



The Voice of the Keweenaw Co-op Market & Deli

Circumspice

HANCOCK, MICHIGAN

SUMMER 2008

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kir-`kum-spi-ke

The name Circumspice, Latin for look around, was inspired by Michigan's state motto—*Si Quaeris Peninsulam Amoenam Circumspice*. Which means, "If you seek a pleasant peninsula, look around." The motto originally appeared on the Great Seal in 1835 designed by Lewis Cass.

Club Indigo Confidential

by Daniel Krueger — Deli Manager



I have a confession to make. I've been cooking at the Keweenaw Co-op Deli for eight years, and I can't stand Club Indigo. The dinner and movie theme is a corny idea that we take way too seriously. Once a month the Calumet Theatre offers for the public's entertainment an "exotic" and "important" and "visually tasty" film, often narrated in some other language than English. The movie

our creative gears nonetheless. Our urge to over-achieve gets the best of us.

We dream up Federico Fellini menus, and then attempt to cook them. We imagine the ballroom transformed by tiki-lamps and mambo as we cook our brains out for a week straight. Maybe forty people show up for the meal.

I don't know how long Club Indigo has been running, perhaps since motion pictures were invented, but I'm told that the Co-op has been involved from the start, so we remain committed to the bitter end. This sort of entertainment is astonishingly unique in this age of pre-packaged nostalgia. There's barely any money in it for anybody. This part of the world is so starved for genuine culture that one would guess people would flock to see an Alfred Hitchcock thriller or a Hayao Miyazaki animation on a big wavy screen. So far, though, the big crowds remain elusive, and sometimes we feel as if we're cooking for ghosts.

Considering how much energy we put into the dinner end of the deal, I often wonder why we still bother.

(...continued on page 6)



is preceded by an equally exotic dinner, served buffet-style in the theater's ballroom, and that's where our deli team comes in. The silliness of matching dinner to movie boggles our cook minds, but it never fails to crank



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STORE HOURS

Mon-Sat 10am-8pm
Sunday 10am-5pm

The Circumspice newsletter is published four times a year for the member-owners and customers of Keweenaw Co-op. The newsletter is published to provide information about the Keweenaw 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 September 1st. Refer submissions and questions to faye@keweenaw.coop.

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The Circumspice newsletter is printed on post consumer recycled paper. This paper is recyclable.

The Circumspice newsletter is also available on our website www.keweenaw.coop.

featured products

Staff selections from their department. Try a few out!



Grocery — Kay Lang

Cedar Summit Farm and Creamery
“Experience the way organic milk should taste” is one of the bylines of the Minar family who process certified organic, non-homogenized milk in returnable glass containers. Located in New Prague Minnesota this family farm went totally organic in 1990.



Bulk Foods — Greg Green

Quaker Hill Granola
This popular granola is made with organic oats, lightly sweetened with real maple syrup and thickly laced with nuts and fruit. Flavors: Maple Cashew and Maple Cherry Almond. Made in Vermont since 1990. Try a sample when you are in!



Health & Beauty — Karen Rumisek

Grandpa's Soaps
New Grandpa's Soaps and Aloe 80 Organics from Lily of the Desert are here. The whole area has been reorganized! Your favorite items are still here, just ask for help finding them. All your favorite bulk soaps are available on a whole new level now!



Fair Trade Certified Coffee — Darlene Basto

Equal Exchange Organic Co-op Blend
A complex, sweet and spicy aroma with zesty acidity, layers of velvety smooth chocolate and subtle notes of blackberry. From small farmer co-ops in Africa and Latin America. For every pound you buy, EE donates 25¢ to support their farmer partners.



Artisan Cheese — Anitra Bennett

Sartori Reserve Collection
Created by master cheesemakers at Sartori using time-honored techniques and the highest quality milk. Bellavitano, a cheese similar to an aged cheddar is one of my favorites. Relish in the flavorful creamy and crystalline ecstasy of this cheese.



