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**WHOLE FOODS CO-OP**  
**GARBANZO GAZETTE**  
JULY/AUGUST 2007



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**\* CHECK YOUR CALENDAR**

**\* PUNCH YOUR PDA**

**\* POST A NOTE ON YOUR FRIDGE**

The Whole Foods Co-op Annual Owners Meeting will be held in our back parking lot on Sunday, September 16, from 1:30 pm to 4 pm. This year's meeting will be a little different — hopefully no torrential rains, violent winds or equatorial heat wave... Prior to the business meeting, an array of our suppliers will be offering samples and tastes of their products in a first-time ever owner-only demo-athalon. Your invitation and agenda for the business meeting will be inside the Annual Report, along with the ballot for election of Board members.

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# gourmet to go cool recipes

by Jane Herbert, Deli Manager

**N**ow it's hot. The kind of hot that forces you to sit still, hang in a hammock, preferably under a ceiling fan, sipping a cold drink. You can almost hear the garden growing. I've turned the hot tub temp down to just above body temp — 100 degrees — and in the moonlight under the summer skies I think of how to eat cool. It's so hot you don't want to cook, but you still have to eat! It's sweet corn time, cool tomatoes, and all the basil you can harvest for any use. Check out these twists on the usual summer fare and see how you can improve on or add your own "cool" ingredients.

The Fog City Deli can provide lots of the ingredients for these no cook recipes. I especially love the roasted chickens and all natural roasted turkey breasts. Each provides about 4 cups of perfectly cooked, tender meat perfect for use in salads and sandwich spreads. And for sandwiches, nothing beats the assorted all-natural meats sliced fresh in the deli, the cooling addition of olives and pepperdews, cheese choices for any cool meal and sweet cracker spreads to add another cool dimension.

## Cool Chicken Salad

1 C Annie's Sesame Shitake salad dressing  
6 oz of Marinated Mushrooms (in deli grab 'n go case)  
3 C cooked Chicken, cubed  
1 Red Bell Pepper, chopped  
1/2 Red Onion, sliced  
4 C Mixed Salad Greens  
1 C Mandarin Oranges  
Pumpkin Seeds and Dried Cranberries for garnish

Combine salad dressing and the marinated mushrooms, including liquid, in large salad bowl. Stir in chicken and red pepper, red onion and oranges. Cover and chill well until ready to serve. Just before serving stir in the mixed salad greens, toss gently, and serve. Sprinkle pumpkin seeds, and dried cranberries on top.

## Cool On Curry

1/4 C Mayonnaise  
1/4 C Yogurt  
1/4 C Sour Cream  
1/4 C Milk  
2 T Curry Powder

1/2 C Mango Chutney  
2 C Red Grapes  
1 C Celery Hearts, chopped  
1/2 C Cashew halves  
3 C fully cooked medium Shrimp, cooked Turkey or Chicken

In large bowl combine mayonnaise, yogurt, and milk; stir well. Add curry powder and chutney. Gently stir in grapes, celery and shrimp. Chill well before serving to blend flavors. Garnish with toasted coconut, cashews, and chopped mango. Serve on chilled raddichio or romaine hearts.

## Cool Picnic Pasta

2 C Broccoli Florets  
1 C fresh Mushrooms, sliced  
1 C Kalamata Olives, pitted  
1/2 C Artichoke Hearts  
1/2 C Basil, chiffonade  
1 pint Grape Tomatoes  
2 C fresh Sweet Corn, removed from cob  
1 C Annie's Italian or Greek salad dressing  
1 C Feta Cheese, crumbled or fresh Mozzarella, cubed  
3 C Radiatorre Pasta, cooked

In large glass bowl, combine all ingredients, cover and refrigerate 4-6 hours to blend flavors. Makes 8 servings

## Cool Waters

12 oz can frozen Lemonade Concentrate, thawed  
1/4 C Lime Juice  
8 Lime Slices  
Strawberries and Melon Balls with fresh Mint on ice  
48 oz Sparkling Lime Water

In a large glass pitcher, combine water, concentrate and lime juice and mix well to combine. Garnish each drink with lime twist slice and serve immediately. Serves 8 **CG**

Since moving to Duluth almost 2 years ago, **Jane Herbert** has experienced the heat of the south, the blizzards of the north and now she's hoping for a looong Minnesota lovely spring! She has to plant the yard and tend to the bulbs that will want to be sunning themselves soon. Her cat, Peepers, is already sunning in the picture window and the dogs are wanting to walk down to the Big lake and sip the cold water. She's ready! Are you all? See you on the Lakewalk!

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# Herb Lore ginger: a spice for life

by Niki Young, member, Lake Superior Herbalist's Guild



**W**ars were once fought over the cinnamon and nutmeg now resting in our cupboards. Pepper and cloves were worth fortunes and were even instrumental in the development of our civilization. However, as soon as these and other spices became more plentiful, we quickly took them for granted, and they have been relatively unimportant in American kitchens ever since. But Western science is beginning to discover new uses for these plants, and a spice renaissance may be stirring. We're learning that spices not only taste and smell good, they are also good medicine. They have been used medicinally for many centuries in other parts of the world, but now those uses are being confirmed here in the West, and people are taking notice. Ginger is an important example.

Ginger is the underground rhizome known as *Zingiber officinale*, from its Sanskrit name *singabera*, meaning "horn shaped." Warming and pungent ginger has been used by the Chinese for more than two-thousand years as a digestive aid and anti-nausea remedy, and to treat rheumatism, bleeding disorders, and respiratory conditions. The spice has been used extensively in Ayurvedic medicine to treat heart disease, reduce cholesterol and fight arthritis. Western medicine has now become involved in the search for health benefits of the spice, and research is not only confirming traditional uses, but adding to the list. Important newer findings include ginger's anti-inflammatory, antioxidant and cancer-preventative potential.

Gingerol, the phenolic component of ginger that is responsible for its distinctive taste, is likely also the anti-inflammatory component responsible for the reduction of pain and improvement in mobility experienced by many arthritis patients who consume ginger regularly. In two recent large clinical studies,

physicians found that a majority of arthritis sufferers experienced a noticeable lessening of pain and/or swelling when consuming ginger. Further research is underway.

Spicy ginger also has been shown to offer antioxidant protection. Gingerol has shown to significantly inhibit the production of nitric oxide, a highly reactive molecule that forms damaging free radicals. Animal studies have found that treatment with ginger prior to radiation exposure may not only prevent free radical damage to lipids in the body, but may also protect levels of glutathione, one of the body's most important internally-produced detoxifiers. Still other recent studies have preliminarily linked ginger to prevention of ovarian and colorectal cancer. Ginger is earning a reputation not only as a spice of life, but a spice for life.

Ginger may provide health benefits by another mechanism as well: sweat! Sweat serves some well-understood and important functions. Most obviously, sweat forms when we are exposed to high temperatures, then cools us as it evaporates. This effect can be forced by consuming spicy foods (most spicy foods are consumed in the warmest regions of the world), making ginger an important addition to the diet for both its warming effects in cool temperatures and its cooling effects in warm temperatures. Another well-understood and important function of sweat is as a detoxifier during illnesses such as colds and flu. More recently, however, German researchers discovered that sweat assists us in another way. They found that sweat contains a potent germ-fighting agent that is manufactured in the sweat glands and brought to the surface of the skin when we sweat, providing some protection from microorganisms such as *E. coli*, *Staphylococcus aureus* and *Candida albicans* (yeast).

The list of health benefits of warming, flavorful ginger is long, and is just partially covered here. It seems

that adding an ounce of preventative spice in the delicious form of ginger is a wise idea. And not a single war must be fought to take advantage! Ginger is available in several forms including fresh, dried, crystallized, candied and pickled. All have medicinal benefits, and ginger is stable when used in cooking. Because ginger is so concentrated with active substances, even small amounts will likely offer some benefit. The spice may be used freely as a culinary treat and in beverages; when used in large therapeutic doses, however, ginger may cause stomach irritation. A good approach is to start with small doses and work up to tolerance. Herbalists recommend a range of doses:

- dried ginger — 250 to 5,000 mg four times daily
- tea — 1 tsp. fresh ginger boiled in 2 cups water for 10–20 minutes
- tincture — 1.5 to 3 ml per dose
- candied ginger — 1-inch square, 2 to 4 times per day (1 inch is equivalent to 500-1,000 mg dried ginger)

Fresh, unpeeled ginger can be stored for up to three weeks in the refrigerator or up to six months in the freezer. Dried ginger should be kept in a tightly sealed glass container in a dark, dry place. Dried ginger stored in the refrigerator has a shelf life of about one year. Enjoy! **CG**

**Niki Young** is an herbalist and member of Lake Superior Herbalist's Guild. She has a background in dietetics and nutrition and is a certified nutritionist.

*Remember to use plants with respect and with the wisdom of your own body. Each individual may react differently to quantities.*

**Herbs are medicine and their use must be taken with care and respect. Each individual is different and may react differently to certain herbs such as allergic reactions. Self-treat at your own risk. Consult a physician should symptoms persist.**

For more information on the Lake Superior Herbalist Guild contact Katie at 218-721-3065 or on the web: [www.diamon-naturals.us/Guild.htm](http://www.diamon-naturals.us/Guild.htm)



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## Garbanzo Gazette

Published by Whole Foods Co-op  
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(218) 728-0884 • fax (218) 728-0490  
www.wholefoods.coop  
**STORE HOURS:**  
7 am – 9 pm Everyday

### Membership Costs:

\$100 per voting membership  
Further membership information is available at the Co-op

The Garbanzo Gazette is published six times a year (January, March, May, July, September, November) for the member-owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Community Co-op, Inc. to provide information on Whole Foods Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of the Co-op management, board or member-owners. Submissions must be received one month prior to publication. The next deadline is Wednesday, August 1. 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

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

**MOVING?** Pursuant to WFC Bylaws, Article I, Membership, Section 7: "Each member agrees to provide the association his, her or its current address and to keep the association informed of any changes in address." In an effort to remind our members to keep WFC advised of address changes, the Board, on 8/26/96, approved a policy making a member temporarily inactive when there is no current address on file. Inactive members are not eligible for membership benefits and will not receive the newsletter.

