



2015 SPRING / SUMMER

# Circumspice

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Hancock, MI

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Now Open 8am-8pm

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*Circumspice*

1035 Ethel Avenue  
Hancock, MI • 49930  
(906) 482-2030  
www.keweenaw.coop

**STORE HOURS**  
Open daily 8am-8pm

The Circumspice newsletter is published three times a year for the Owners and customers of Keweenaw Co-op. The newsletter provides 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, Staff, Board, or Owners. The next deadline for submissions is September 15th. Refer submissions and questions to faye@keweenaw.coop.

Editor: Faye Carr  
Desktop Publishing: B.Hardy  
Printer: Book Concern Printers

The Circumspice newsletter is printed on post consumer recycled paper.

The Circumspice newsletter is available on the web at [www.keweenaw.coop](http://www.keweenaw.coop).

## Ways to save at the Co-op...

**Co+op Deals** change twice monthly. See the sales flyer in the store, on the website, in the Mining Gazette, and look for signs in the aisles.

**coop deals**

Additional Co+op Deals coupons are available six times a year. Coupon booklets are available at the Co-op.

Co+op Deals

The Co-op offers Owners a discount on bulk or case quantities of pre-ordered product. This applies to any product available to the Co-op, whether we regularly stock it or not. The price is calculated at 20% over wholesale cost. Smaller quantities of product may be available for special order based on vendor offerings. This price is calculated at regular retail.

Special Orders

Once each quarter the Co-op celebrates its Owners with an **Owner Appreciation Day**. Owners in good standing receive a 10% discount on all regularly priced items. Save the dates:

**Mon, August 24 & Sun, November 15**

Just for Owners

**Weekend Specials** are a way of saying thanks to our customers (Owners and non-owners).

**ON SALE**

Look for rotating deals throughout the store marked with a red and white sign.

Weekend Specials

All **students** (including non-owners) who shop on Sundays receive a 5% discount on their purchase. Current student ID card required.

All **seniors** 60 and over (including non-owners) who shop on Wednesdays receive a 5% discount on their purchase.

Student & Senior Day

## Co-op Staff Spotlight

### Goodbye Denina!



*"After being part of the Keweenaw Co-op community for over 6 years, it is with a heavy, but excited, heart that I say farewell. This summer my young son, Niilo, and I will be moving to Minnesota to be closer to family. I am moving back to my home state, but I am also leaving the state I have called home for the last 12 years. So much has happened in my life during the last 12 years and I am grateful working at the Keweenaw Co-op has been a part of my life. It is not easy to say goodbye; I have enjoyed my time at the Co-op and in the Upper Peninsula of Michigan immensely and will look back with happy memories. It has been an honor and a pleasure to serve my community and the Owners of the Keweenaw Co-op."*

Babette Jokela (see photo below) will be the new Produce Manager starting mid-June.



Do you bike? Check out the Houghton/Keweenaw local National Bike Challenge: [nationalbikechallenge.org/local-challenge/1505](http://nationalbikechallenge.org/local-challenge/1505)



Co-op cyclists took to the streets on Thursday, May 28 to celebrate the seventh annual Keweenaw Bike to Work Day. The event, coordinated by Bike Initiative Keweenaw (BIKE!) aims to raise awareness of bicycle commuting as a transportation alternative, bike safety, and the importance of sharing the road.

Photo (from left): Babette Jokela, Kay Lang, Lena Wilson, Curt Webb

Learn more about local biking opportunities at [www.bikeinitiativekeweenaw.org](http://www.bikeinitiativekeweenaw.org)



## From the Board

### Happy New Year!?

by Carl Blair – President

No, we're not confused (at least not any more than usual)—as I write this, the Co-op's 2015 administrative year and governance cycle is barely a month old. Why does this matter? The New Year is a time of optimism and hope, of opportunity and vision, and this is the work the Co-op Board is currently embracing. Here are a few of the issues we're working on:

- We're moving in to high gear with the **fiscal and market analysis for relocation**. The first part of the Market Survey was completed in late April, the second half will finish in August. Thank you for your participation with the first part, we ask that you please help us again with the second half.
- **Community outreach and involvement** is ever growing! This year the Co-op is proud to be a full sponsor of the Canal Run. Volunteers are needed for both the run itself (a water station) and the pasta dinner the night before (see page 18). This event—and the many others that the Co-op supports—provide an opportunity to work toward our Global End to “sustain the physical and social health of the community,” and to introduce and promote the Co-op to a wide variety of people in our community.
- **Internal operations and standards** work is progressing to ensure that as the Co-op grows to and beyond the \$3 million annual sales mark.
- The Board continues to evolve our **Board Process** so that our governance work is more inclusive, accessible, transparent, cost effective, and responsive. As the Co-op enters into years of exciting challenges and opportunities the Board

is committed to being prepared by proactively seeking the necessary **board education and development**. This includes much internal research and analysis, ever increasing work with our regional friends, and attendance at workshops, retreats, and seminars.