Wine — Daniel Krueger

Brys Estate Vineyard and Winery
Located on Old Mission Peninsula in Michigan. The wines are very food friendly. Whites are dry and austere with minerals and spice. Reds are chewy, full-bodied, oaky, and toasty. Give someone special a bottle in a Yana Dee wine bag handmade in Michigan.

From the Board

by Roger Woods — President



Should I stay or should I go? Not just a classic song of my teenage years by the Clash, but a major question facing the Co-op and the Board. Relocation was a main topic of our most recent General Membership Meeting and has been on the Board agenda for many years now. So what are we doing about it? As the Clash song says, “If I go there will be trouble, if I stay it will be double, come on and let me know . . . this indecision is bugging me.”

Relocation or expansion requires a large member-owner commitment, both financially and emotionally. We have bucked the trends by continuing to be profitable without the 27 off-street parking spaces our square footage would typically require, but are we really serving the community with our current location?

The Board continues to ask: **Why the Co-op exists, for who, and at what cost.** The answers to these questions guide our decisions and determine the future path of the Co-op. We recognize there are many areas to address before any big change can occur. Currently our equity structure and Bylaws are not setup to handle relocation and equity investment. We give members a discount at the time of sale, before we know if we are going to have a good year financially, versus a yearly dividend. With the help of Cooperative Development Services we are exploring the idea of reincorporating under current state cooperative corporation law. An important part of this process involves addressing the many conflicts and clarity issues in our Bylaws.

Philosophically, do we go to Houghton, stay in Hancock? How do we raise the 30-40% of owner equity required for relocation? Questions remain, but we are addressing them and want your input. Please email us at board@keweenaw.coop or drop your ideas in the survey box near the bulk section. July's survey topic is on the third cooperative principle: Member Economic Participation (see box below).

As the song says (we hope) “we will be there until the end of time.” ::

Cooperative Principle #3

Members contribute equitably to, and democratically control, the capital of their cooperative. At least part of that capital is usually the common property of the co-operative. Members usually receive limited compensation, if any, on capital subscribed as a condition of membership. Members allocate surpluses for any or all of the following purposes: developing their co-operative, possibly by setting up reserves, part of which at least would be indivisible; benefiting members in proportion to their transactions with the cooperative; and supporting other activities approved by the membership.

board of directors

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Term ending 2009

co-op events

Classes, workshops, and demonstrations are open to everyone. Unless indicated otherwise, all events take place in the Community Room on the second floor of the Co-op. If you need assistance with the stairs please contact Faye Carr at the Co-op (906-482-2030). Sign up at the Co-op.

Herbal Home Remedies
Saturday, August 6
 3:00 pm to 5:00 pm
 Members: \$15
 Non-members: \$20
 Instructor: Andrea Corpolongo-Smith

Learn how to gather, prepare, and utilize medicinal herbs commonly found in the Western UP. Participants will leave this class able to identify five effective plant medicines, including yarrow, white pine, usnea, uva ursi, and St. John's Wort, and use them to treat household ailments such as colds, cuts, bruises, muscle sprains, and UTI's. Hand-outs and sampling included.

.....
Buyer Be Fair: The Promise of Product Certification
Tuesday, September 16
 7:00 pm to 9:00 pm
 Free Admission
 Location: MTU Noblet Hall Forestry Building basement lecture hall.

In the past couple of years, the number of Fair Trade products the Co-op carries has increased exponentially. In celebration of the this we are sponsoring a Fair Trade event... (see back page)



Nori rolling in action



Pasties, ready to eat



New friends sharing pasties



Working with seedling trays

"The pasty making class was the second Co-op class I've taken. They were both very different experiences. The first was the nori roll class. Funny thing was everyone who signed up for the class did so independently and when we showed up on that Saturday morning, everyone already knew each other! So it was like a bunch of old friends getting together for a nori roll party. What fun!"

"In the pasty class, aside from pairs who had registered together, I don't think anyone knew anyone else beforehand, yet by the end of the morning we all sat down and had lunch together like a bunch of new friends. These classes are simply terrific! I can't wait for the next one!"