# Membership Matters

David Helf, Board of Directors

Dear Member-Owners,

What comes next?

- Our beloved new store is open. It has earned the high distinction of being certified as a LEED building, meaning, we re-used materials, recycled as much as possible, used green building methods, and made sure it uses less energy to operate.
- We have achieved Certified Organic Retailer status in all departments, the only such facility in the Twin Ports area to have the whole store certified.
- The Co-op Management and Staff have filled the store with wonderful edible and non-edible products, and offers fantastic service to shoppers, Members and non-members alike. Special events and classes have attracted hundreds, and our community visibility is at an all-time high.
- Well over half of our sales result from you, the Member-Owners, shopping here and spending your hard-earned money. Our Member sales are higher than comparable co-ops, and this is a sign of health.

We have surpassed our new Member goals for many months running, and we now have over 4,000 active Members. I could go on, but the news seems good. What's not to like? Before I give a specific answer to that question, I'd like to bring up an idea that some of you may not be aware.

### Cooperatives of all types, including Whole Foods Co-op, are not non-profits.

(I'm sorry if I insulted any Member-Owners if this does or does not come as a shock.)

We are competing with other grocery stores, all of whom keep elaborate books, but at the end of the year, each asks, "Have we made a profit?"

To mention just a few things that matter, we keep track of how much we spend on the goods we sell; what we charge when we sell those goods; how much we pay our employees; how large our energy bills are; whether our Worker's Comp premiums are going up too fast; how much our new

accounting software costs; and whether we have enough money to pay our lenders the millions we owe them for our expansion. Running a grocery with sales approaching ten million dollars annually is not like running your father's Co-op. I am not exaggerating when I say that observing our employees and managers make it all work is awe-inspiring.

Here's the piece that is missing from my glowing description. Though we made tremendous growth in new Members and new sales for the first year, competition since then has increased drastically. I think we've all observed how trendy it has become to sell organic and "natural" products, and Duluth is no exception. Whole Foods Co-op has gone from being essentially the only source for many organic products to being in the middle of a pack of stores. Though we have the best selection, the best service, and the best prices, we **ARE NOT ALONE**. (Again, I'm sorry if I am insulting any of you. I'll try to stop doing this.)

In order to achieve our mission of not just paying the bills, but doing greater community outreach, encouraging others to adopt our mission of buying and eating healthy, sustainable foods, to supporting sustainable food producers, and to achieve a secure financial future, we need to do better.

Better includes, but is not limited to, (here comes that word again), making a PROFIT.

As Owners of this enterprise, the Board believes you do need to be concerned with this. We are not suggesting we have accounting nights in the classroom downstairs where all of us sit around and pick apart the books and try to make the numbers read better. That's why we have a top-notch, intelligent and good-looking staff. And that's why you elect Members of your Board of Directors. So what can you do?

The answer is so simple and so straightforward, that I am almost embarrassed to bring it up. **Spend more of your grocery money at your Co-op.**

That's all. To have a fighting chance at a year-end profit, the Board and

Employees humbly suggest not that you spend more on groceries and staples like toilet paper every month. We merely suggest that you simply re-direct some of what you are already spending somewhere else. I am certainly not suggesting you need to spend 100% of your food budget here. What I do suggest is that another five dollars more per purchase by our Members each time they visit will make an enormous difference. With 4,000 active Members and over half of sales made to Members, you can see the power in numbers. Small numbers which are repeated enough times get large.

So, here's the challenge I am laying out to all of you Member-Owners who are reading this. When you've filled your cart with the items on your shopping list, park it and take a small stroll around the store. Is there something you might ordinarily buy at one of our competitors? Can you replace it with a Co-op product? Be adventurous. Sure, you've been using Jergen's Lotion since you were two, but have you ever used Alba Papaya Mango Body Cream? Goodness, you might never go back to Jergen's if you do. Take a quick saunter past the frozen cases. There are many guilt-free frozen foods that are delicious and convenient, and I'll bet one or two could be among your new regular picks. You get the picture.

As a group of committed individuals working together, we can make Whole Foods Co-op even more successful. We've taken some big risks together, building this great new store. Most of the pieces for success are in place — we are so very close. Take a moment to think about how important it is to you and to the community that we succeed, and think of how we'll all profit when we finally make a profit. And then take that little stroll around the store. You'll be glad you did. **GG**

**David Helf** was elected to the Whole Foods Co-op Board in September of last year. He has been shopping at coops and cooking like Adele Davis since 1982 (young people, ask your parents who she was), and growing his own food for most of his 53 years. He thinks it would be nice to have a conversation with each Member about the Co-op, so he welcomes your emails. Tell him how we can strengthen the link between the Board of Directors and our Member-Owners:  
davidh@wholefoods.coop

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# board report

## not just now, not just me

At our April Board meeting, we WFC directors had our regularly scheduled visioning session. "Visioning" (yes, I know... I was an English major and so was my mother... but bear with me) is a process as organic as Mike Olund's tomatoes, Joel Rosen's cilantro, or Shary Zoff's raspberries. It's also just as satisfying. Basically, we think hard about our vision for the WFC. We talk big, we argue, we get passionate, we laugh, we take notes. At our April visioning, facilitated by Board Members Theresa Koenig and Erik Hahn, we discussed WFC's role in the community and in the world.

It's part of policy governance, the model that our Board (and over half of the cooperative grocery boards in the United States) uses to run the co-op. We do our jobs as directors by examining and fine-tuning our policies. We choose words to live by, and see that the co-op lives within those words. Erik transcribed our visioning notes and sent them to the

Board, and there it was: NOT JUST NOW, NOT JUST ME. Reading those words was like drinking a smoothie laced with lightning, wasabi, and Show Me The Whey.

Not just now, not just me. Now there are words to live by. It's the Seven Cooperative Principles in seven words or less. It's the WFC's mission statement, condensed. It's the reason co-ops were created. It's the best — really, the only — answer to "Why should I be a Member of the Whole Foods Co-op?" Of course, there are other reasons to become a Member, or to encourage your friends and family to become Members: Member-only specials and coupons, patronage rebates, voting privileges, a subscription to the Garbanzo Gazette. But those are surface reasons, temporary reasons, what's-in-it-for-me reasons.



Jean Sramek, your Board President

Your economic and psychic participation in the cooperative business model means that you are thinking long-term and world-wide.

When you plunked down your \$100 for WFC common stock, you were investing in sustainability — not just for your family or your community, but for future generations and for people you will never meet. When you measure out a pound of tamari almonds, grab a Fog City Deli snack, or order a case of your favorite thing from the co-op, you're not just buying good food. You're

supporting green buildings, living wage jobs, fair trade, a healthy and fair economy, clean air and water, and other delicious things.

You're a good person (I can tell). But it's not about you. It's about all of us. Thanks for being a Member of WFC. GG

## Owners: A great opportunity to get involved with your cooperative

The Whole Foods Co-op Board of Directors invites you to consider running for the WFC Board. Yup, YOU! The WFC Directors are democratically chosen by its Member-Owners. Perhaps you've been thinking for a long time about running for the Board? Or, maybe you've been a Board Member in the past. Whatever the case, we appreciate your interest in serving our cooperative and our community. We encourage you to contact a current Board Member to learn more about the role and responsibilities of the WFC Board.

### What can I do to become a WFC Board Candidate?

- Pick up a Board Application packet at the Customer Service Counter or call to request an application by mail (218-728-0884, ext. 182).
- Contact a Board Member to discuss your questions about being on the Board. Email at wfcbod@wholefoods.coop or leave a phone message (218-728-0884, ext. 101) and a Board Member will return your call.

- Attend a Board meeting. The next meeting is July 23 from 5:30-7:30 pm in the conference room at WFC.

- Deliver your completed Board Application\* to WFC by August 1, 2007, to be included on the next Board election ballot.

\*To be an eligible Board candidate, your name must be the first name listed on your membership, your required equity payments must be current, your current address must be on file, and you must have no outstanding indebtedness to the Co-op or overdue IOU balance. GG

## board of directors

**Jeri Brysch**  
jeri@wholefoods.coop  
Treasurer  
Finance Committee (Chair)  
GME Committee  
Term expires 2008

**Lynn Fena**  
lynn@wholefoods.coop  
Vice President  
Finance Committee  
GME Committee  
Membership Committee (Chair)  
Term expires 2007

**Erik Hahn**  
erik@wholefoods.coop  
Secretary  
Bylaws Committee  
Food Policy Committee  
Membership Committee  
Term expires 2007

**David Helf**  
davidh@wholefoods.coop  
Bylaws Committee  
Food Policy Committee  
Term expires 2008

**Theresa Koenig**  
theresa@wholefoods.coop  
Board Recruitment Committee  
Bylaws Committee  
Term expires 2007

**Jean Sramek**  
jean@wholefoods.coop  
President  
Bylaws Committee (Chair)  
Food Policy Committee  
GME Committee (Chair)  
Term expires 2007

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

WFC web site: [www.wholefoods.coop](http://www.wholefoods.coop)

Address to communicate with entire Board and General Manager: wfcbod@wholefoods.coop

To speak to a Board Member or the General Manager, call the store at 218/728-0884

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

### mission statement

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

### co-operative principles

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# staff news

## STAFF ANNIVERSARIES

### JULY:

Jane Herbert	July 05, 2005
Jay Newkirk	July 06, 1997
Rain Elvin	July 07, 2004
Jessica Belich	July 23, 2001

### AUGUST:

Jim Richardson	Aug. 01, 1998
Christina Cotruvo	Aug. 15, 2005
John Fisher-Merritt	Aug. 19, 1976
Aaron Hoffmeister	Aug. 30, 2005
Kara Isaacson	Aug. 30, 2005
Andy Theuninck	Aug. 31, 2005

Jim Richardson and his brother Allen are running a muppet for Mayor of Duluth. The campaign will culminate in a November art show at Washington Studios Gallery mere days before the election [www.myspace.com/mrniceformayor](http://www.myspace.com/mrniceformayor).



