.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 what's the buzz?

by Sharon Murphy, General Manager & WFC Owner

"What's the buzz? Tell me what's a-happening" and repeat and repeat..." –Jesus Christ Superstar Soundtrack



WFC • DENFELD

By June 30, we anticipate closing on the purchase of 1.4 acres of land at 4426 Grand Avenue, the future site of our second location: WFC/Denfeld! Since the beginning of 2014, we've been in a hive of due diligence on this project including:

- Confirming feasibility—the site-specific market study noted a high potential for success at this location with improved access for Owners and customers residing in West End communities and for those coming from Superior, Cloquet, Proctor, Wrenshall, Hermantown, etc.
- Negotiating the purchase, ordering environmental assessments (yup, it is a registered brown field) and investigating the routing of an un-named creek culvert under Grand Avenue (yipes).
- Meeting with Owners to discuss site criteria, options for the Owner Financing Programs and, once the site was announced, design possibilities and limitations for the Denfeld site.
- Launching the Owner Financing Program with a mailing to all Owners in March, a ridiculous number of which were returned not because Owners moved but because mail could not be delivered due to snow, snow and then more snow ...



branching out

- And selecting architects, LHB Architects & Engineers, and a general contractor, Johnson Wilson Constructors, and contracting for store design, equipment selection, and operating systems with the National Cooperative Grocers Association Development Cooperative/NCGA-DC.

This summer we're looking forward to scheduling some public meetings in the Denfeld area to introduce WFC to the community. It would be wonderful to have the support and participation of our Owners at those events. Please watch for dates and times for these events on signs in the store and on postings on our website (www.wholefoods.coop) and social media sites.

WFC • HILLSIDE

Pardon our dust and sorry for any inconvenience during the remodeling, but we're refreshing the look of the inside of the Hillside store as well as changing signs outside to incorporate our new logo and color palette. This "re-brand" project should be completed by August.

A member of our Owner Financing Team is available at the Hillside store (728-0884, ext 1; finance@wholefoods.coop) to answer questions and process your investment, Owner Loan and/or Class C Stock purchase, to support the Denfeld project. Owner Julie Priola will be calling eligible Owners to be sure you are aware of these opportunities and to answer any questions you may have.

Thank you all for your support of WFC. **GG**

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

PROGRESS ON ENDS

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

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

In the January–March 2014 quarter, management reported the following progress on ENDS:

- \$2,000 Community Action Duluth/Seeds of Success
- \$1,000 First Witness Child Advocacy Center
- Management participation with and logistical support for the Good Food Network Steering Committee, Growing Farms Board of Directors, the Safe and Walkable Hillside Committee and the Myers/Wilkins Community School Collaborative Board.
- Support for The Cab Coupon Program
- For each packet of garden seeds sold, 10 cents to support 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 118 employees amounted to \$809,538.
- Quarterly discounts to Owners amounted to \$23,604.
- Sales of LOCAL (within the 15-county Superior Compact area) products amounted to \$153,370 (3.87% of total sales); sales of REGIONAL (within a 300-mile radius) products amounted to \$410,911 (10.37% of total sales).

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minding the store everything old is new again

by Sarah Hannigan, Hillside Store Manager & WFC Owner



As you might imagine, our Hillside store has been abuzz with excitement about the opening of a second location in the Denfeld neighborhood. While it will still be many months before our West Duluth store opens its doors, WFC shoppers don't have to wait to experience a fresh new shopping environment.

Renovations are in the works for the Hillside store.

Today we experience almost three times as much business as we did when we opened our doors in 2005. Design elements that were incorporated initially to make the store feel cozy are making some of our busiest hours feel a little too crowded. Finishes are showing wear, surfaces have become tired.

Keeping the Hillside store fresh is especially important as we bring forth another location.

Throughout the summer we'll be sprucing up WFC · Hillside. Our renovation plan is ambitious, though much needed. Watch for new flooring, paint and tile throughout the sales area; fresh finishes in the Fog City Deli; new way-finding signs overhead; new lighting at the checkouts; and bright seating in the Brewery Creek Overlook.

Additionally our fresh new logo will grace the architectural 'fin' on the west side of the building.

Of course we'll stick to our values as we roll out our new look.

WFC · Hillside was the first building in Duluth to earn LEED (Leadership in Energy and Environmental Design) certification. WFC was the first natural foods co-op in the nation to be accredited with this green building classification. Our renovation plans will uphold our commitment to sustainable building practices.

Flooring, tile and finishes will be durable, natural, recyclable and/or made from recycled content. Paints, adhesives and sealants will be free from

volatile organic compounds to protect indoor air-quality. LED lighting will reduce our energy consumption over the lifetime of the fixtures.

With all the changes ahead, our goal is to keep disruption to a minimum.

Much of the work will be completed after-hours, or will happen in a manner so that it provides the least impediment to shoppers. We truly appreciate your patience and understanding through the process.

The Hillside updates will be carried into the Denfeld store.

With both projects, our overarching goal is to provide a fresh, natural and authentic experience for our Owners and shoppers.

I believe there couldn't be a more perfect compliment to our commitment to providing fresh, natural and authentic food for our community. GG

news bites



ATTENTION CO-OP SHOPPERS!

Your co-op is now using the **TeleCheck®** Electronic Check Acceptance service which converts your paper check into an electronic item at the register. This service allows us to accept checks as quickly, safely and easily as we accept credit cards. Think of it as a check without the paper.

When you present your check to us, it will be authorized through the secure TeleCheck system that captures banking information and the amount of the check. Once the check is approved, you'll receive a receipt of the electronic transaction to sign. When you sign the receipt, you will receive a copy for your records along with your check to keep. It's that simple.

The funds will be withdrawn from your checking account usually within one to two business days and the transaction will appear on your bank statement in the same area as ATM transactions and direct deposit payroll checks. The transaction will reflect the date the check cleared your account, the check number, the amount and the place where the check was presented.