- Bill Rosemurgy

"Kathy Halvorsen's organic gardening class was both interesting and informative. It was a hands on approach punctuated with a visit to her own beautiful and productive garden."

- Dan Small

"It was the most I've learned in 2 hours in a long, long time. Every bit of information I gleaned was immediately useful. I loved the setting and special touches. Anitra's Loosha cookies were AMAZING!"

- Melissa Schneiderhan

From the GM

by Curt Webb — General Manager

We have bucked the trends over the last few years. The Location Analysis conducted in 2004, as we were considering a relocation, projected first-year sales in our new store at \$1,554,800. Without a move or even a remodel, sales climbed to within fifty dollars-a-day of that by 2006, and exceeded that figure by almost 8% in 2007. So far this year, Co-op sales are averaging another 16% over that.

Perhaps the analysts were a bit conservative, but no doubt it was better to play it safe. In all honesty, we may not have survived a move in 2004 as it turned out to be the worst year in the Keweenaw Co-op's financial history. We borrowed operating cash and worked hard to win back customers. It took a solid year to reverse that trend. The other unknown at that time was what effect Walmart's planned expansion into the local grocery market would have on our market share. This was a very big unknown, indeed, and it was slated to open about the same time as our newly relocated store. For the analysts, this did not bode well for the Co-op. As it happened, they were wrong there too.

I relate this history as we once again bring this dis-

cussion to our membership. In 2004 the numbers did not add up and caution was the prudent choice. Currently, there are other unknowns. But even with the economy aflutter and a volatile commodities market, your Co-op continues to operate on a solid footing. As natural foods become mainstream, the Co-op's 35 years of experience remain a valuable asset. Thus far, trends remain in our favor. With caution in mind, it seems as though the time could be right, for something. Yet questions remain ("Should I stay or...?").

"But even with the economy aflutter and a volatile commodities market, your Co-op continues to operate on a solid footing."

How can we better serve the needs of our community? Are we looking for an expanded product line? Or a comfortable shopping experience? Is it the community hub aspect of our store that we should focus on (with seating, of course)? Or, how about being a model of sustainable building methods and energy efficiency?

And the list goes on. Divining the will of our membership will be no quick nor easy task. Stay tuned, participate, dream, and don't forget:

We own it! ::



2008 Consumer Cooperative Management Association Conference



General Manager, Curt Webb and board member Cindy Drake attended this year's CCMA conference in Portland. Curt had this to say...

Ghandi's quote: "Be the change you wish to see in the world" came up numerous times at this year's Consumer Cooperative Management Association conference. The theme: "Grow Co-op" looked not only at expanding stores and allying with other co-ops, but extending the cooperative model into all facets of the economy. In essence, replacing dollar-driven corporations with local, member interest-driven co-ops. To quote keynote speaker David Korten: "Deep change begins with a conversation...we are the ones we've been waiting for."

Club Indigo Confidential continued from page 1



Club Indigo is a gift we send out to the community, but it always seems as if the community has something else to do. Those who do attend are always overwhelmingly grateful. They allow themselves to be transformed by food and film. We love our little in-crowd, really we do, but we long for stardom. We wonder how long we're going to have to keep doing this before we hit it big.

Maybe Club Indigo would work better for us if the audience could watch

us cook. After all, we are the live entertainment half of the evening. Even though film has a beginning point and an ending point and a sequence of points in between which must be viewed in sequence, film is, essentially a static art form. It hangs on a wall like a painting. You can pick it up and move it to another wall. The meal we prepare in our hot Co-op kitchen in Hancock and truck to the theater in Calumet is a little like a performance of jazz standards. We improvise freely, and we try to keep our chops tight. If the Calumet Theatre had a well-stocked kitchen we would make everything there and invite our diners to watch or pitch in. It's

as if the audience is seated in one room listening to music performed in the next room. They should be invited in. Then again, maybe our diners don't really wish to know what goes on. Maybe they wish to eat their meal in peace.

We know our next film title and date at least a month in advance, but we never begin to plan a menu till the very last possible day. Some would call that procrastination, but I call it improvisation.