Just as predicted, Michael Olker, Assistant FE Manager and his wife, Jennifer, welcomed their Earth Day baby, Willow Springwind Olker at 1:44 am, Saturday, April 21st. A healthy 7 lbs., 4.5 oz., with lots of red hair just like her mom. With a visit only 5 days after her arrival, it has been determined that her favorite place to shop is WFC.

Andrea and her husband Aaron are the proud new parents of Maya Marburg Geary — a beautiful new baby girl! She was born Thursday, May 17th at 10:00 pm. Five lbs., 11 oz. with brown hair and long toes. Not to be outdone, the whole happy family came in for "oohs" and "aahs" just four days after Maya was born.

# new products

## BULK

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  - Bulk Organic Cacao Nibs
  - Bulk Organic Apricot Kernels
  - Bulk Organic Mulberries
  - Bulk Organic Pomegranate Seeds
  - Bulk Organic Strawberries
  - Bulk Organic Dried Watermelon
- **Really Raw Honey**
  - Unfiltered Honey 5# size
- **Great River\***
  - Organic 7-Grain Bread Flour 5.5# size

## HBC (Health & Body Care)

- **Baby's Bliss**
  - Baby Derma Cream
  - Diaper Cream
  - Apple Gripe Water
- **Mommy's Bliss**
  - Nipple Cream
  - Omega 3 DHA Plus
  - Morning Sickness Magic
  - Pregnancy Heartburn Comfort
- **Lumina Health**
  - Cell Food Silica Formula
- **Source Naturals**
  - Mangosteen Juice 32 oz (in glass)
  - Mastic Gum
  - Rejuvenzyme
- **George's Aloe Vera**
  - 100% Aloe Juice 32 oz
  - 100 % Aloe Spray Mister 4 oz
- **Nature's Answer**
  - GOJI Juice 16 oz (in glass)
  - ACAI Juice 16 oz (in glass)
- **IKOVE**
  - Hand Savior
  - Amazonian Buriti Lotion
  - Amazonian Clay Mask
  - Rose Night Cream
  - Amazonian Acai Berry Shampoo
  - Amazonian Acerola Shampoo

- Amazonian Cupuacu Butter Shampoo
- Amazonian Cupuacu Butter Conditioner
- Avacado Babacu Conditioner
- Brazil Nut Bath & Shower Gel
- Amazonian Copaiba Bath & Shower Gel

- **Rainbow Light**
  - Rice Protein Powders, Vanilla & Chocolate
- **Whole Foods Co-op Brand**
  - Inflatrol
  - Natural Cleanse Complex
  - Liver Detox Complex
  - Pomegranate Extract
  - Greens & Things\*
- **Organic India**
  - Organic Psyllium Whole Husks\*
- **HerbaSway**
  - Pomegranate Concentrate
- **Herb Pharm**
  - Butterbur Extract
- **Jason Fragrance Free Line**
  - Shampoo & Conditioner
  - Satin Soap
  - Satin Body Wash
  - Hand & Body Lotion
  - Deodorant
- **Traditional Medicinals**
  - HerbaTussin Pastilles
  - Throat Coat Pastilles
- **Bach**
  - Rescue Remedy Pastilles
- **Nutricology**
  - Organic Thymus Glandular\*
- **Giovanni Bar Soap**
  - Raspberry Winter
  - Cassifleur White Tea
  - Bamboo Birch
- **Deep Steep**
  - Tangerine Melon Foaming Soap
  - Honeydew Spearmint Foaming Soap
- **Earth Science**
  - Herbal Deodorant
  - Unscented Deoderant

- **Earth Therapeutics**
  - Anti-bacterial Complexion Pad
  - Four-Sided Filing Block
  - Trio Collection Body Sponges
- **Beauty Without Cruelty**
  - Make up applicators
- **SunCoat**
  - Water Based Nail Polish, 25 colors
  - Natural (acetone free) Corn & Soy based polish remover

- **ALBA**
  - Mineral Suncare
  - Jason Suncare

## GENERAL MERCHANDISE

- **Thera Cane Co.**
  - Thera cane
- **Gardener**
  - Season starters
- **Enviro Wave**
  - Shower filter replacement cartridge
  - Bath ball replacement cartridge
  - 1-liter SS water bottle
- **Vita Minder**
  - Tablet splitter/ crusher
- **Geratherm**
  - Solar thermometer
- **One Source Magazine**
  - Several new magazine titles:
    - E Magazine
    - PH (Positive Health)
    - Herb Companion
    - Massage Therapy Journal
    - Stone Soup
    - Mental Floss
    - Gluten-Free Living
    - Living Nutrition
    - Diabetic Living
    - Herb Quarterly
    - Touch The Soil
    - Organic Life
    - Acres U.S.A.
    - Hip Mama
    - Communities
    - Co-op America Quarterly
    - National Green Pages
    - Yes
    - Ready Made

- **Equal Exchange**
  - 12 oz EE Organic Colombian, whole bean

- **Sunbeam Candle Co.**
  - 2" x 6" Beeswax Pillar
  - 3" x 3" Beeswax Honeycomb

- **Café Altura**
  - Kona Coffee 10oz, whole bean

- **Flavorganics**
  - Irish Crème Syrup, 8.5oz

- **Alakef**
  - 12oz Organic El Salvador, whole bean

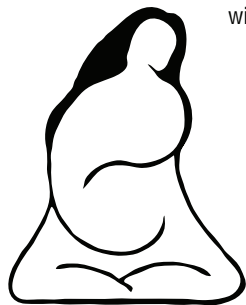
- **Continual Supply of New Book Titles**

## COOL/FROZEN

- **Organic Valley Egg Whites\***
- **Wallaby Nonfat Peach Yogurt\***
- **Traders Point Creamery Pourable Yogurt\***
  - Raspberry
  - Banana Mango
  - Wildberry
- **Ricera Rice Yogurt\***
  - Blueberry
  - Peach
  - Strawberry
  - Vanilla

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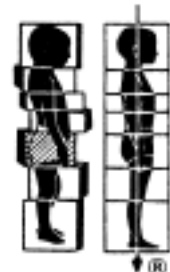
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- Expressive Therapy
- Sandplay Therapy
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  - Cheese
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  - English Muffins
- **Lifestream Pie Oh My**
  - Pineapple
  - Apple
  - Cherry
  - Wildberry
- **Julie's Fudge Bars\***
  - Sorbet Bars
- **Gluten Free Pantry Cookie Dough**
  - Chocolate Chunk
  - Buckwheat Raisin
- **Alden's Ice Cream\***
  - Blackberry
  - Mint Chi

- **Good Health**
  - Veggie Chips, 1 oz lunch size
- **Living Harvest\***
  - Hemp Milk
  - Chocolate
  - Vanilla
  - Original
- **Santa Cruz\***
  - Blueberry Applesauce
  - Raspberry Applesauce
- **Spectrum Dressings**
  - Vegan Ceasar
  - Golden Balsamic
  - Asian Ginger
  - Lemon Sesame
- **Enjoy Life**
  - Lemon Cookies
- **Kagome Juice Blends**
  - Ruby Pomegranate
  - Yellow Mango
- **Knudsen\***
  - Pomegranate Concentrate
- **Very Veggie Spicy blend juice**
- **Lesser Evil**
  - PB & Chocolate
  - Maple Pecan
- **Newman's Own\***
  - Hermits Cookies
  - Ginger
  - Original
  - Cinnamon
- **Glaceau Vitamin Water 4-packs**
  - Revive
  - Focus
  - Power
- **Steaz**
  - Green Tea Energy drink,
  - Grab N Go singles
  - Four-pack
- **Yummy Earth\***
  - Lollipops
  - Drops
- **Clif Bar**
  - Blueberry Crisp
- **Mintwater**
  - Lemon
  - Orange
- **Dr Oetkers\***
  - Frosted Brownie Mix
- **Baby's Only**
  - Electrolyte Juice

- **Numi\***
  - Iced Tea
  - Mint
  - Raspberry
  - White
- **Tambo Bamba**
  - Rice and Beans
  - Cuban Black Bean
  - Jamican Red Bean
  - Caribbean Pelau
- **Nile**
  - Soup Cups
  - Split Pea
  - Rice 'n Bean
- **Sweet Riot**
  - Cacao Nibs
  - 50% Cacao
  - 65% Cacao
  - 70% Espresso
- **Middle Earth\***
  - Pasta Sauce
  - Basil
  - Spicy pepper
  - Porcini mushroom,
  - Eggplant
- **New Morning\***
  - Grahamwiches
  - Chocolate Peanut Butter
  - Honey Vanilla
  - Honey Peanut butter

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  - Dog Treats!
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  - Lawn 'n Leaf
  - Doggie Waste Bags
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  - Flushable Diapers
- **Amy's**
  - Thai Coconut Soup
- **Buhl Pure Water**
  - Gallons
  - 20 oz
  - Distilled Gallons

**MEAT**

Look for items perfect for the grill: baby back pork ribs, pork brats, beef kabob meat, and of course, more steak options — bison, beef, and lamb. Other cuts are always available by special order, so call Jesse at ext. 457 if you're looking for something special.

\* Organic GG

**MISSING:**

Small glass milk bottles used for the Dahl Dairy milk demonstration on Earth Day! It seems there was some confusion about the wee little bottles Wayne Dahl used for his milk demonstration on Earth Day. When handing these out, some folks assumed they could take them home. However, it seems these were bottled just for us using Wayne's private collection of antique school milk bottles and he does need them back. If you should have one, please bring it back to the Customer Service Counter. WFC and Dahl's Sunrise Dairy thank you!