GROWING A HEALTH COMMUNITY

As of June 1, 2014, any child (age 10 and under) who is accompanied by an adult and who has pre-registered for the **Co+op Explorers Program** Will receive a free fruit or vegetable on each visit to WFC. For details, see the **Co+op Explorers** article in this issue of the Garbanzo Gazette (pg 16).

OWNER BONUS COUPON

As of April 1, 2014, our Owner's Quarterly Virtual Discount (5% off on an up to \$50 purchase of the Owner's choice each quarter) evolved to a MONTHLY Owner Bonus Coupon. Same great value of 5% off on an up to \$50 purchase of the Owner's choice. Still "virtual" = paperless, nothing to clip and save. Now available monthly!

ROUND-UP RESULTS

In March 2014, MN Food Share Month, WFC collected food donations (465 pounds) and asked customers and Owners to "round up" their purchases as a donation to the CHUM Food Shelf. Round-up collections and donations amounted to \$2,400!

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jsramek@wholefoods.coop

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GM Evaluation Committee
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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 the following address will be forwarded unopened to the Board/Board member:

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

Sharon Murphy
General Manager
Whole Foods Co-op
610 E 4th Street
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phone | (218) 728-0884 | ext. 101
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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 report

by Chris Edwardson, WFC Board President



Coincidentally, two deadlines are simultaneous for me this month. I have to file my income tax return and write a Garbanzo Gazette article as your Board President. One task brings me joy, the other not so much! However, both events have a common theme for me - money. So first a few statistics about taxes. More than 75 percent of taxpayers will get a refund this year and the average refund is more than \$2,500. (Results may vary!) Honestly, I will be getting a refund this year, but much smaller than the average. Maybe you will be getting a refund too.

So what does this have to do with your Co-op and this article? The way I see it, a tax refund is "found" money. In some ways I blew it - giving the Feds more money than was required. On the other hand, I now have some unexpected (found) dollars to spend. I could use it for something fun and frivolous, or I could invest it in my community. And for me, that worthy investment would be WFC.

As an Owner of WFC, you and I have an opportunity to invest in Class C stock or to make a direct loan to the co-op for building a second store. For each of you, whether or not you are going to receive a tax refund, this opportunity is something I hope you will give serious consideration.

WFC needs you, our committed Owners, to invest in our future.

.....

One option is to invest in one or more shares of Class C (\$500 per share) stock. This option is a non-voting share of equity, on which the Board may declare dividends (up to 5% per annum). Class C stock is a great way to help the Co-op because of the way it shows up on a balance sheet. A complete explanation is beyond the scope of this article, but if you are interested, I encourage you to contact WFC for complete details.

Loans can be made in \$1,000 increments and have an interest rate ranging from zero to 5% per annum depending on the amount of the loan and what you chose for an interest rate. Some of you may wonder why we are offering an interest rate that is close to what we might pay our credit union for a similar loan. The answer is many-fold. The greater the amount of loans we secure from Owners, the more leverage we have in securing bank financing at a favorable rate. Financial commitment from Owners will have a great impact on the success of our new store because you are personally vested in that success. Of course, these loans are not guaranteed, but I am confident after having made two prior loans that, for me, the risk was worth the reward.

I hope you will consider purchasing Class C stock or making a loan to WFC to help us further or ENDS, to bring wholesome food to West Duluth, and along the way to earn dividends or interest. **GG**

There will be four 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 August 1, 2014. Board application packets are available at the Customer Service Counter and at

www.wholefoods.coop



ownership matters own, use, serve, belong

by David Helf, WFC Board Co-Vice-President



In last fall's Gazette, Board President Chris Edwardson wrote about "participation" in the context of our co-op. He mentioned that the four pillars of participation are "OWN, USE, SERVE and BELONG." We'll continue this discussion by focusing on SERVE, specifically, what service looks like to us. My inspiration is the Cooperative Café

I recently attended, where many of our fellow cooperators in the upper Midwest had recently built (or are building) new stores. What we learned there will help us right now.

WFC Directors are fascinated by governance (really!), and have spent many years as directors of your Board. Most Owners will not serve that way, but there are other opportunities:

As an Owner you may not realize that participation in the simple act of buying groceries is a form of service. By keeping our business strong, you further our ENDS. You strengthen our local community, support good jobs, encourage local producers, and you help us offer the same opportunities to many others in our area. Your participation in the form of shopping is the bedrock upon which our business is built.

As we expand into west Duluth, there are thousands of potential new Owners who may not have even heard of us. One day, they might notice a shiny new grocery store on Grand Ave, stop in, like what they find, and become Owners ... or not. We'd like to think that this happens every time, but sometimes we have to be the catalysts.

Here's another scenario. As a knowledgeable and committed WFC Owner who wants to grow our business, you already know the impact we have on the community. Imagine how much greater an impact we can have. Here's the deal: You have an excellent opportunity to serve the Co-op you own. You and your fellow Owners are the single greatest tool we all have to grow our business. We can all tirelessly educate our friends and neighbors about how important a strong grocery Co-op business is to the Duluth area.

Committed Owners who tell their own story about our Co-op are a huge reason others eventually invest their money and become Owners (there are statistics to back this up). Whether it is the only place you can find the products you need for your family, or you are amazed by our excellent service, or you support the broader mission we share, you are our greatest advocate. Tell your story to other Owners, and other shoppers who might become Owners.

As we raise capital to build that shiny new Denfeld store, as we anticipate the new design and layout, and as we finally break ground, you all can be ambassadors for WFC. There's no official badge of office, or calling cards, but there will be the satisfaction at watching our numbers grow, as a result of your SERVICE. **GG**

ownership matters enthusiasm squared

by Mickey Pearson, WFC Board Member



As spring reluctantly makes its way to Duluth, there is a perceptible enthusiasm and energy that overtakes our populace. We emerge from quasi-hibernation, eager to reclaim our gardens, patios and parks and re-connect with one another after months of hiding under layers of coats and feet of snow. It is in that spirit of rejuvenation that I reach out to you, fellow owners, and encourage you to channel your efforts to our fast growing Whole Foods Co-op by running in September's Board election.