I usually do a bit of research on the Internet or in cookbooks, but the ideas we put down on paper are impressions of recipes rather than actual recipes. It's up to us to figure out how to create food out of impressions. Whenever I research a regional cuisine I learn that that particular region of the world treasures the joy of eating exceptionally more than any other region of the world. Nobody considers their own food vocabulary to be bland or boring or without unique history. I look for commonly used spices, meat and vegetable combinations, ubiquitous grains, and favorite desserts. Desserts are

always important to our diners, and we always prepare at least two in case someone doesn't care for one or the other. Most diners are thrilled to eat two desserts. Soup is always something I make early in the week, because it keeps well and is easy to reheat. We make fresh salads last of all. Meat dishes are primarily stews because of the long lag time between cooking and service on the buffet line. I always

try to offer one shocking menu item: eel pie, braised rabbits, and millet pudding. I like to surprise our diners by asking them to eat something they had never considered eating before. I also enjoy surprising my suppliers with requests for eels and the like.

The cooking itself is musical frenzy. We still have to cook for our deli customers, so a duality of purpose manifests. On the one hand, we're cooking things we've made hundreds of times, on the other we're trailblazing. It's delicious fun to be involved in strange dishes, but they require intense nose and brain concentration. By the end of the week we're speaking very little and cooking very much. In restaurant vernacular this

is known as being "in the weeds". The small kitchen world sizzles and cooks down like bacon till the entire room is the size of a frying pan. Then our time is up; the doors burst open, trays of food are imprisoned in hot boxes, pots of soup are taken off the burners, bowls of fragile noodles are loaded into the backs of station wagons, and we're off to Calumet. We're exhausted and relieved to be done with it.

There's something about the cafeteria-style buffet line that offends me, and I've tried various table configurations to promote the idea that it's fine to start in the middle or to make several trips, rather than grabbing a tray and filling it

up. I set up tables in three corners of the room. I hid the trays. I told people at the back of the line that they could start at the end if they liked. Nothing worked. People like to line up. Latecomers are universally horrified to learn that an appetizer is finished because most people in line took two or three portions. Dishes at the end of the line are often ignored due to lack of tray space. Our diners are not shy about expressing their displeasure, so we've learned to let them have their ways with us. We're always asked for recipes, but it's kind of like asking Charlie Parker for a score. We could probably tell you what's in the dish, but telling you

how to make it is too much like cooking it all over.

At the end of the day our little deli crew slumps down in the shadows of the ballroom and eats the meal we've spent all week preparing. We're routinely amazed by our cleverness and good taste, and we congratulate each other. We never want to do it again. People thank us, leave their trays, and go see the movie. I don't know what you're doing the weekend before Thanksgiving for fun, but we're planning to cook for "Spirited Away". I wish to recreate the phantom Japanese lunch that turns a young family into pigs. Make your reservations early. ::

Club Indigo Coming Attractions... starring the Co-op Catering Cast and Crew



State of the Union Friday, August 8

Dinner at 6 pm
Film at 7:15 pm
Film & Dinner: \$17
Film only: \$5



Spirited Away Friday, November 14

Dinner at 6 pm
Film at 7:15 pm
Film & Dinner: \$17
Film only: \$5

Call Calumet Theatre at 337-2610 to purchase dinner tickets by the Thursday before the event.

Practical Wellness

Buzz Off!

by Dr. Mischa Doman & Kemmy L. Taylor-Doman, D.C.

After a long, fun-filled winter, the time has come to put our skis away and say goodbye to the snow-covered trees. It is the time of year in which we have the pleasure of listening to the waves crashing once again on our magnificent shores. Summer is here. Days are getting longer, the flowers are blooming and yes, the bugs are out.