**GROCERY**

- **Kitchen of India**
  - Biryani Curry Paste
- **Barbara's\***
  - Crunchy Granola Bars
  - Cinnamon Crisp
  - Oats 'n Honey
  - Peanut Butter
  - Fruit Yogurt Bars
  - Apple Cinnamon
  - Blueberry Apple
  - Cherry Apple
- **Snackimals Snickerdoodles\***
- **Ginger People**
  - Boost Candies
- **Honestea**
  - 64 oz Bottles
  - Black Tea
  - Green Tea
- **Nature's Path**
  - Cherry Pomegranate Toaster Pastries\*
- **Drew's**
  - Poppyseed Dressing
- **Boulder**
  - Spinach & Artichoke
  - Potato Chips

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## Dollars and Sense

Meals that moderately serve four people and cost less than \$15.00\*

### BREAKFAST:

oatmeal with dried apples, bananas, and kefir

Oatmeal (quick, regular, or thick) <i>Found in Bulk, Aisle 4</i>	\$0.27
Dried Apples (chop to add to oatmeal) <i>Found in Bulk, Aisle 4</i>	\$0.38
Bananas <i>Found in Produce</i>	\$1.58
Lifeway Kefir Flavors: pomegranate, cherry, strawberry, & blueberry <i>Found in the Dairy Section</i>	\$3.75
<b>Total</b>	<b>\$5.98</b>

### LUNCH:

pocket bread sandwiches and rice chips

Holyland Pocket Bread Available in whole wheat and white <i>Found in the Deli "Grab-n-Go" Case</i>	\$1.99
Holyland Hummus Flavors: garlic, w/spinach, w/roasted eggplant, & more <i>Found in the Deli "Grab-n-Go" Case</i>	\$3.49
Cucumber <i>Found in the Produce Aisle</i>	\$1.99
Red Bell Pepper <i>Found in the Produce Aisle</i>	\$2.40
Lundberg Rice Chips Flavors: Sea Salt, Seaweed, & Wasabi <i>Found in Aisle 2</i>	\$2.69
<b>Total</b>	<b>\$12.06</b>

### DINNER:

baked chicken thighs, French baguette, and spinach salad with pear, caramelized walnuts and Feta cheese

Kadejan Chicken Thighs <i>Found in the Meat Case</i>	\$2.40
Panne Provincio French baguette <i>Found near the Deli Counter</i>	\$2.49
Spinach (bunch) <i>Found in the Produce Aisle</i>	\$1.89
Danjou Pear Thinly sliced <i>Found in the Produce Aisle</i>	\$0.90
Metica Caramelized Walnuts <i>Found in the Cheese Case</i>	\$3.60
Athenos Feta Cheese "Chunk Traditional" recommended for this recipe <i>Found in the Cheese Case</i>	\$3.65
<b>Total</b>	<b>\$14.93</b>

\*Note: total cost does not reflect beverages, some preparation ingredients (i.e., oil, salt, condiments, etc.) and are approximate as many items are sold by weight and subject to change at any time.

# savor the season (cheaply)

by Shannon Szymkowiak, Marketing & Member Services Manager

What's up with all of the wobbly signs

sticking out in the aisles of our Co-op? Well, if you haven't stopped to take a look, you should. These signs signify items that have recently had their prices lowered. Lowered? What? How could this be?

In January, the National Co-op Grocer's Association (NCGA), of which Whole Foods Co-op is a member, entered into a new contract with United Natural Foods, Inc. (UNFI), our primary supplier. This new contract was to reflect a different kind of pricing structure. At that time, we were unsure whether or not it would be to our benefit, and if so, how much. Only time would tell, so we froze our prices to see just exactly how this new contract would benefit — or detract from — our pricing.

After our quarterly inventory in March, we discovered that this pricing was a good thing, allowing us to lower prices on many key goods in the store. We've always been competitive with natural and organic foods, but it is always a good thing when we can offer greater value to our Member-Owners and everyone else who comes through our doors. Cooperating with other cooperatives gives us the buying power we need to remain in the game. This is great news for everyone. But where's the proof?

Your Co-op sometimes unfairly suffers from a poor price image. As we do head-to-head price comparisons to know how we're doing and come out under "lower priced competitors" time and time



#### On this date:

- \* Super One, Mt. Royal and CUB did not have free range chicken. They did have Gold-n-Plump "all natural" chicken with added saline for an average price of about \$2.50 for two bone-in breasts.
- \* The WFC peanut butter price was for the freshly ground, others were in jars.
- \* CUB only had the Green Forest 12-pk, no 4-pks.
- \* WFC coffee price reflects locally roasted Alakef. Alakef donates a portion of every sale to Second Harvest.
- \* CUB did not have Cascadian Farms Fruit Spread, but did have Nature's Best Brand, which is also organic so we used this as a comparison.
- \* OG bagged salad mix was not available at Super One, but they did have organic salad mix in plastic containers.
- \* WFC and CUB bananas were Fair Trade, Super One and Mt. Royal were not.
- \* The organic spaghetti available at Super One was a 12 oz. package rather than a 16 oz. package. Factoring this difference raises the price of this item to \$3.52 on an ounce-by-ounce comparison.
- \* The Super One organic milk price reflects a sale price.

again, the perception that some grocers are always cheap can be difficult to overcome so I decided to share some of the results today.

Below, you will see a chart listing some of our best selling items. As of May 23, 2007, the prices you see in the charts were correct and current, both for us and our competitors. You

Chart 1

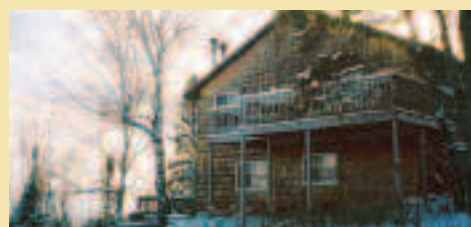
	WFC	Super One	Mt. Royal	CUB
Organic (OG) Frozen Corn	2.19	N/a	2.29	2.29
Free Range Bone-In Chicken Breast* - 1 lb.	4.29	N/a	N/a	N/a
Non-Organic Mozzarella Cheese - 1 lb.	4.99	3.39	3.99	5.49
OG Peanut Butter* - 16 oz.	2.99	6.69	3.59	5.85
OG All Purpose Flour - 1 lb.	.95	1.10	1.26	N/a
Green Forest Toilet Paper - 4 pk	2.19	1.69	1.63	4.29*
Kettle Chips	2.35	2.49	2.59	2.19
OG Whole Bean Coffee* - 1 lb.	9.49	5.99	8.99	7.99
Cascadian Farms OG Fruit Spread - 10 oz.	3.39	N/a	3.59	2.69*
OG Bagged Salad Mix	3.19	3.69*	3.29	2.99
OG Bananas* - 1 lb.	.99	.79	.85	.65
OG Spaghetti - 1 lb.	2.35	2.59*	2.79	2.99
Muir Glen OG Canned Tomatoes - 15 oz.	1.85	2.09	1.99	1.79
Barbara's Puffins Cereal	3.99	3.99	N/a	3.59
OG Milk - 1 gallon	6.99	5.75*	7.29	6.99

## FROM DULUTH & UP THE NORWEGIAN RIVIERA

Go to [www.NorwegianRiviera.com](http://www.NorwegianRiviera.com)

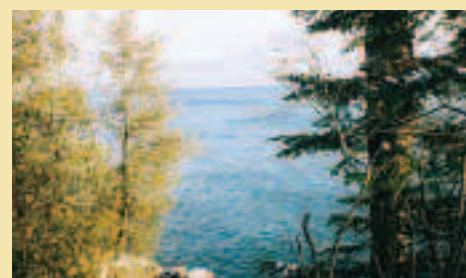
### GOOSEBERRY TRAILSIDE SUITES

Creative types! Move to the North Shore! This resort on 27 acres borders the state park & has a state trail access. Four 2-bedroom condo units w/off-peak heating & wood burning fireplaces. Additional building sites & a new home under construction. Lake Superior views, cross country ski, bike, hike. \$899,000. Duluth mls #128849, Twin Cities mls #3266301. Check out the virtual tour at [www.NorwegianRiviera.com](http://www.NorwegianRiviera.com) & the resorts website at [www.Gooseberry.com](http://www.Gooseberry.com), business included.



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will note that it was impossible to do an exact head-to-head comparison since your Co-op is the only place to get some of these items (free range chicken and freshly ground peanut butter for example). Although we were not the cheapest price on every single item on this day, these are our regular everyday prices, not sale prices. When you factor in the variety of items, additional opportunities for savings (Member Specials, Special Order discounts, etc.), and the availability of Fair Trade and locally produced items, is it worth a couple of dollars and your time to make a special trip elsewhere? I would argue that it is not, considering the current cost of gas and lack of time most of us have.

I have a theory that some of our shoppers only come here "as a treat" or "for certain items" and it simply doesn't occur to them to even check to see if we carry other items they need or what our pricing is on these items. When I make a list, use

my coupons, grab that sales flyer and stock up on Member Specials, I realize a very reasonable grocery bill. Plus,

I'm supporting my own business (yep — I'm a Member-Owner, too).

As luck would have it, the day I was finishing this article, someone's shopping list was found upstairs (not uncommon in the grocery business and not bad reading). The list was divided into

what the customer was going to purchase here: tomatoes, apples, bananas, lettuce, fresh herbs, onions, sprouts and green beans. Clearly,

this shopper shops us for our outstanding produce and I can't blame them. Our produce department is a showstopper.

With that said, the CUB list had the

following: cream cheese, powdered sugar, yogurt, turkey, eggs, and frozen berries. I do not know which cut of turkey they were looking for, or specifically which berries, but for the sake of argument, I will assume it is ground turkey and a berry blend. With the exception of non-organic frozen berries, everything on the CUB list are items we carry (we only carry organic frozen berries). Since I do not know whether or not the shopper was specifically looking for organic or not, I have provided pricing for both. Let's take a look at Chart 2:

As you can see, if this customer had done all of her shopping at the Co-op, the cost is less in every scenario unless she had to substitute organic berries for the unavailable non-organic. Even then, factoring in the sale price of the yogurt, the cost difference was less than \$2.00. This shopper could have done all of their shopping at the Co-op, saving time and supporting a locally owned business all at the same time.