WFC Owners have a lot to be enthusiastic about besides the simple changing of seasons. Every month brings us closer to eight thousand active Owners. The response to the Denfeld WFC location was overwhelmingly positive. Our growth means more positive change for our local food system, from the production level to our own kitchens, not to mention further positive work towards our other ENDS-related goals. Whole Foods Co-op is on the rise and the upcoming Board election means you have a unique chance to participate in that growth.

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 (first name

and signature on your Subscription Agreement) 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 1st, 2014 application deadline. As of this writing, that only leaves you three more meetings to meet your quota.

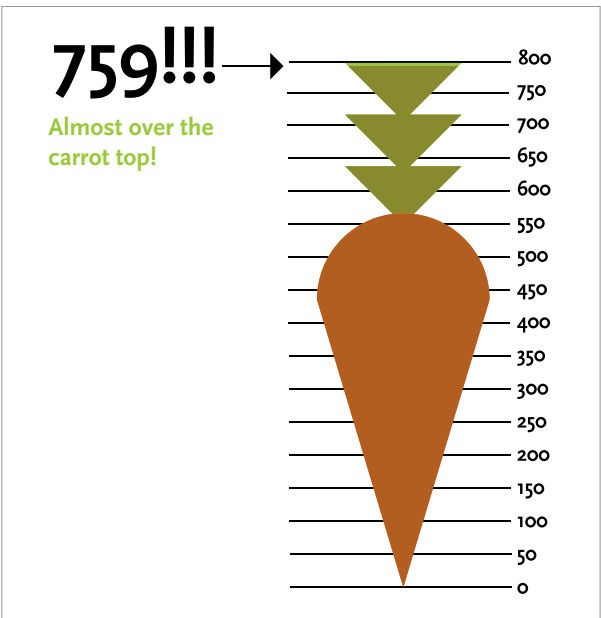
Our March meeting found us hosting three Owners entertaining the idea of running in the fall election and incorporating new voices into our discussion was both thought-provoking and exciting. The April meeting should prove to be just as interesting. This fall, I would love to see our slate of candidates full to brimming with enthusiastic and energized Owners. Take the time to plant yourself at a Board meeting or two and see what flowers. **GG**

new owners!

From February 1 through April 30, 271 people decided to become WFC Owners. Our goal to reach by June 30 is 800. We continue to engage and excite the Twin Ports community with a different way to do business and we are proud that the following folks have joined our Ownership.

Gina Millington
Stefanie Higgins
Sonya M Long
Brian Edward
McDonough
David L Minix
Camille L Glesener
Jacuelyn M Adrian
Christine J Siciliano
Eileen G Anderson
Kristen A Bright
Rachael L Stanze
Susannah C Gressman
Steven Mattson
Peggy Jo Walsh
Emma Linnea Sieling
Serenity Campbell
Judy Lynn Prose
Keegan Thomas
Jacobson
Victoria L Martin Clark
Robin D Foro
Katie M Fill
Kyle W Carlson
Donna J Jorgensen
Isaiah J Sieg
Corinn E Nelson
Gregg A Hoffman
Derry O Gilberg
Benjamin M Vantassel
Jeanne K Glinski
Bridget L Foley
Kevin J Dunbar
Kaye M Hawkins
Christopher J Mccord
Kevin S Fulkrod
Daniel B Norgard
Barbara Adkins
Linda Marie Hagstrom
Sedna J Cedarstone
Brenda J Reich
Leslie Solseth
Shelley D Fredrickson
Amy R Flynn
Elsa R Maxwell
Kelly M Emmons
Sylvia L Starkka

Joseph L Carbone
Marlene J Horn
Savithri S Ledo
Matthew M Barthelemy
David K Carter
Daniel Stephen Nash
Jared George Johnson
Jared Scott Schuster
Heidi N Devries
Margaret A Roth
Gail L Gellerstedt
Amber L Stewart
Claudine Collier-Fanaselle
Amida Tirol Gallito
Cleora Ann White
Kim Nga T Tran
Trevor Scott Mccampbell
Anne E Macaulay
Abigail H Schaefer
Dennis R Clark
Eileen M Hudelson
Shawn M Kelly
Danielle Marie Kaspari
Megan J Baertsch
Patrice A Timo
Carrin F Rosetti
Charlotte Lea-Gretta Behn
Alex R Demianiuk
Jean M Glenn
Beth Pellin Kaiser
Michelle L Holmes
Nikki A Lukovsky
Jennifer Dietrich
Tamara M Jones
Ruth A Keller
Kenneth R Kollodge
Anne Snyder
Mary Sue Raisanen
Cora H Lennardson
Stephen W Sydow
Aubrey L Collins
Rebecca M Michael
Sharon K Lavalley



Roberta J Klekotka
Darla M Madsen
Joseph S Meals
Jeanne M Kogl
Ashley A Osterman
Elizabeth VI Spallinger
Mary Carol Rodvold
Sandra D Green
Glen N Sorenson
Whitney M Clark
Deborah J Koch
Briana L Otto
Rebecca Strohmman
Ricky J Tourville
Patricia A Hurst
Anthony King Hoff
Christine M Koosman
Devaney D Obrien
Brent G Elling
Laurie Menz
Jody M Oconnor
Richelle L Kenow
Jeanine K Olund
Amy S Hodge
Jack Cella
Jolene M Allison
Joshua J Hendrickson
Krystal L Singleton
Darcie Jean Kilsdonk
Alyssa M Peoples
Kasha A Bryant
Sarah M Sohl`

Summer Dawn Mincks
Aaron Arthur Hildebrant
Barbara Jean Golen
Ann Ellen Schwaller
Melisse Ann Smith
Julie Kristin Gard
Juvitus Mundu Atu-Tetuh
Rebecca A Ellenson
Andrea N Wells
Jade R Williams
Dale Kleinschmidt
Sara Mowchan
Kevin M Groom
Sara M Bubacz
David R Dusek
Angela M Webb
Eric M Baker
Melisa T Behrendt
Valerie De Bruyne
Victoria A Jahr
Patrick J Daulton
Lori L Bradshaw
Anna S Lahti
Carol L Weaver
Sara L Leist
Heather N Allen
Jean D Tochalauski
Debbie Tusher
Alex R Anderson
Monique Critchley
Shanna R Aldrich
Clyo Earl Howard