While there's not much definitive action to report on since the Annual Meeting in March, there is a lot of work underway in the trenches, and the results—which we all trust and hope will be excellent—will be seen over the coming months and beyond.

Having the luxury of these calm and focused work periods suggests the Co-op is in good organizational health. Thanks to the excellent Co-op staff and management we have no crisis to tend to, and we can focus on planning and preparing for a bright future building upon our strong foundation.

So what's next? First, let's all take a minute to pat each other on the back—the Co-op is doing very well! Second, let's redouble our efforts to make these next steps more feasible. Remember to use cash or checks for purchases rather than credit or debit cards when possible, that 2-4% adds up very quickly.

Continue to support our local vendors and suppliers. Each year the Co-op—one of the area's largest purchaser of local goods—enables and encourages our suppliers to plant more, create more and produce more. We need to support these efforts. The benefits to our local economy and are real.

And finally, please continue to participate in helping the Board evolve our vision for the future of the Co-op. We all benefit from a vision created from a diversity of views and ideas and we need yours.

Be part of the bright New Year! Life is good, the Co-op is good, and before too long (wild cheers)—the local produce will be good! ::

## board of directors

Carl Blair  
Reelected  
2015-2018

Carl Blair  
cblair@mtu.edu  
President  
Term ending 2018

Heather Dunne  
heather.dunne@finlandia.edu  
Vice President  
Term ending 2017

Samantha Gonzales-Flora  
samantha.lynn.flora@gmail.com  
Secretary  
Term ending 2017

Mike LaBeau  
malabeau@mtu.edu  
Director  
Term ending 2016

Mike Mallow  
mtmallow@gmail.com  
Director  
Term ending 2018

Sergei Casper  
sergei.casper@gmail.com  
Director  
Term ending 2018

Susan Serafini  
sdserafi@gmail.com  
Treasurer  
Term ending 2018

John Slivon  
john@jrdsdesign.net  
Director  
Term ending 2016

Patrick Walls  
patrick.walls1980@gmail.com  
Director  
Term ending 2016



### Welcome New Board Member Sergei Casper

I believe the Keweenaw Co-op is the most important store in our area. If the Co-op was not here my family would probably not be able to survive in the community due to several food sensitivities and special dietary needs. I feel it is time I give back to our favorite store, and I want to share in the work as the Keweenaw Co-op moves forward.

My past work experiences have developed several skills that I will share as a Board member. I was a public school teacher; I have worked in factory production as a supervisor, and as a banker, managed financial accounts. Currently I work in the health care field as a nurse. As a nurse, I am a patient advocate and recognize that people have diverse health and dietary considerations. Within a group setting, I have been trained to listen without judgment until all views have been shared.

Interested in serving on  
the Board of Directors?  
Learn more and download  
the application packet at  
[keweenaw.coop/board.php](http://keweenaw.coop/board.php)

Susan Serafini  
Reelected  
2015-2018



Libby Meyer  
Thank you  
for your service!  
2009-2015





## From the GM

by Curt Webb — General Manager

### Market Study & Financial Pro Forma

Things are good at the Co-op, and not without challenges. It's equal parts busy-ness, effecting change and working with change. It's the stuff that makes it fun and the stuff that keeps a person up at night. It certainly keeps us moving.

Thank you for your participation and patience during the first phase of the Market Study. We successfully completed that small piece. Plans are laid for another round of surveys in August to capture the seasonality of our customer base. In the interim there will be additional work on the ground (in our trade area) by the market study firm. We will see the final results of the Study in the fall.

We have been working with the first draft of our Financial Pro Forma. Recall that this projects our future financial standing after an expansion based on our current financial performance. This early draft makes certain assumptions that will likely change when we plug in the results of the Market Study. But

in short the message thus far has been a bit of a reality check: We have work to do.

It points to things we are aware of, but where our efforts to date have not moved us much. There are two key financial indicators in particular that continue to be a challenge: Labor margin and inventory turns. And it may take a cultural shift to bring them into line.

***“There are two key financial indicators in particular that continue to be a challenge: Labor margin and inventory turns.”***

Labor margin represents the portion of sales that goes toward getting the work done. Our labor has historically been high as a percentage of sales relative to other co-ops, and we have some trimming to do. We will not do this by cutting wages, in fact we just implemented a new wage scale that raises rates across the board. Instead, our focus is on productivity.