Incidentally, on the day we visited CUB, they were giving out coupons at the register for \$.01 off up to 12 gallons of gas at participating Holiday stores. For Co-op Members, the free Community Cooperation Program offers \$.03 off each gallon of gas at the 4th Street Food 'n Fuel right next to the Co-op, so there's the \$2.00 right there!

Next time you're in the Co-op, take a look around. On our website, we have also added links to companies that allow you to print off coupons. When comparing organic apples to organic apples, we do a pretty good job. When comparing the

## coming soon – we need to hear from you

The 2007 Owner Survey will be mailed to our Member-Owners later this summer. Responses can be mailed to WFC or dropped off at the store OR you can participate on-line by following the link provided on the survey. With over 4,000 Members, the Board and Management need to hear from as many of you as possible to be sure that the products we sell, the services we offer, and planning efforts reflect your expectations.

Individual survey responses will remain anonymous. However, respondents will have the option to enter a drawing for fabulous prizes!

depth of staff knowledge and cheerful customer service, we can't be beat. You'll see that supporting your Co-op makes sense for the local economy and cents for you. Thanks for shopping Co-op! GG

Shannon Szymkowiak loves being your Gazette Editor. She feels lucky to have a job that allows her to get on her soapbox at least every other month (usually more). Her dog, miles of yarn, and flowers give her joy daily.

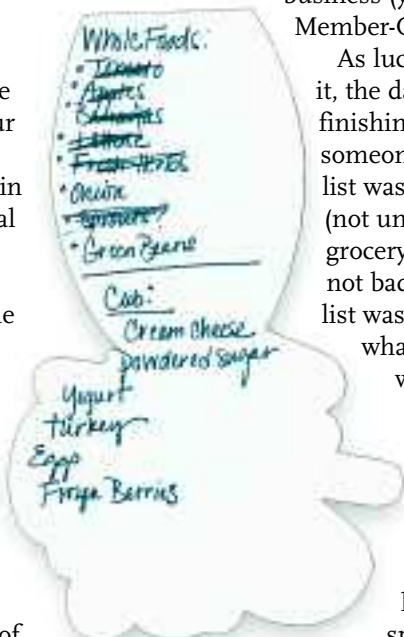


Chart 2

	CUB Non-Organic	WFC Non-Organic	CUB Organic	WFC Organic
Cream Cheese – 8 oz.	1.50 (sale price)	1.43	2.99	3.69
Powdered Sugar – 1 lb.	.65	1.05	3.99	3.89
Yogurt	.50 (sale price)	.89 (.69 on sale)	1.19	.99 (.79 on sale)
Turkey – Ground – 1 lb.	5.59 (non-free range)	3.29 (free range)	9.99 (frozen patties)	4.99 (frozen patties)
Eggs	1.28	2.25 (local farmer)	3.39	2.99
Frozen Berries – Berry Blend	2.00	N/a	4.43	4.29
TOTALS	9.52 (w/o berries) 11.52 (w/berries)	8.91 (8.71 sale price) 13.20 (w/organic berries, 13.00 sale price)	25.98	20.84 (20.64 sale price)

## Mid-Summer Organic Food Fest (MOFF)!

Come meet the local farmers who provide you with the freshest organic produce in the Northland. Saturday, July 28th, 11 am to 3 pm in front of the store. Shop, listen to music and make the farm-to-plate connection for yourself. See you there!

## We're practicing what we preach.

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

First Unitarian Universalist Church   
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- No MSG
- Grab-n-Go Sushi
- Japanese Beer & Sake
- Take out





# Dean's Report

by Anni Friesen, Member Services Coordinator

As we ease into the lazy days of summer, most people have their minds on being outdoors and enjoying the few months of warmth that Duluth offers. We focus on spending time with family and friends, reveling in the amazing beauty of the Northwoods or relaxing by one of our picturesque 10,000 lakes. For this reason, we have decided that there will be no WFC-U classes scheduled for July and August.

In the final months of summer, things start winding down and we reconcile with the fact that the warmth of the outdoors will soon be lost in the scattering of fall leaves. We see the happy faces of children on busses: eager to return to school and be with their friends, eager to learn the important lessons that will eventually help them to become fair-minded, curious, and insightful individuals.

Creativity is also an important outlet for children, though it is so often pushed aside in an education system

that promotes "productivity" above all. I'm not claiming that this is the fault of educators. In fact, both of my parents are educators and I have the utmost respect for the both of them and their profession. My mother was an art teacher for years before her position was cut. She now teaches fifth grade, and tries to incorporate some creativity into her lesson plans while at the same time scurrying to try to push each child through the rigors that define "No Child Left Behind."

I would claim that the funding that is cut from art, music, theatre, and other creative outlets deemed as less important than the "basics," is, in fact, leaving many children behind. Not all of us are meant to be scientists, doctors, lawyers or teachers, and not all of us should. Without creativity, we have a world full of drab people, ideas, and things. Even if you aren't creative, most people can appreciate creativity in the things around them.

When I speak about appreciating

creativity, most people will automatically think of listening to their favorite local band, going to a poetry reading, or getting lost in a piece of art that speaks to them. I think about one of my favorite things: cooking.

Cooking, something so vital to our existence, is one of the only art forms that incorporates all of the senses: the feel of the chef's knife rocking back and forth on the wooden cutting board, the beautiful bell pepper with its vibrant colors and seductive shape, the sound of garlic and onions hissing as they hit a sauté pan, the aroma of the garden fresh basil, and finally, the sapidity of this summer pasta sauce. It can only be called the art of the senses.

Most artists have to be born with talent and work their way to mastering their craft, but all of us have some the talent that we need to become proficient in the kitchen (though perhaps not to become professional chefs!) By knowing what we like to eat, we can start to learn how to cook.

Though I do not follow in my parents' footsteps as an educator in the conventional sense, I like to think that I do help provide a way for people to learn new ways to express their creativity. In putting together cooking classes, I often think about the new things that I would like to learn as well as what class attendees have suggested. Though we will have a short summer hiatus, September will reemerge in full swing with a variety of classes that will help you to explore your creativity in the kitchen. Look for the September/November class schedule in the next Gazette, in the customer vestibule, and on-line at [www.wholefoods.coop](http://www.wholefoods.coop) in August! **GG**

**Anni Friesen** is your Marketing and Membership Coordinator, classroom wizard, brochure wrangler and all around woman Friday. She is an avid reader and soup maker.

## Book Review

by Judy Kreag, member

Because we live in a society that values picture perfect lawns and gardens, many people are drawn to strong herbicides and pesticides. We often forget about the long-term effects of their use. At this writing, one of the most dangerous and growing side effects of this type of maintenance is insect resistance.

Tom Robert's book reminds us that there are many natural and healthy ways to control weeds and pests. However, they take thought, research and a little extra time – but it is well worth it. Future generations and Mother Nature will thank us for taking the extra time!

Roberts points out that rich soil grows healthy plants and healthy plants are more likely to be pest resistant. Our job is to find out what

each plant requires for optimum growth and set about making it happen.

This small book contains a wealth of information that can be helpful to the new, as well as the seasoned, gardener. There are charts and tables listing everything from commercially available microbial controls (to help keep your garden pest-free), to ways of keeping your soil rich and healthy (so it will grow insect-



### 100% Natural Organic Pest Control for Home & Garden by Tom Roberts

resistant plants). Roberts tells us how to use what he calls "integrated pest management, several of which are companion planting, microbial introduction (to deter insects), keeping your soil rich, and crop rotation, all of which can deter insect infestations.

Also included in the book is an illustrated, alphabetized listing of common garden and house pests with descriptions, life cycle information,

and biological and cultural controls for each insect.

The book concludes with a detailed listing of suppliers and manufacturers of

recommended products, here and in Canada. A glossary of terms to help with the sometimes-difficult terminology is also included.

If you love to garden but are struggling with weeds and pesky insects, this book might be the best investment you make this summer! Stop by the book section of the Co-op and make a difference to the environment as well as your garden.

**GG**

**Judy Kreag** has written two guidebook/cookbooks and has worked for a local nutritionist. She is presently the Executive Director of *The Dwelling in the Woods*, a spiritual retreat 75 miles south of Duluth.

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# the gonzo gourmand

Co-op foods I can't live without *by Jim Richardson, Bulk Buyer*

**H**emp Milk. How did I survive before the recent introduction of this fabulous non-dairy milk? All three flavors are tasty and thick like a shake, with all your Omega-3s and Omega-6s in the right combination. This even edges out flax oil in terms of the balance of omegas and their subsequent health benefits for your body. Hemp milk is also sweetened solely with brown rice syrup, so there's no cane sugar in it at all. And if you're a person who wants to watch their soy intake, this is ten times better than rice milk. Move over, Edenblend — even though you are also cane sugar-free, you have been replaced as my all-time favorite non-dairy beverage. My kid likes hemp milk too and I feel great about that. I stand before you amazed — and just a little bit healthier.

**Bulk Organic Dried Watermelon.** How do they do it? I called the supplier and they affirm it is the same process as drying any other fruit: "You just have to take the water out... But nobody ever thought to do it before." The result? A chewy fruit-leathery treat that is both sweet and tart at the same time (like me). A truly unique food, just try finding this anywhere else in town. I have some on me at all times.

**Bulk Organic Goji Berries.** A superfood that you can really feel working. These odd little berries (kind of like a tart raisin) are densely packed with nutrients including vitamin C, polysaccharides, etc etc. From the Hunza region of the Himalayas where

people are notoriously long-lived, and so their diet is the subject of scientific scrutiny. A handful a day just may keep the doctor away (no offense, all you doctors).

**Bulk Organic Dried Mango.** Is this the best thing in the bulk aisle? Right now I'd say it's neck-and-neck between this and the dried watermelon.