Daniel R Sutherland
Rebekah A Schelde
John P Jenkins
Michael Mansson
Mary Beth Cox
Timothy W Ingersoll
Tanya Marie Templer
Alyssa Marie Milinkovich
Patricia S Saari
Mark S Tomczak
Steven Roger Boberg
Tamara L Waldowski
Christopher M Houle
Mia E Obrien
Angela M Slattery
Thomas E Lorenz Sr
Sarah Frakes
Jeanne Marie Fleck
Allen Curtis Killian Moore
Martin G Sundberg
Tate J Cook
Tina Jeanne Yeazle
Darlene Agnes Weiss
Laura Bergan Johnson
Ann E Lesczynski
Marianne Torntore
Hannah R Soderlund
Amanda K Saari
Mollie A Sebok
Lindsay J Netland
John M Moder
Glenn D Kuehne
Jason Kuehn
Mary N Moline
Dana L Christmas
Debra R Kellner-Sawyer
Karen M Stone
Athena J Swanson
Rosemary Linnea
Heideman
Fred C. Lewis
Karen Anderson
Deborah Jean Vidovic
Jenni K. Stafford
Jennifer A Ward
Audrey L Fischer
Shalom Kropfl
Carolyn Dodge
Megan L Pierce-Walsh
John Eric Harju
Benedict Ukhueduan
Bailey K Williamson

George M Dahm
Corey Hayes Sather
Sharon M Mckenzie
Sandra K Ballein
Andrea M Coveau
Whitney S Lester
Brett A Weybright
James U Schulzetenberg
Kara G Jackson
Laura E Jacobson
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Steven M Larson
Miki Lu Peters
Amy L Bergquist
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Patty A Kinsman
William Mowchan
Christina A Schleicher
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Carey A Hart
Daidre Herling
Sandra R Dantes
Babs Burke
Leah Cullen
Kelsey Rowe
Marty Byrnes
Lori Ann Jackson
Rohit Sharma
Barbara C Allee
Shannon Hartson
Patricia Rae Kleinbrook
Ryan M Kelzenberg
Laurie Arndt
Elizabeth Maier
Shari L Juszczak
David Gustafson
Brandon Benzer
Jessica Wereleg
Michael Lacsamana
Morgan Bretzke
Jamie Perfetti
Lisa Salls
Lee Stuart
Samantha Craigmile
Stacie Whaley
Joan Barrett
Sarah Leuck
Bruno Figueroa-Grignon
Cory J Larson
Marcia Jo Gurno
Samuel J Henderson
Diane M Calabria
Rebecca A Mathiowetz
Larry Floding
Michael P Moroney
Nickee C Jackson
Sydney M March
Kelsey L Redland
Karine T Kvam
Andrea R Knutson
Kelly L Kurosky
Kenneth Murray
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Blake A Triebwasser
Sara K Poslvszny

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the buzz

by Jill Holmen, Promotions & Education Coordinator & WFC Owner

STAFF AWARDS

March



Gumby Award
Hally Sharrow,
Produce Clerk



Customer Service
Michael Hartley,
Produce Clerk

April



Gumby Award
Mason Longely,
Customer Service Clerk



Gumby Award
Micah Tinger,
Customer Service Clerk



Customer Service
Jenni Stafford,
Merch Clerk

May



Gumby Award
Justin Hemming,
Deli Assistant Kitchen Manager



Gumby Award
Alyssa Elliot,
Deli Assistant Counter Manager



Customer Service
Alden Kascak-Harth,
Merch Clerk

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 theCo-op a true leader in customer service!

The GUMBY is awarded to employees who 'bend over backwards' in their daily duties. They are flexible with their schedules as well as their job requirements. We heartily congratulate our GUMBY Award winners!

STAFF NEWS



Our very own Kailyn with her band Black River Revue check 'em out! www.facebook.com/BlackRiverRevue

When she's not at the co-op, Produce Clerk Kailyn spends her time playing fiddle with Black River Revue, a local string band with a full, rowdy sound and a fun live show. They spent the winter crafting a collection of original songs and recently finished recording a new album. The CD will be available at their release party on Friday, June 13, at Pizza Luce. Doors open at 9:00 PM, music starts at 9:30 PM. Show your support for local music and bring your dancing shoes!

Bulk Buyer Jim Richardson freedives Lake Superior all summer, dressed as Aquaman, and posts the videos to www.perfectduluthday.com (or find them on YouTube, search for 'Lake Superior Aquaman'). This summer he and stoneworking WFC Owner Sean MacManus will be sinking stones carved with Celtic knotwork along the shore and GPS-ing their positions. The idea is to create an underwater geocache scavenger hunt suitable for SCUBA divers. Um...so cool.



Lake Superior Aquaman Patrols Undersea Landscape. Courtesy of Jim Richardson.

Produce Clerk Rob Plourde reports in: "I will be leaving the Produce Department by June 1st this summer in order to solo hike a portion of the Appalachian Trail from Southern Pennsylvania up to Lewiston, Maine. This particular trip will not only be about hiking, solitude and simplicity, but also concerning natural acoustic scenarios/settings, peripheral inspiration and the challenge of bringing a portable recording studio along in my pack (Macbook Pro, OP-1, Field Recorder, Acoustic Guitar and more cables than I'm willing to admit). Solar panels, weather vigilance and waterproof redundancy will most certainly be my best friends. Along with preparing my body, gear and day-to-day mileage, I've been dehydrating produce from the Co-op in order to offset food costs while on the AT. I don't know if I'll be returning to live in the beautiful city of Duluth any time soon, but Duluth will always be my home and I'll carry it with me where ever I go.