Several products, many containing DEET, do a great job at keeping mosquitoes and other pests away. Besides being a summer nuisance, mosquitoes pose some major public health problems, carrying deadly agents such as malaria and West Nile virus. But how far are we willing to go to keep mosquitoes away and at what expense? Every year approximately one-third of the U.S. population uses DEET to ward off mosquitoes and other pests. At present, DEET is used in more than 230 products with concentrations

up to 100 percent. Proven to be extremely effective in repelling bugs, DEET works by forming a vapor barrier around your skin so bugs cannot smell you. All the fishermen out there know that it has been said that DEET also repels fish, proving to be something they may not want to keep in their tackle box.

However, DEET should be used with caution due to its possible damaging effects on brain cells. According to studies done by Dr. Mohamed Abou-Donia, a research scientist at Duke University Medical Center, it has been shown that DEET causes brain cell death and behavioral changes in rats after frequent and prolonged use. This exposure causes neurons to die in regions of the brain that control muscle movement, learning, memory and concentration.

With heavy exposure to DEET and other insecticides, humans may experience memory loss, head-

aches, weakness, fatigue, muscle and joint pain, tremors and shortness of breath. These symptoms may not be evident until months or even years after exposure. After application to the skin DEET is absorbed into the bloodstream, and remains up to several months or more depending on one's ability to detoxify. The American Academy of Pediatrics states that DEET is not considered safe for any child under the age of 5. This is because children are more susceptible to subtle brain changes caused by chemicals in their environment due to their skin more readily absorbing the chemicals. Also, their still-developing nervous systems are more potentially affected.

Not only does DEET have potentially harmful effects on our health, but releasing toxic chemicals into the environment can have devastating effects. DEET is a persistent environmental con-

taminant that breaks down slowly in soil. A recent U.S. Geological Survey report on water contamination listed DEET as one of the compounds most frequently found in our Nation's streams. The U.S. EPA regards DEET as "slightly toxic" to birds, fish and aquatic invertebrates. Due to the potential harm DEET may have on both humans and the environment, Health Canada officials have banned insect repellent with more than 30% DEET.

The good news is there are several natural, inexpensive insect repellents available on the market. Although natural insect repellents are far safer than using products containing DEET, they provide coverage for a shorter time and therefore they need to be applied a bit more often. The most common and most effective insect repellents are various essential oils. Used with caution, essential oils such as



clove oil (used carefully and sparingly) along with citronella oils have been proven to be very effective against mosquitoes. Other fairly effective essential oils include lemon grass, eucalyptus, peppermint, cinnamon, tea tree, lavender and cedar oils. Buzz Away™, available at your Co-op, formulated with citronella, cedarwood, eucalyptus, lemongrass and peppermint is a great, safe way to combine several of the oils proven to be effective in warding off insects.

A more recent development based on research at Iowa State University points towards a promising component of the essential oil of the catnip plant which has shown to repel mosquitoes 10 times more effectively than DEET. Nepetalactone, the essential oil in catnip which gives the plant its characteristic odor, is the primary focus of this study. Look

forward to future developments in green and non-toxic insect repellents derived from this compound.

Lastly, if you do end up feeding the mosquitoes, here are some natural remedies you can use to provide relief. Take a knob of garlic, cut it in half and rub it onto the bite. This will stop the itching quickly. Aloe Vera, whether in gel form or straight from the plant itself, has also been shown to be effective as has creating a baking soda and water paste and applying this topically. One other suggestion is to use a combination of lavender and tea tree oils.

Despite the bugs our summers here on the shores of Lake Superior are too beautiful not to treasure each and every day. Take the time to enjoy our majestic outdoors...no matter what. ✨

WELCOME to the following new member-owners who joined the Co-op between March 4 and June 4, 2008:

Lee & Sam Sweitz
Donna Gladden-Ex, Tom Ex
& Terra Schneider
Tammy Miskovich & Melissa Tok
Robert Sundstrom
Christina & Brian Mayworm
Patricia Miller & Nicole Collins
Caroline Penny-Simpson
& Jeff Simpson

Aaron Tragos
DJ & Kelly Wiegand
Mike & Adel Rusanowski
Jessica Pascoe &
Matthew Manninen
Laura & Sean Crowley
Nick Shimondle
Jackie, Scott & Shane Sever
Judith & Michael Newman
Phyllis & Wilbert Limanen