**Bulk Cacao.** We offer this whole and in broken pieces, a grade known as "nibs." Cacao is the bitter bean that is the precursor to cocoa and chocolate. Always raw, these are dried in the sun under banana leaves, fermenting them a little and adding to their flavor. Just look at one in your hand — it is beautiful. I treat these with the same reverent awe I have for coffee beans. Apparently cacao beans were used as currency, even until very recently. But what to do with them besides trading them for coins? Well frankly I don't mind a little bitterness so I eat them raw sometimes, and just feel the concentrated nutrition soak into my system (this will give you a caffeine-like buzz too, better on a full stomach). But I'm hearing reports in the bulk aisle from people who are putting the nibs into brownies and cookies and loving the results. The bitterness bakes out of them somewhat and you are left with a delightful accent of dark chocolate, just the thing to make chocolate brownies even more chocolately and divine. Some folks have also been known to melt chocolate over cacao and eat them like that. They can also

be found in the organic "Go Take A Hike" Trail Mix, where they complement the sweetness of the other ingredients very nicely.

**Organic Ruby Red Grapefruit.** Had to throw a produce item in here, this list was becoming dominated by bulk products. What can I say about this, my favorite seasonal item in the produce department? They are sweet and tart — the grapefruits, not the Produce department.

**Roasted Red Pepper Pleasure.** Made in our deli. TDF (To Die For). One of these and a box of crackers = TLF (True Love Forever).

**Good Karma Rice Cream.** The perfection of the frozen rice-based dessert. Previous to the intro of this line of fake ice creams, rice-based confections always seemed imperfectly icy. But the good folks at Good Karma have perfected some way to make it creamy. I love all the flavors, and with texture this close to real ice cream, what's stopping you?

**Kiss My Face Organic Aloe Vera Toothpaste.** My favorite natural

## News Bites

A safety tip from our friends at Choice, Unlimited

Paramedics will turn to a victim's cell phone for clues to that person's identity. You can make their job much easier with a simple idea: ICE.

ICE stands for In Case of Emergency. Add an entry with the name and phone number of the person that the emergency services should call on your behalf to the contact list in your cell phone under ICE. Paramedics know what ICE means and they look for it immediately.

ICE your cell phone NOW!

toothpaste. I want to bulk up my gums, and with skin-friendly aloe and Co-Q10, my gums wind up smiling all day...

Thanks for reading, everybody — see you next time. GG

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

KEEP IT WILD! Posters are now available for sale at Customer Service. The profit from these posters benefits the White Earth Land Recovery Project, which is also involved in gaining non-GMO wild rice legislation. Purchase one of these beautiful posters for only \$10 to support this worthy cause.



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# Going Zuzu

I love synchronicities. They make me feel like the universe has got my back, ya know?

So... one could say I was universally thrilled when Co-op resident farmer John Fisher-Merritt tells me he's been going Zuzu for 30 years, just days before we add the new Zuzu Luxe make-up line to our shelves!

No, John hasn't been wearing make-up, although I suppose his rosy cheeks and bright eyes could fool a few into thinking he does a few morning touch ups...

A flashback in time:

John Fisher-Merritt: "Zuzu Make-up?? Here I thought I made up the word Zuzu long ago!"

HBC Jill: "Do tell, John, what does it mean to you?"

John: "Well, for us it meant anything that was a real treat, anything fun and special... we used to say, 'well, now, that's Zuzu!'"

HBC Jill: "That's got to be good karma — now we're bringing Zuzu Luxe to our shelves!"

For some time I had been researching a new make up line to bring to our fine clientele. Why? Our Non-Food Items Policy states: "With cosmetics, the emphasis will also be on natural, non-perfumed, hypoallergenic products that reflect our ideals (no animal testing, no animal products)." Ecco Bella was a fine line, and remains one of the better in the market. However they did not meet 100% vegan ingredient standards, still used questionable parabens in their foundations, and posed challenges with their supply inconsistencies.

As I began to research, I was quite surprised at what "natural" make-up lines out there were actually getting away with. For instance, Beauty Without Cruelty still uses carcinogenic FD&C colors. Ew. Renowned Dr. Haushka products still use talc in their face and eye powders, another no-no I thought was understood and accepted long ago.

Tipped off by our Merch Assistant Manager, I found the Zuzu Luxe Cosmetics line — a well established, completely plant-based, line of cosmetics designed by a man who grew up with his Naturopathic grandma mixing up homemade make-ups from seaweeds and herbs! Vegan. Cruelty Free. Fragrance Free. Water Resistant. Hypo-Allergenic. Ophthalmologist Tested. Everything with an SPF factor.

But would they perform? Ironically (or another fine synchronicity?), I had the perfect opportunities to really put this stuff to the test:

Test #1: I took a long walk (into the heart of the storm) spiffed up with the Zuzu during that massive blizzard that nailed us early in March. Came home, looked into the mirror — no Streaks, Bleeds or Disasters! Too good to be true or just good luck? Too bad nothing was open 'cuz I was ready for a night on the town!

Test #2: Sleeping with the Zuzu. Did I just want to feel like a wild teenager again? Perhaps... but results were strong. In a jam, one could definitely get away with this and still maintain a clear sense of their vanity.

Test #3: Spending a week hidden (but not from the Sun) in the Pacific Ocean, I opted to use eyeshadow and lipstick daily as a sunscreen alternative on these sensitive areas (and to avoid the horrible eye sting from sunscreen when swimming). I also wore mascara

from sunrise to sunset. Results at the end of the day after swimming, snorkeling, boogie boarding and being slammed by big surf for hours: No Smears, Streaks, Flakes or Funny Business! I was astounded. Further, no sun burnt eyelids or lips.

Now I was really sold, and could truly feel confident recommending this line to others. From the response thus far, it seems as if you all are feeling the Zuzu too! I have members telling me they've bought and are wearing lipstick or eyeshadow and are having fun doing something they haven't done for years. Others are raving about the fine quality of the oil-free foundation and press powder.

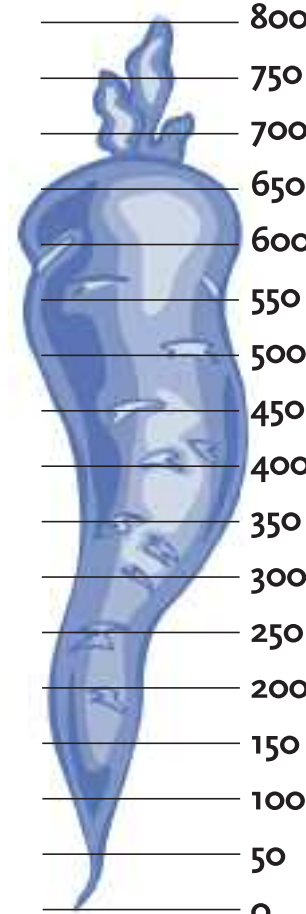
The Oil-Free Liquid Foundation rates an SPF 18, and all other Zuzu products (including the mascara) rate SPF 8-10 due to their content of Zinc Oxide and/or Titanium Dioxide. Zinc Oxide & Titanium Dioxide are inert (not absorbed by the skin) earth minerals, and they protect the skin from sun damage by blocking both UVA and UVB.

Since we're talking mineral based SPF, I'd like to wrap up by introducing some new sun care products represented on our HBC shelves: Alba Mineral Sunscreens (many varieties) and Jason Mineral Sunscreen, which also use ONLY Zinc Oxide and/or Titanium Dioxide as their SPF factor. If you'd like to guarantee that you are buying a sunblock with safest properties look for 'mineral' on the label and these ingredients in the listings. (I would also like note that ALL Alba Suncare has gone paraben free — yeah!)

Signing off — you can see there are plenty of ways to go 'Zuzu' this summer! Enjoy. **CG**

**Jill Hall**, HBC Buyer, loves striped summer pants and sunshine. She's been about the local natural scene for seven years.

# welcome, new members!



**We have set a goal of 730 new members before July 1, 2007. An additional 78 new members brings the total to date to 801. We've surpassed our goal! Thank you, new Members!**

- |                       |                     |
|-----------------------|---------------------|
| Therese Bower         | Cheryl Hanson       |
| Lisa Richards         | Shaun Tudor         |
| Kelly Kathleen Alfini | Heather Krohn       |
| Sarah Roberts         | Gayle L. Koop       |
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| Janice Hymas          | Tracy Lynn Dickison |
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| Chris Allen Shelerud  | Christyn Janigo     |
| Marilynn Kessler      | Nancy A. Jackson    |
| Arlette Degrio        | Janice S. Gibson    |
| Megan Watson          | Tammy Jo Fulin      |
| Gina Sacchetti        | Anna Robbins        |
| Ryan O Rourke         | Elizabeth A. Baier  |
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| Andrew Remus          | Nancy Erkkila       |
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| Mary Thompson Bode    | Julie M. Johnson    |
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| Mark Charles Nelson   | Jennifer Burns      |
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| Lois Treviranus       | Pete Thompson       |
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| Whitcomb              | Linda Ross Sellner  |
| Andrew Bergman        | Beverly C. Brellie  |
| Julie Maiolo          | Kevin Preckel       |
| Julie Overom          | Lisa Fitzpatrick    |
| Karissa Page Hatten   | Edythe Mae          |
| Janice Lockwood       | Armstrong           |
| Cariu Eling           | Shannon M. Johnson  |
| Sheila Grunewald      | Tyler Nord          |
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| April Leigh Winter    | Mark Friederichs    |
| Tara Makenin          | Jessica Lee Mizia   |
| Brian Richard         | Jackie Coffman      |
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# A Day in the Life... customer service counter

by *Anni Friesen, Marketing & Member Services Coordinator*

*Editor's note: This article is third in a series highlighting Co-op employees. We often get asked, "What do you do at the Co-op?", so here's your opportunity to find out. Next issue: Deli Cook.*

I go up to the Customer Service Counter to check-in at the beginning of my day. Jeremy is sitting there with his usually jolly grin and hands my paycheck to me. What a nice start to my day: I get paid and get a warm greeting. I think that this is what makes the Co-op such a nice place to be. Of course, if you don't work here Jeremy probably won't be handing you a paycheck but he, and the rest of the customer service folk, will definitely give you a friendly greeting. In fact, one of the things that differentiates our Co-op from most of the corporate grocery chains is our customer service. All staff spends 40 hours of paid time to learn the ins and outs of the store. This includes a five-hour class on customer service. Of course, the people who work at the

customer service counter have proven their exemplary skills in this area.