If you feel a chat or have any advice, please email me at: rtpld8@gmail.com"

Happy trails and good luck, Rob! GG

STAFF ANNIVERSARIES

June

Alyssa Elliott, Deli	3 years
Kathy Johnson, Front End	2 years
Anton Lepak, Deli	7 years
Alex Musker, Deli	3 years
Daniel Norgard, Front End	2 years
Michael Olker, Front End	9 years
Joe Ulvi, Merchandising	8 years

July

Brian Barber, Merchandising	1 year
Kenny Bitzer, Front End	2 years
Christine Cracraft, Deli	2 years
Sam Hagen, Deli	2 years
Annette Hofslund, Merchandising	1 year

July (continued)

Matt Litwin, Deli	1 year
Luke Vandrovec, Front End	5 years

August

Mauro Alves, Deli	4 years
Kristine Bergren, Produce	4 years
Mary Dedeke, Front End	1 year
Terri Ferron, Deli	1 year
Tina Glasser, Front End	1 year
Sarah Hannigan, Administration	1 year
Anna Lieftring, Front End	3 years
Keon Mostofi, Deli	1 year
Elizabeth Mund, Front End	1 year

August (continued)

Jim Richardson, Merchandising	16 years
Brittany Sanford, Front End/Deli	1 year
Sarah Sather, Promotions & Education	2 years
Dylan Savall, Front End	5 years
Brandon Smith, Front End	1 year
Kailyn Spencer, Produce	1 year
Jenni Stafford, Merchandising	1 year
Andy Theuninck, Administration	9 years
Rachel Turnquist, Produce	1 year
Laura Wolden, Human Resources	7 years
Geneva Wychor, Deli	2 years
Kirk Wyman, Deli	1 year

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notes from the front

by Michael Olker, Front End Manager & WFC Owner

Let's see, how many changes have we seen at the checkouts recently? There are credit card scanners on the customer side of the till, electronic signature pads, and our new system for accepting checks - Telecheck. We have certainly been busy updating some of our checkout equipment, and admittedly, it has been a bumpy ride at times. I would like to thank all of our Owners and customers for their patience while we worked through the annoying bugs that often ride along with any technological enhancements. Luckily for us, we have an IT wizard behind the curtain who can readily fix, adjust, and monitor the equipment and keep things going as smoothly as possible. You seldom

see him around, but Andy is always a quick call away and is usually able to find a solution to our IT problems in no time!

Why the changes, you ask? The transition to our new credit card terminals began as we negotiated reduced rates and fees for credit card use at our store. In order to make this possible, we needed to change some equipment to be compatible with our new processor. The good news is that the fees your Co-op pays to process credit cards have gone down!

Once we had the new equipment, we wanted to take advantage of the another way to save money by saving paper with electronic signatures. For

those who opt not to receive a receipt for their purchase, your transaction is now completely paperless! (e-receipts are still in the works). In addition, our new terminals allow you to swipe your credit card at any time during the transaction, enter your PIN if you are using a debit card, and have your payment all ready to go for your cashier to finalize your transaction.

Electronic payment makes up the vast majority of payment habits in our store, much like the ongoing trend in the rest of the retail world. Checks, on the other hand, make up only about 5% of our total purchases, yet they take significant administration time to reconcile, deposit and, unfortunately,

monitor accounts that are NSF (bad checks). Because of this, we discussed eliminating checks all together. Instead, in order to continue offering the service of accepting checks, we installed hardware to turn checks into electronic payments. Now you don't even need to fill out your check. Just hand your blank check and state ID to your cashier and, moments later, you will receive your check and ID back along with a receipt to sign - fast and easy!

We have done our best to make these changes as seamless and painless as possible. As always, we will continue looking for ways to improve our systems and services. Thank you, and see you at the checkout! **GG**

staff profile Mary Dedeke

by Christina Nohre, Merch Clerk & WFC Owner



Editor's Note: You may notice Mary Dedeke one day while you are checking out. Mary has been a Front End Clerk for just about a year. She approached our Promotions & Education department to see what kind of program we could put together for the **Denfeld Hunters for Health** group. The Denfeld bunch came in one day for a conversation about food and a lot of tasting.

Many of our staff are doing great work in the community. We are proud to serve Duluth in our capacity as WFC employees and in the volunteer work we do outside of the Co-op.

There is something powerful about people of action, those who dare to pour their energy into meaningful work that brings them alive. Instead of just talking about the complex issues we face, these fine folks get to work doing something about it. Meet Mary Dedeke. She came to Duluth to get an education; she's staying to make a difference.

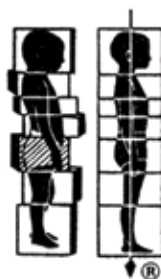
Graduating with a degree in communications from St. Scholastica last May, Mary reflected on her experience and contemplated how she wanted to begin her career as a young professional. Despite many profitable opportunities in the Cities, she chose to put her knowledge and energy into making a contribution here in our community. Through the Americorps program, Mary has been working with students of color at Denfeld Middle School, encouraging them to realize their true potential and achieve it.

In the first few months of her service, Dedeke observed a significant need for nutritional education. The Denfeld neighborhood is widely regarded as a food desert, and access to fresh, whole foods is decidedly lacking.

Nutrition has a significant impact on growing bodies and especially students' ability to concentrate and excel in school. Identifying this issue early on, Mary wrote a grant, that resulted in more hands-on nutritional programming for her students.

This kind of proactive response to community need reflects Mary's dedication to service. Her life motto is articulately summarized in the words of Shirley Chisolm, the first African American woman elected to congress. "Service is the rent we pay for the privilege of living on this earth." Mary Dedeke is investing in our community, engaging our children and serving as a role model for a new generation of graduating university students. It's inspiring. It opens the floodgates of possibility. This kind of intelligence, dedication and enthusiasm is just what Duluth needs. **GG**

Hunters for Health include Denfeld students: Malcolm Bell, Jasmine Fuller, Christine LeGarde, Destiny Donnay, Bryan Ellis, Shamar Davis
Adult volunteers: Taylor Jacobson and Brad Mester



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WHERE HAVE YOU BEAN?