Tony Schwenn & Alissa DuPuis
Sandra Anderson & Carl Vernon
Chad Hiltunen
Miyoko, Dan, Zack, & Minori Wisti
Gerald Maki
Stephen Olsick, Julie Clark
& Heather Hanson
Tiffany & Rod Paavola
Rosemarie & Rudolph Mattson
Dennis Mogolan & Linda Phillips

Chris & Becky Middlebrook
Tim Willman
Jodie & Doug Jukkala
Barbara Battersby &
Mark Peterson
Peter & Alexandra Larsen
Marshall Wickstrom
James, Judy, Samuel, Jacob
& Ivamaria Chizek
Christine & Marlin Lystila
Debra Guernsly & Greg Wright
Sandra Repar
Linda & John Dodge
Alan, Barbara & Lempi Stockton

Bruce, Debbie & Jennifer Witting
Gregory & Erica Hupp
Carol & Rollen Thoren &
Mark Sikorsky
Tracie & David Clanaugh
Rita Koch
Donna Dahlgren
Christine, Ronald, Philip
& Robert Waara
Dave & Jen Merk
Heather Broniec & Bill Borsum
Karyn & Gerald Juntunen
Bill & Peg Carrothers
Laura Hernandez & Neil Albers

Linda Zimmer
Miriam & Dennis Hannu
Jeff Tyson & Sarah Briar
Heather Annette Norton
Andrea & Scott Corpolongo-Smith
Jessica Morrison
Michael Mitchell & Katherine Koch
Patricia A. & Dan Janke
Kasie & Jeremy Francois
Mimi & Robert McGahan
Rebecca & Shawna Ivancic
& Melissa Jones

Our Co-op & Community Sustainability

by Vern Simula — Member-owner

Over the years, one's personal understanding of what it means to be a co-op member had to do largely with working with others, "cooperating" to operate a retail food business in order to acquire better quality food at more reasonable prices.

That traditional view of co-op philosophy comes from the 1852 Rochdale Principles which dealt with issues like open membership, democratic control, surplus income, etc.

Interestingly, there was no direct mention of community sustainability.

Finally, in 1995, a principle was added about "concern for community." It read: "Cooperatives work for the sustainable development of their communities through policies approved by their members."

Times have changed. Co-op members now face

very different circumstances as compared to the co-op advocates of the 1900s.

We have enormous global forces already impinging upon our lives, forces which weren't even on our radar before. Peak oil, climate change, water shortages, resource scarcity are forces that may bring about huge social upheaval in the years ahead.

Thus, the core meaning and purpose of what a co-op is needs to change, too.

Our Keweenaw Co-op now has a critical role to play in the sustainability of our community. Local food security will be a primary

issue. A Local Food Group has already embarked at searching for sound solutions. To join this effort, please contact Diane Miller at dimiller@mtu.edu or 370-1069. ::

Cooperatives work for the sustainable development of their communities through policies approved by their members.

Local Food Group

by Diane Miller — Vice President

Last Fall, the Board asked members through the in-store survey: "Which is more important to you, local or organic?" Nearly fifty of you answered, and while most of us seem to care about organic, we're even more concerned about the need to focus on local food sources. So, when it came up at the General Membership Meeting, we agreed to provide a place for interested people to talk about it on March 6 and 27. People did more than talk: they wanted to continue meeting twice per month. The group, called The Local Food Project, has as its vision, "The Keweenaw community is sustained by local food." We're interested in education and action. Quincy Higgins, Matt Manders, and Vern Simula have been busy researching and beginning to plan edible community forest (permaculture) gardens! Interest around the community is high. Several community groups, some of whom are hoping to connect youth and elders to work on gardens, are lined up and enthusiastic.

We have other projects too. Other members are working on: Foodshed Education (the flow of food from the area where it is grown into the place where it is consumed—the average dinner travels 1500 miles); Tori Support (where local growers can sell crops on Wednesdays and Saturdays in downtown Hancock); Property Zoning Awareness (current trends that affect food growing efforts); a Co-op Cookbook (that emphasizes local foods, green growing methods, etc.); and much more. The group's website is in the making.