A little known fact: before a Front-End Assistant can work at the Customer Service Counter, they need to pass the "CSC Quiz." This quiz is a compilation of 17 questions that the CSC staff needs to know the answers to on a regular basis. These questions include things from "Do we put aside products for customers?" (No) to "You find \$20 in the frozen peas. What is the procedure?" Aside from having to know what to do if various customer situations arise, the customer service employees also have to field various calls.

### TEN QUESTIONS IN ONE MINUTE:

- Getting to know Jen Z., Customer Service Counter
- Age? 35
- Birth Order? Second
- Omnivore or Herbivore? *Herbivore*
- Transportation? *Walk*
- Cake or Ice Cream? *Ice Cream!*
- On top of your pizza? *Mushrooms*
- Skirts or Pants? *Skirts*
- Shackled or Unencumbered? *Unencumbered*
- The Who or Led Zeppelin? *Led Zeppelin*
- The Beach or the Mountains? *Mountains*
- Dogs or Cats? *Both*

When the first customer service guru arrives in the morning, they grab a "Sign In/Out Sheet" and begin to take calls. This sheet is used to track the employees who have arrived to the store. This in turn helps the CSCers (as we like to call them) route calls to the right people. For example, if I'm

out of the store enjoying a nice long three-day weekend and someone calls about a Membership question that CSC can't answer, they will know that I am not in, but the Membership Manager Shannon is and can answer any questions they might have. This system leads to more effective... you guessed it... customer service!

The CSCers also educate people about what a co-op is and sell subscription agreements to those interested in taking part in the

fantastic benefits of membership. While they aren't busy selling memberships and answering phone, the CSCers are helping customers to answer various questions. Some of these questions include: Do we carry Dorito's/Little Debbie's/Tombstone Pizza/cigarettes/emu oil/ etc? (Answer: No. None of them meet our Food Policy criteria.) Where can I find goji berries/information on homeopathics/ jicama/etc? (Answer: bulk aisle/ HealthNotes machine/Produce department.) When CSCers come across a question to which they have no answer, they will either abide by the training we all received ("Your co-workers are your best resource") or they will jump into the World Wide Web and surf to an inevitable answer.

No matter what your question, be assured that the Customer Service Counter employees will do their best to answer. Next time you're in the Co-op, stop by just to say hi or ask these knowledgeable folks about something you've been pondering. They might not be able to tell you the meaning of life, but they will almost surely be able to answer any co-op/food related question you might have! **GG**

# Cheeseman

*Eric Bong, Deli Counter Supervisor*

*Editor's note: Feta is the featured cheese in the month of July and mozzarella will be featured in August. Look for special Member pricing on these cheeses.*

Your Cheeseman, Eric has written up some great info on the July and August featured cheeses. Eat and enjoy!

## Feta

Feta is perhaps the most famous of Balkan cheeses. It is Greek, originally, but has rooted itself firmly throughout Romania, Bulgaria, Turkey, Hungary, Israel, Lebanon, France, the former Yugoslavia, Italy, and the U.S. Classically, feta is a young sheep's milk cheese pickled in salt water brine, but it is now common to find it made of goat, cow, or blended milk. There are notable differences in flavor, texture, and even appearance depending on its regional origin and its milk type, but all of them have a basic character: crumbly, salty, creamy, and shiny white- boldly appealing to the senses.

Feta is commonly used in spanakopita (spinach pie), pastitsio (layered pasta pie, like lasagna with

cinnamon, nutmeg, etc.), or as an appetizer with fruits, veggies, or savory meats. My favorite use for feta is as a salad topping, perhaps like the following:

- A bed of Spinach or Greens
- Your favorite Tomatoes
- Red Bell Pepper, Julienne
- Chopped Peppercornini
- Sliced Red Onion
- Cubed Feta
- Pumpkin Seeds
- Raspberries, dried Goji Berries, and/or dried Cranberries
- Tossed in Ex Virgin Olive Oil, fresh Rosemary, and Thyme

## Mozzarella Fresca

Mozzare is Italian for "pulling." Fresca means "fresh." Mozzarella Fresca: "fresh pulled cheese." And that's exactly what it is; in its true form. True fresh motz is made by immersing strips of motz curd in very

hot water (hot bath), making it release its whey. The remaining heavy curd is very elastic and is literally pulled like silly putty and folded and knotted into itself until it reaches a rubbery texture and consistency. Knowing the proper texture is key to making fresh motz. Too much kneading results in the kind of motz you find shredded on top of your pizza. Too little kneading will result in a crumbly cheese, the kind that gets marketed as "cheese curds." Once the curd is at the right texture and consistency, it is torn off and formed into balls. These balls are dropped into ice water to allow the motz to consolidate its shape and halt the cooking that takes place in the hot bath. Another option is to

submerge the fresh motz balls in salt water, which affects both flavor and shelf life. Chilled fresh motz should be eaten within a few days. Salted fresh motz will usually be good for a week.

Check for our Fresh Mozzarella and Tomato Salad in the Deli case throughout the summer, or try this delightful fresh Mozzarella snack idea:

On a thinly sliced baguette, spread pesto, and stack on a basil leaf, a slice of Roma tomato, and a thick slice of fresh motz. Serve cold, and enjoy. **GG**

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## Notes from the front

### Identity: it's not just a game show

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Occasionally, some customers present credit cards that belong to another person, be it kin or otherwise. In regard to the security of account holders and in light of the rise of identity theft, we do not accept credit/bank cards for payment by anyone but the person whose name is printed on the card. If we question the identity of the cardholder or the hand-written signature on the card we may ask for identification. If the ID and the name do not match we will have to refuse it for payment. If that person has the PIN #, they are welcome to use our ATM to withdraw funds.

We also only accept checks presented by the person who is listed on the check and may require identification. One benefit of being a Member is that we check identification at the time of sign-up and document it. When the Member checks out through the register, presents a check for payment, and the name matches the Membership, the Member is not required to present their ID.

If you would like to send someone to do your shopping for you and you don't have enough cash to send with them, your best options are either to give them your PIN # to withdraw cash from the machine, write your shopper a check to reimburse them after they deliver your purchases, or purchase a gift card over the phone for them to pick up.

Most shoppers who have faced inconvenience due to these guidelines have been very understanding, but it seems to happen often enough that I thought I would drop a line to prevent others from going through the same.

*Briana Lowrie is the Front End Manager for Whole Foods Co-op. She has been employed with WFC since September 2003 and has worked in the co-op grocery industry for more than eight years. She is passionate about improving the systems and services of the Front End and looks forward to suggestions and comments. She can be reached by email (briana@wholefoods.coop), postal mail, phone, or in person at the store.*

## management report

training

**B**y the time you read this, five WFC Managers and four Board Members will have returned laden with notes, inspiration and cooperative news from the rolling hills of southeastern Wisconsin where we attended the 2007 Consumer Cooperative Management Association Conference (CCMA). This annual conference is sponsored by the National Cooperative Business Association and brings together managers and directors from food co-ops across the US.

We listen to speakers from other cooperative sectors and from co-ops in other countries. We tour co-ops in our host region (People's Food Co-op in LaCrosse, the Viroqua Food Co-op, Organic Valley Cooperative, a dairy producer co-op) and attend workshops facilitated by consultants to our industry and by other managers and directors. This year, WFC's Store Manager Debbie Manhart will lead a workshop about our experience obtaining a LEED (Leadership in Energy and Environmental Design) certification for our building and about our customer service training program for staff. I will participate on a panel discussion for managers called "Do What I Say: Lessons Learned the Hard Way" which will likely be a formal extension of the all the informal networking that already happens at co-op conferences.

The training, professional assistance, and technical and emotional support that our managers and Board members have received from attending CCMA's and from participating in the National Cooperative Grocers Association has been of immeasurable

value to our ability to continue to meet the needs of our owners and of our community. The theme of this year's CCMA conference is sustainability, which, in our industry, roughly translates to how do we continue to serve our owners and our community when natural and organic foods are available at the Grab & Gas convenience marts as well as at Target, Wal-Mart and every grocery store in the area.

Our owners appreciate that our new location is larger, has more parking, and has an environmental certification. Our customers appreciate that we have knowledgeable and friendly customer service, support local growers, offer unique and made-from-scratch deli items, and have achieved an organic retailer certification in every department. Yet, WFC, along with co-ops across the US, is experiencing a decline in sales growth because our customers and potential customers perceive that, because they can buy natural and organic foods at a store known for its low prices, they will pay less for natural and organic foods than they would at the Co-op.

Through our membership in the National Cooperative Grocers Association, WFC now has access to better pricing on grocery, dairy, frozen and bulk products, and that savings is being passed to our customers. Thanks to nearly four decades of working with local growers and producers, WFC consistently offers an increasing variety of locally and regionally grown fresh produce and naturally raised meat and poultry products.

We know good food and we support

local growers. Our prices are not cheap, but they are fair. WFC does not offer cheap food at the expense of the environment, at the expense of the producer, or at the expense of your health. We invest in food and nutrition education for our employees and for our community. Sustainability starts at home — our profits stay in this community, but our cooperative efforts are far-reaching. **CG**

### Sharon Murphy

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



Sharon Murphy (article this page) and Colleen Kelly (article opposite) were known as the Adminites at May Day Mayhem. Even their bribery couldn't help their performance that day. Nice clipboards.

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# honey bee, honey bee, where art thou honey bee?

The honey bee is vanishing, causing heartfelt grief by many this year. Honey bees, which are not native to America but imported from Europe, have become integral in the U.S. food supply chain. Now they are like canaries in a coal mine, dying off at an alarming rate, or so we think. In actuality, the bees are vanishing from their hives. Colony Collapse Disorder (CCD) is the name for the new threat to our bees. Is it also a threat to our food supply?