You may be noticing your favorite dried bean(s) being out of stock (like Great Northern and Mung beans, for instance) in our Bulk Department. Our Bulk Buyer, Jim, did a little digging and found out that this goes a little further than "our supplier has discontinued this item".

Unfortunately, last year's weather was especially difficult for the bean harvest in the major bean production region of the US (sadly, this is our region). There is currently a world-wide bean shortage and we're going to have to ride it out. We do not yet have a date when to expect more, but we're hoping for better this harvest time. Word on the street is that we may see shortages of Navy and Kidney beans coming up too. That is worst-case scenario and we'll be happy to eat our words if we're wrong.

In the meantime, we will look around for non-organic substitutes as organic beans run out, but all bean suppliers are tight right now. A good rule of thumb is that similar-colored beans make good substitutes for each other. For example, Navy beans will do in a pinch when you want Great Northern beans, when Navy beans are gone, try Lima beans. And as Jim says, "When the Lima beans run out, it's zombie apocalypse time." Or at least time to consider canned beans. **GG**

grocery gab

by Lisa Anderson, Merchandising Manager & WFC Owner

"Bulk" usually implies large amounts of something, like the bulk freighters we see every day on our beautiful Lake Superior. However, I like to look at the bulk foods department in a different way. Bulk at WFC means you can buy as little or as much as you like—it's your choice. When you compare prices on things such as beans, oatmeal, and rice, it is almost always cheaper to buy those items here. And most stores don't offer an organic option for these items even in packaged form.

A lot of first time shoppers are intimidated by our bulk aisle, and in many ways rightly so. There are so many options. What the heck is quinoa, and how do you even pronounce it? The bulk aisle is one of my favorite places to find a new shopper, because I can walk them through the process of locating bags, PLU stickers, and explain the hows and whats and whys of buying in bulk. I can also use that opportunity to point out some of my favorite snacks like spicy pumpkin seeds and sunflower seeds mixed together, pistachios, and

our awesome bulk granolas. In the winter when beans become a soup staple, I encourage folks to try new beans in their old recipes, and mix different beans together. In the summer our variety of mixed nuts and dried foods are camping and hiking staples.

I encourage you to spend some quality time in our bulk aisle the next time you're in the store and check out all the great baking, snacking and cooking basics offered. If the bulk aisle is a second home to you, try finding someone with that deer-in-the-headlights look and offer some assistance or suggest your favorites. Helping first time bulk shoppers allows me to really explain the process and how buying in bulk can save you money, especially if you only need two cups of one ingredient. On the flip side, if a customer wants a large quantity, I can explain an Owner benefit of discounts on case or full bag quantities of product.

The herbs and spices area is a very common first stop for first time bulk buyers.

I have family in small towns that have small co-ops, and a lot of them go to the co-op for their spices. They are typically fresher and cost less than bottled spices – and are more likely to be organic. This is a great time for me to interact with those first time customers and talk about what they are looking for. Once they feel comfortable in our 'bulk' environment, the whole store will become more navigable and familiar.

Don't forget about our coffee. There are so many different roasts to try, and each variety has a great description so you can pick the perfect one for you. With the addition of Big Water Coffee Roasters out of Bayfield, we have expanded our choices. I love to try different roasts, and, if you haven't yet tried them, our deli has Big Water Wednesday featuring their coffees. But since it is summer, I'll be brewing my pot o' coffee each night, putting it in the fridge, and enjoying iced coffee every morning. Happy summer and I'll see you at the checkout! **GG**




SHOPPING CART SAFETY

June is Shopping Cart Safety Month at Whole Foods Co-op!

Because we have seen way too many bumps and bruises, we encourage parents to seat children in the provided seats, use the child safe "Bean" carts or have them walk along side. If our staff gently remind you or your children to be safe with the carts, please understand that we are only trying to prevent injury to your most precious cargo.

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Tasmanian Lavender Essential Oil Absolute
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Lemon Balm Essential Oil Absolute
Medieval Mix Essential Oil Blend
Organic Lavender Essential Oil*

Tisserand
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Energy Essential Oil Roll On
Focus Essential Oil Roll On
Lavender Essential Oil Roll On
Tea Tree Essential Oil Roll On

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Lash + Lid Makeup Remover

Jason*
Dandruff Relief Shampoo
Dandruff Relief Conditioner

HBC (continued)

Desert Essence
Mega Mint Tea Tree Ultra Care Mouthwash
Cool Mint Tea Tree Whitening Mouthwash
Mega Mint Tea Tree Ultra Care Toothpaste
Cool Mint Tea Tree Whitening Toothpaste

Planetary
Horse Chestnut Vein Cream

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Kern Boule
Sourdough Batard
Herbed Sourdough Batard

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Strawberry Chocolate Cupcakes
Blueberry Lemon Cupcakes
Almond Poppy Seed Cupcakes

3rd Street Bakery
LOCALLY produced in Duluth, MN!
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Dancing Deer
Non-GMO certified Chocolate Macadamia Nut Cookies
Non-GMO certified Sweet Lemon Burst Cookie

BULK

Berebere Seasoning Blend*
Cajun Spice *
Dried Pineapple*, **
Dried Mango*, **

BULK (continued)

Big Water Coffee*
Moon Chaser
Midnight Voyageur
Wet Devil Decaf

CHEESE

Punk Rawk Labs
Raw vegan plain cashew nut milk cheese
Raw vegan smoked cashew nut milk cheese
Raw vegan herbed cashew nut milk cheese