There are operational efficiencies to be gained with a systems approach. Our challenge is to bring all staff on board. The meaningful metric here is sales per labor hour (SPLH). SPLH is the relation between

hours worked and sales. This is one measure of productivity, which our co-op has not tracked before. We can compare performance to like-sized co-ops and set goals accordingly. As we increase SPLH, our labor margin will also improve.

Inventory turns is a measure of how many times our inventory is sold and replaced over a given period. It is a key measure of how well we manage inventory and generate sales from it. Our Co-op has nearly \$150,000 in excess inventory for our sales volume compared to our peer co-ops. What does that mean? It tells us that we have a lot of cash tied up in goods that could be used elsewhere.

Obviously there is finesse to correcting this. We so often hear: “You guys have such an amazing selection!” The unfortunate fact is that part of that selection contains items that are infrequently purchased. We are analyzing product movement and making some hard choices. This is the part you may notice as a customer, and we welcome your feedback as we refine our offerings.

It is not all about selection. We are learning that we can better manage the product we keep in backstock

as well. We can make sure department buyers have the tools they need to control inventory. Coupled with that, we are negotiating a more consistent and reliable supply chain so we can be confident that replacement product will arrive when we need it. An added benefit to having less backstock: we gain efficiency (and SPLH) by handling product fewer times.

Right now we can get by with occasional below par financial performance. We have money in the bank and no debt to service. But with an anticipated expansion in sight, we have the opportunity to become better operators now. We look at it as our responsibility to our Owners, our community and our peers to use the assets of the Co-op more wisely.

In the meantime prior to expansion, our current store could really use some freshening up. Plans and budgets are coming together. How are we going to pay for it? Remember that extra inventory? The plan is to invest in our current space to buy us a few years while we improve our financial performance, grow our owner base, build a shared vision and search for our next home. ::



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Shop cooperatively  
Bank cooperatively

ATM conveniently  
located at the Co-op

Credit Unions are co-ops too!  
Cooperatives serve their members  
most effectively and strengthen the  
cooperative movement by working  
together. Become a member!



## Welcome New Co-op Owners!

Joined March 1 – June 1, 2015

Bethany Aho	Kathleen Funkey	Jessica Jones	Genevieve Phansalker
Donna Armistead	Sonia Goltz	Tom McCann	Pauline Pietila
John Arnold	Renee Hahn	Julie Meyer	Taylor Ruotsala
Bonita Blackburn	Elizabeth Halt	Diane Mills	Steve Schmunk
Rick Curtis	Jack Ham	Ben Ong	Michelle Seguin
Paul Eister	Paul Hoppe	Brendan Pelto	Jeff Yurkanin
Jeff Flam	Lisa Johnson	Elizabeth Perger	



# 2014

## Patronage Refund *Update*

Change is slow (or at least it can slow things down!). After much discussion and feedback from Owners, we made the decision to issue 2014 Patronage Refunds as store credit. We knew that there were a few technical issues to tackle, but we were confident that the delay in issuing refunds would be nominal.

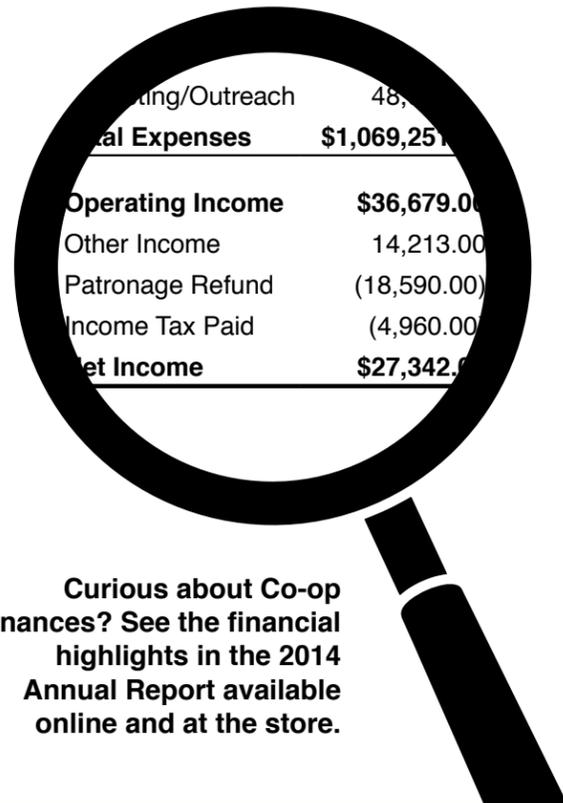
Alas, that was not the case. In retrospect we should have issued checks again this year while we configured the database and got the Point of Sale system to accurately process batch-input refund data. But we are where we are, and the credit has now been applied to your Owner account in the Point of Sale system.