We humans love our honey bee, even if we fear its sting. We love all the things honey bees are integral in pollinating: apples, almonds, melons, squash, cucumbers, citrus fruit, strawberries, cranberries, broccoli, blueberries, soybeans, celery, peaches, and don't forget honey! Roughly one-third of the human diet comes from food that insects pollinate, and the U.S. Dept of Agriculture figures that *apis mellifera* (the honey bee) is responsible for about 80% of that pollination. Each year, the primary barometer on the health of the honey bee population coincides with the pollination of the almond groves in California. The USDA estimates there to be about 2.4 million colonies of bees in the U.S. (2 million are kept by commercial beekeepers). It takes a mere 1.4 million colonies of bees to pollinate the almond groves each year. Now keep in mind each colony has 40,000–80,000 bees, so that means a minimum of 56 trillion bees heading out west on flatbed semi's each spring. Usually if the U.S. can meet the need of the almond pollination, the bee population is healthy enough to meet the pollination demands for the rest of the season. Beekeepers have been struggling to pollinate the almonds for the last 5–7 years; consequently, the price the almond growers pay per bee colony has risen from \$45 to over \$100, and the price of almonds has risen as a result.

The honey bees have had many diseases to deal with in their history. When I took my first beekeeping short course at the U of M, I was completely caught off guard when we received two manuals near equal in size: one on raising bees in northern climates and the other on the management of diseases and pests. Bee diseases include American Foulbrood,

European Foulbrood, Tracheal Mites, Nosema, Chalkbrood, and Varroa Mites. Varroa Mites are a little tick-like bug (this little mite would be about the size of a baseball hat on us humans) that was introduced in the U.S. around 1980 but began devastating hives near the turn of the century into the present.

Colony Collapse Disorder (CCD) is the temporary term for the newest threat to honey bees. Commercial beekeepers began experiencing huge losses to their colonies the last three months of 2006. Scientists have not discovered the cause of CCD. Theories abound from cell phone radiation, to GMO's, to fungus, bacterium, virus, pesticides, shifting weather patterns, or an increase in comb foundation and cell size. What is happening to the bees? They are disappearing. Some commercial beekeepers are reporting losses of 30–90% of their hives. Varroa Mites have often been responsible for 30% of colony losses overwintering, but it was easier to detect a mite infestation even with a novice eye. Often after a colony dies from mite infestation, in the spring, other bees raid the dead colony of the honey stores, and pests such as wax moths and hive beetles move in. With CCD, the colony seems to just take leave, leaving behind the queen, brood and a small number of young nurse bees. Because the bees don't return to the hives, theories about cell phone use have surfaced, reasoning that the bees' homing instinct could be disrupted by wireless waves. Another theory is that the bees are being poisoned by pesticides and have the instinct to fly away from the hive; however, typically pesticide poisoning is evident by a huge mass of dead bees around the hive. CCD also is perplexing in that the crippled hives are not readily raided or invaded by pests like a typical dead colony. It is as if a rather ominous warning lingers over the hive.

So with all these theories, what is really happening? As much as I would like to theorize my conclusions, I will just elaborate on the wise words of Dr. Marla Spivik of the U of M department of entomology, beekeeper and visionary extraordinaire (my titles not hers). Marla Spivak has been the insistent voice who advocates for beekeepers to stop routinely treating their bees

for diseases without trying to recognize if the disease is present. Beekeepers since post World War II have treated their bees with antibiotics whether or not the bees needed it. Sound familiar? It is a common practice with poultry and cattle as well. Can you imagine if we did that to the human population? Dr. Spivak and Gary Rueter, her research assistant, cite multiple stressors on honey bees as probable factors in CCD. Our world has become less bee friendly. Urban sprawl and mono-culture farming have reduced bee pasture. Commercial bees are trucked across the country on flat bed semis; they are used to pollinate crops where pollen (the protein of the bees) sources may be plentiful, but nectar (bees carbs: they need both pollen and nectar) sources may not be; they are given antibiotics and chemical treatments; they are exposed to pesticides that kill insects... There are new classes of pesticides that move through plant and flower tissue further stressing out bees' immune and detoxification systems. Never mind the blissful life of filling up the cavity of an old dead tree in a meadow full of wild flowers. We are really working our worker bees to death.

One of the reasons I think there is not an outright fear that our food supply is going to vanish with the bees is that beekeepers are a very adaptable, hardy lot. They are used to being stung... and keep right on going without reacting. Beekeepers are helping each other out by sharing bees and helping re-establish each others' colonies. Due to the short lifecycle of bees, they can do this. The beekeepers are very adept breeders. Bees are like sourdough. You take some of the original bees, add a queen, and the bees multiply to populate a colony in a few months.

Given some of theories of Dr. Spivak, common sense says that we need to move toward the practices that sustainable, organic farming promote, such as no pesticides, crop rotation, and crop variety. Though the data is slight, organic beekeepers are not reporting CCD in their colonies. My bees live on my land in Wrenshall and on the Fisher-Merritt Food Farm. They have many overlapping nectar and pollen sources throughout the spring


and summer season, all within three miles of my home. As the local farmers keep rotating crops and keep meadows of wildflowers, hayfields open pastures and wooded areas, my bees should continue to thrive.

What can you do? Support your local bees and support local sustainable organic farming practices. Supporting local organics helps send a strong financial message that we don't want pesticide laden food that is harmful to honey bees or to ourselves. Whole Foods Co-op has a commitment to local farmers, farmers that are keeping our fields diverse. Educate yourself about bees and use your voice to promote sustainable living on our planet. If you really want to help bees, become a hobby beekeeper; the U of M offers an amazing short course at a bargain of a price! Most of all, Bee Happy! **CG**


**Colleen Kelly**, Human Resources Manager, has been a very novice beekeeper since 2001.

For more information on CCD and honey bees visit:  
<http://maarec.cas.psu.edu/ColonyCollapseDisorder.html>  
<http://www.extension.umn.edu/honeybees>

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# Mayhem Ensues



The Art of Peace puppet made a good showing but almost got blown away.



Terrance Smith leads a Maypole.

Our first Mayday Mayhem featured Mother Nature as our premier Mayhem maker. High winds tipped a tent and the clouds made for a blustery, chilly day. Nevertheless, our first ever Tofu Toss generated \$162.00 for the Second Harvest Food bank and generated a lot of laughs as well. The bike raffle, giant bubbles, Maypole dances, Tall Bikes, glass blowing demonstration and other fun kept everyone's spirits high. We'll see you next year at what we're sure will be an equally great time. Saturday, May 3, 2008. Mark your calendars now!



Team Double-Baked sporting their 'staches.



Tofu tossers in action. The Golden Shifties (in foreground) took first place.



Jes Durfee and his glassblowing demonstration.



A FreeCycle tall bike adds to the Mayhem.



The School Marms tried but weren't able to bring home the gold.



Raelynn and Vicky aka the Fufu Tofu Twins.

## the back 40 topographic oceans

Easily one of the most hopeful times of the year late summer and the dog days of August have proven the seeds and their older siblings the starts from subterranean lighted shelves or the local greenhouse. If the flea beetles haven't eaten your kale plants to the stem, you are enjoying the lushness of their growth now. We've passed from the southern hemisphere to our own continent for our fruit, and the quality on the stone fruit and early apples has been refreshing, but not as much as the local berries just around the corner will be.

The local connection is very important this time of the year. Like the plants that have proved themselves, our growers bide invisibly in ice-age deposits and topographic debris of ancient oceans and glacial lakes. We have stretched ourselves further this year, down into the limestone and the grasshopper dense heat of the Rochester area to work with several Amish farmers by setting

up a distribution system for their product. We also expanded our reach for more local product by bringing in more growers who are not able to be certified or represent their product as organic, but who are willing to sign an agreement that assures basic sustainable and ecologically sound practices as a part of their production.

*We have chosen to support our local community in an expanded way, to build the capacity of our region and state to support the demand for quality fresh produce for as long as the innings last during the heat of the year.*

In taking both of these steps we are seeking to reduce the food miles it takes to bring that red pepper or that Roma tomato to you in the

summertime. I chose those two examples intentionally as ones where supply has yet to meet demand, and also as reflective of items which can pose production challenges for our current growers. We have chosen to support our local community in an expanded way, to build the capacity of our region and state to support the demand for quality fresh produce for as long as the innings last during the

heat of the year.

Beyond just product, consider the stories and passions of our growers. Like all of us they have objectives in life, favorite recipes, hopes and challenges. Check out their stories hanging above our long vegetable cooler. Try out their recipes in the pamphlets and recipe cards available throughout the department.

When you grab that red bell pepper, think of Samuel Borntreger in Harmony, MN, who takes a buggy into town to call me about an order. When you buy a bag of green beans or a head of lettuce, consider the fusion, passion and hard work that co-creates for you a flavor and freshness that can't be trucked across the country. Despite the neglect of farm bills, despite the impact that industrialized agriculture has had in both rural flight and tax-supported artificially priced markets, our growers continue to flourish and strengthen that one subsection of the agricultural community that is already breaking the trend of farm losses: 6-12 acres shipping to a market with an established relationship.

You as a shopper are the other side

of that equation. It is precisely the diversified and knowledgeable market that the Co-op has fostered through the vision of its members for over 30 years that contributes to a better future for agriculture on a human scale. This is good business and common sense. Now that the heat is finally here for the end of the summer, kick back with that package of Shary's blueberries and soak in the fields and the flavors. Remember their faces and value their work. In so doing we'll pass the year on this given land in a more hopeful and practical manner! GG

**Michael Karsh** is the Produce Manager at Whole Foods Coop, where he has worked for the past 17 years in various positions. A transplant from the Twin Cities, he is an avid parent, cook, and organic gardener. Through his work at the Co-op he has developed markets for local growers, with an emphasis on Organics.

*Interested in keeping up on the local produce scene? Sign up for our weekly e-newsletter, Notes from the Field. Recipes, farm stories and a list of the latest fresh goodness on our shelves. Send your e-mail address to Michael@wholefoods.coop to be put on the list, or check out the WFC website, www.wholefoods.coop, to have access to the latest dirt on the vegg.*