Wisconsin Sheep Dairy Cooperative
Somerset
Smoked Somerset
Pizzarella
Dante Lamb

Philia Foods
Spicy Feta Spread
Savory Feta Spread

COOL

Liberte Yogurt
Lemon

Noosa Yogurt
Blueberry
Mango
Honey
Strawberry Rhubarb

Wholesoy Yogurt
Blueberry
Cherry
Lime
Lemon
Mixed Berry

FROZEN

Double Rainbow*
Chocolate Ice Cream
Vanilla Ice Cream

GROCERY

CocoCafe
Café Latte Coconut Water
Café Vanilla Coconut Water

Sweet Leaf Tea Bottles*
Mint & Honey Green Tea
Raspberry
Sweet Peach

Kinnickinnick
Gluten Free Animal Crackers

Tinkyarda
Rice Pasta Grand Shells

Clover Valley Vinegars*
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Tanka
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Kelp Noodles

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Chicken Stock
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Jovial*
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Frontier*
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local producer profile: Pocket Farm

Emily Darnell, microgreen maven

by Jill Holmen, Promotions & Education Coordinator & WFC Owner



Pockets. They collect curiosities and ephemera: trinkets, coins, pebbles and lint. Or—as Perry Como sang—falling stars to save for a rainy day. They carry what hands needn't, and objects placed in them are done so with intention... quick to fill and quick to empty, only to start all over again. Such is the rhythm at Pocket Farm, our charming local purveyor of organic microgreens from the co-op's own Brand Coordinator Emily Darnell.

"I am a farmer without land," explains Emily. "Long after I had decided to become a farmer, I was just carrying around the idea of a farm with me in my 'pocket'." That is, until 2012 when the Bemidji-born, Minneapolis-schooled artist began her microgreens business, pairing her love of food, sustainable agriculture, and art to bring Duluth the most nutritious and irresistibly cute greens we could ever hope for.

Emily never set out to be a farmer. She studied graphic design and illustration at the Minneapolis College of Art and Design, assuming various related jobs post-graduation. Meanwhile, weekly potlucks with food-passionate friends proved immensely inspiring—meals crafted with heart and farm-fresh vegetables ("along with butter and garlic and ginger and love"), freely shared and collectively savored. Those slow food moments ignited a desire to become more connected to her food sources. They also ignited a sense of nostalgia for the rural upbringing of her youth on the outskirts of Bemidji, steeped in the woods, the wild, and the sky blue waters. Indeed, it was time to migrate to a more organic setting.

Designer Emily soon found herself Farm Intern Emily...and loving every minute. A sixty acre off-grid homestead called DreamAcres Farm, nestled among the bluffs of southeastern Minnesota, provided a bountiful education. From seed to harvest, from farm to family through CSA shares, through field and furrow, the hard work yielded gratifying results. "I was blessed by the simple pleasure of feeling the earth beneath my feet, relishing in the sun, waking up when the rooster crows, and owning the distinct satisfaction of seeing the fruits of my labor," she explains. These experiences reinforced the notion that Emily wanted farming to be the counterpoint to her creative processes. So...what was next?

Duluth, 2009. The plan was to return to the north woods and live with family

while saving up to purchase land. We were thrilled to hire Emily into our Produce department where she learned the retail side of the farm-to-table continuum, met the local growers, and found herself wanting to be a more integral part of it. Soon thereafter, she participated in the Lake Superior Sustainable Farming Association's Farm Beginnings Program, which provides hopeful growers the framework and education necessary to make their dreams reality. However, the reality is that land can be expensive, so to get a farm operating from the ground-up (literally) is a challenge. The amended goal was to start small....you might even say micro.

Emily needed space, needed sun, and needed a living situation conducive to urban farming. As luck would have it, an 800 square-foot apartment with five immense south facing windows became available in a local tenant-owned housing cooperative. South facing and a co-op to boot? It seemed more than serendipitous. Tray upon tray of spirited microgreens now reside in 160 square-feet of that space and the scent of new growth perpetually infuses the room.



Emily's "micro" growing operation takes up a mere 160 square feet in her apartment.

25 shelving units, repurposed from old school window panes (a gift from legendary Esko Finnish farmer Don Kinnunen) feel right at home in the cooperative, itself a former Elementary school. A side room of Emily's apartment accommodates the planting, germinating, and harvesting station which has evolved to a soilless hydroponic system. Organic biodegradable wood fiber mats are placed in the trays, then host the growth of top quality Organic seeds. An initial mist allows the seed hulls to soften before the trays are covered and kept in a warm, dark,

well-vented place to await germination. Next is sun-bathing time, an exciting stage to witness the eager unfurling of the greens as they develop rich colors and tiny, elegant leaves. The process is swift: 2 weeks on average from seed to harvest, which happens when the first true leaves appear. The greens are then snipped free, fan-dried, tenderly packaged, and delivered fresh to the co-op by bicycle (as weather cooperates). Indeed, the sprouts look happy.

Perhaps it's their effervescent youth that makes them this way. Or perhaps they've simply been well-nurtured. They are a true creation of love, spoken to with words of encouragement, sung to, and occasionally blessed by the sweet bluegrass sounds of the 5-piece Riverside Bogstompers who often practice in the farm apartment. Emily wears the hat of mandolin player in that group (mom and dad are involved too), and with various building tenants also creating music, "the microgreens are exposed to a broad range of musical sounds!" No wonder they look so happy.



Watch for pea shoots and other new Pocket Farm varieties coming soon to your Co-op!

If you are a microgreens novice, let's take a moment to illustrate their awesomeness. Microgreens are the small but mighty shoots of various vegetables. "They taste very much like their full-grown counterparts, yet they are often more potent and flavorful," Emily explains. Indeed, they are not to be confused with sprouts. Sprouts, while respectable in their own right, are simply germinated seeds that don't need sun to grow. They are densely packed, germinated just long enough (48 hours on average) to grow roots, a small stem, and underdeveloped leaves. Because of their moisture-dank environment, they are more prone to developing Funk (and not the James Brown variety). Microgreens seeds are planted a bit more sparsely and sun-encouraged, exposing them to much more photosynthesis. They are harvested later than sprouts, thus producing a more developed flavor. Some have a spicy kick like mustard and arugula, while others like beets and chard boast earthier flavor profiles. They not only bring a textural vibrancy and moxie to the table, but deliver a delicious serving of vitamins and phytonutrients. Researchers at the University of Maryland in College Park conducted the first scientific analysis of microgreens and found, on average, four to six times more nutrients than their mature counterparts....proving that good things do indeed come in



Emily's secret recipe for growth: Some positive words of encouragement and a light misting of water.

small packages. Emily plans to expand her offerings this season, "including some new varieties: basil, cilantro, and kohlrabi to name a few. I'll also be growing pea, sunflower, and wheatgrass shoots in the near future. If customers have special requests, I'd be happy to attempt to grow other varieties as well with a 2-3 week turnaround." She is also excited to be developing growing kits that will allow people to have their own Pocket Farm experience at home.