The Local Food Project will be present at the Houghton County Fair, August 21-24 to spread the word about local food.

We would really like your help! Upcoming meetings will include updates on all projects, and focus on planning for the Houghton County Fair and the cookbook. Check the bulletin board at the Co-op for meeting schedules. Email dimiller@mtu.edu with questions or call me at 370-1069. ::

Why Buy Local?

Reprinted from Local Harvest (www.localharvest.org)

Most produce in the US is picked 4 to 7 days before being placed on supermarket shelves, and is shipped for an average of 1500 miles before being sold. And this is when taking into account only US grown products! Those distances are substantially longer when we take into consideration produce imported from Mexico, Asia, Canada, South America, and other places.

We can only afford to do this now because of the artificially low energy prices that we currently enjoy, and by externalizing the environmental costs of such a wasteful food system. We do this also to the detriment of small farmers by subsidizing large scale, agribusiness-oriented agriculture with government handouts and artificially cheap energy.

Cheap oil will not last forever though. World oil production has already peaked, according to some estimates, and while demand for energy continues to grow, supply will soon start dwindling, sending the price of energy through the roof. We'll be forced then to reevaluate our food systems and place more emphasis on energy efficient agricultural methods, like smaller-scale organic agriculture,

and on local production wherever possible.

Cheap energy and agricultural subsidies facilitate a type of agriculture that is destroying

news.

These large-scale, agribusiness-oriented food systems are bound to fail on the long term, sunk by their own unsustainability. But why wait

until we're forced by circumstance to abandon our destructive patterns of consumption? We can start now by buying locally grown food whenever possible. By doing so you'll be helping preserve the environment, and you'll be strengthening your community by investing your food dollar close to home. Only 18 cents of every dollar, when buying at a large supermarket, go to the grower. 82 cents go to various unnecessary middlemen. Cut them out of the picture and buy your food directly from your local farmer. ::



Co-op member-owner Daisy Isaksson knows the importance of buying local.

LocalHarvest is America's #1 organic and local food website. They maintain a definitive and reliable "living" public nationwide di-

rectory of small farms, farmers markets, and other local food sources. Their search engine helps people find products from family farms, local sources of sustainably grown food, and encourages them to establish direct contact with small farms in their local area.

and polluting our soils and water, weakening our communities, and concentrating wealth and power into a few hands. It is also threatening the security of our food systems, as demonstrated by the continued e-Coli, GMO-contamination, and other health scares that are often seen nowadays on the

Check out this Local Food link: keweenawbbslocal@yahoo.com

Keweenaw Co-op
Natural Foods Market & Deli
1035 Ethel Avenue
Hancock, MI 49930

PRESORTED STD
U.S. Postage
PAID
Houghton, MI
Permit No. 9

Fair Trade Documentary & Product Sampling

Buyer Be Fair: The Promise of Product Certification

Tuesday, September 16

7:00 pm • MTU Noblet Hall • Free Admission

Sponsored by Keweenaw Co-op



Mexican coffee farmer Jose Vasquez says his family has benefitted from Fair Trade



Collins Pine forester assesses a tree for cutting in California

ABOUT THE FILM

BUYER BE FAIR looks at two major trade goods—timber and coffee—to understand how product certification works. In isolated villages in the state of Oaxaca, Mexico, some of the answers emerge. A community’s timber is certified by the Forest Stewardship Council (FSC) as produced in a just and sustainable manner. A cooperative product, Fair Trade, Shade-Grown, Organic coffee finds a growing market in the US. We see how these communities are benefiting from certification and what the obstacles are to broadening its scope.

ABOUT THE PRODUCT SAMPLING

Event will include a display and tasting of Fair Trade products, like fruit, coffee, tea, and chocolate. A brief discussion will follow the showing.

“...BUYER BE FAIR shows how consumers and retailers can make choices that make a difference.”