There is so much flexibility with microgreens and no meal that can't be improved by them. The obvious uses would be on top of sandwiches and burgers in place of lettuce or sprouts. Try them atop breakfast scrambles, bagels, or salads. Eat them alone as



Emily proudly displays her bicycle-delivered greens at the Lake Superior SFA Harvest Festival.

a snack or present as an irresistible garnish. Kid-sized and tactile, they're great for family food adventures, too. "I've even tried them on ice cream," says Emily, "which looks and tastes good until the ice cream melts and the greens wilt!"

Since Pocket Farm's inception, Emily has closed the circuit even more between her agricultural and creative pursuits, accepting the position of Brand Coordinator in our Promotions and Education department. She is the artistic force behind much of the design elements you see throughout the store, and her creative skills are evident in the tasteful Pocket Farm logo, packaging, and upcoming website (built with help from her design partner, Luke). We feel ever fortunate to have her talents in not only re-branding our Hillside co-op, but in the composition of our upcoming Denfeld location as well. Its stories like Emily's that remind us why we're in this business, and any support we can offer to this up-and-coming generation of new farmers is essential in paying it forward to a more grounded, secure, and taste-full food economy to come. Pocket Farm may be small, but its ripple-effect is limitless and we are very willing (and hungry!) participants in this micro to macro endeavor.

Thank you, Pocket Farm! **GG**



gourmet to go good times—good grillin'

by Matt Litwin, Deli Counter Supervisor & WFC Owner

It has been a crazy, long, snowy winter. Many of us felt like spring was nowhere in sight, which led me to an extreme amount of cabin fever—specifically, lighting up that charcoal barbeque and throwing down some mouth-watering, sauce-ridden, jaw-dropping, all-natural proteins on the grates. We all love grilling! Grilled food is crispy, full of color, and oh so enjoyable to all the senses. Grilling is an art, and there are many different types of grilling techniques to wow your guests, as well as your own humble self. Mother Nature cannot stop our great Northland community from sparking up the match, and letting the sizzle roar, even in the craziest weather.

If you love using wood as a source of fuel, wood grilling is the perfect technique for someone looking for that deep, rich, smoky flavor. You best know that you can buy chunks of wood flavored to your own taste like maple, hickory, cherry, and mesquite. Allowing the wood to burn down to those little embers will give you some nice slow cooking, so you can throw on a 1000 Hills Cattle Company chuck roast, wrapped in Beeler's bacon, and sip on a craft brew from your favorite local brewery.

If you are looking for a cheaper method with the same desired effect, grab some charcoal. I recommend buying some all-natural hardwood charcoal to avoid those chemicals that can sometimes give an off taste to your delicious meat. And, if you want to get that great smoky flavor with charcoal, go out and buy some smoking chips! Burn down your charcoal to the embers, throw in those magical pieces of wood chips, smell that natural goodness, and get a-grillin'. Don't be afraid to focus on food other than meat... Marinated

portabellas, zucchini, asparagus, garlic gloves, green beans, and corn on the cob are all great with the added smoky flavor and you can also support your local farmers in the process!

If you would like to be a little more artistic, set your sights on plank grilling. It is an experience in itself. It's essentially placing your food on a plank of wood (many wood varieties are available) inside your grill chamber. It is necessary to pre-soak the plank first and this is where some of your artistic side can come out. Have you tried soaking your plank in beer or maybe some kind of berry juice? The possibilities may be endless. Plank grilling works best with our friends from the sea, such as salmon, tilapia, and halibut, but don't be afraid to enhance the flavors of some of the other food groups. I hear that pizza on a plank is invigorating, tantalizing, and satisfies every taste bud in your palate.

Now let's say that you invite some of your buddies over to grill after a high-energy outdoor Trampled By Turtles show, and you want something to eat right now. I recommend doing it the easy way by using a propane or electric grill. They are quicker, produce little smoke, and allow you to control the temperatures with those handy little dials. It also allows for an even temperature. Sounds like a win-win for all, doesn't it? You may not get the crazy different flavors that you get with other techniques, but it sure does do the trick when you're riding the summer waves, and enjoying the sunshine.

Grilling in our great Lake Superior region is a tradition. College kids to professionals can make an unforgettable experience. If you're losing interest in monotonous results from a single grilling technique; shake it up! Grab some of the highest quality ingredients at your Whole Foods Co-op. Don't be afraid to let your mind run free, get creative, and let your stomach savor the results; you surely will also satisfy your guests as well! Cheers to summer! **GG**

INTERESTED IN LOCAL FOOD ISSUES?

Check out the information and opportunities at:

www.duluthcommunityfarm.org
(Growing Farms)


www.duluthcommunitygarden.org
(Duluth Community Garden Program)

www.lssfa.org
(Lake Superior Sustainable Farming Association)

For those of you interested in the MN Food Charter, a webinar about the combined comments about barriers and resolutions to barriers to accessing healthy foods from about 2,000 Minnesota participants is available at <http://mnfoodcharter.com/news/food-charter-input-you-talked-we-listened/>

They are also working on a draft of a MN Food Charter scheduled to be released in October 2014.

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Save The Date!

WFC's 2013 Annual Owner's Meeting and dinner will be held on **Friday, October 17** at the DECC! Watch for your invitation and meeting notice this Fall.

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For more info, or to reserve a spot, contact Jill Holmen of Promotions & Education: jillh@wholefoods.coop