The process is simple from here forward. The next time you shop, when we enter your Owner number at the register, a message will pop up with the credit you have available, and you can choose to apply it toward that day's purchase.

If you choose to cash out the credit instead, we can do that. There is also an option of mailing in the coupon and we will cut you a check.

That brings us to the mailing: The Co-op is still required by law to notify you in writing of the Patronage Refund allocation and disbursement. So the realized savings from this new process (store credit vs checks) is not as great as it could be.

For 2014, refunds were calculated at a rate of 1.28% of an Owner's purchases. This benefit represents our net profit distributed in proportion to the business each Owner conducted with the Co-op. There is a minimum disbursement of \$5.00. That means that if your purchases were \$390 or more in 2014 you qualify for a Patronage Refund. If you have any questions, please contact Curt. Thank you for your patronage!



Marketing/Outreach	48,000.00
<b>Total Expenses</b>	<b>\$1,069,257.00</b>
<b>Operating Income</b>	<b>\$36,679.00</b>
Other Income	14,213.00
Patronage Refund	(18,590.00)
Income Tax Paid	(4,960.00)
<b>Net Income</b>	<b>\$27,342.00</b>

**Curious about Co-op finances? See the financial highlights in the 2014 Annual Report available online and at the store.**

### Cooperative Principle #3: Member's Economic Participation

Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than the capital invested.

## Why do we carry this? Why don't we carry that?

### New Co-op Purchasing Mission & Guidelines

The Co-op's amazing product selection is one of its most praised assets. Since our beginning in 1973 as a pre-order bulk-buying club, we remain the only market in the Western Upper Peninsula offering a full selection of natural foods and goods that appeal to consumers who have a meaningful sense of environmental and social responsibility and incorporate those values into their buying decisions.

An early version of the Co-op Bylaws lists the first objective of the organization: "To provide the highest quality, minimally processed foods, goods and services at the lowest possible prices in the most ecologically sound manner." For years this statement served as the only official directive regarding purchasing. How this statement was interpreted and applied by Co-op staff—or in some cases, ignored—has been the topic of more than one heated debate at membership meetings over the years.

Then Policy Governance happened, bringing the next tier of policy after the Bylaws that the Co-op so desperately needed—board governance policies. Thanks to many years of hard work on the part of the Board and ongoing input from the Ownership we now have a set of written governance policies that clearly articulate the purpose of the Co-op (ENDS) and the role, relationship, and limits (MEANS) of the Board and General Manager in accomplishing these Ends.

With Board governance policies in place, the General Manager and staff are able to develop the next tier of policies governing operational issues. This is the level of policy where we're seeing the most exciting developments, including the new Purchasing Mission and Guidelines.

The Keweenaw Co-op's Purchasing Mission and Guidelines, created by the Buyers Team, were developed using the Global Ends Policy which states:



*The Keweenaw Co-op Incorporated exists to sustain the physical and social health of our owners, customers, and community with:*

- *A Resilient and Ethical food infrastructure;*
- *Education, Activism, and Communication;*
- *Advantages of a cooperative business model.*

In accordance with these Ends, the Buyers Team identified the following purchasing goals:

- *To meet the goals of our Global Ends Policy by sustaining the health of our Owners, customers, and community.*
- *To provide access to a wide variety of foods to our whole community by offering unique groceries as well as basic staples.*
- *To provide a product selection which is fair to all and has positive environmental and social impacts.*
- *To provide our Owners and customers a means to choose for themselves with the option of special ordering products.*

In order to meet these goals, the Buyers Team developed "simple guidelines" to prioritize and select products (see next page). While it may be simple to understand why these guidelines are important, they are not so simple to assess. The task of researching and rating these guidelines for each brand/product requires serious diligence. The Buyers Team is committed to doing the work, but they admit they don't have it all figured out yet.

### Organic & Sustainable Agriculture

The Keweenaw Co-op understands Organic Agricultural Practices promote sustainable growing methods which nurture the soil, crops, animals and humans, creating a beneficial habitat for all living things. We pledge to seek out and prioritize products developed using organic and sustainable methods of agriculture.

### Local & Regional

The Keweenaw Co-op is committed to working with our local producers and farmers to establish mutually beneficial relationships, ensuring quality products and creating a sustainable community. Priority will be given to locally produced and manufactured products that align with our Global Ends Policy. Regional products will be given preference when a local option is not available. The Keweenaw Co-op classifies “Local” as producers within a 50 mile radius of the Co-op. The Keweenaw Co-op classifies “Regional” as producers from the State of Michigan and neighboring states of Wisconsin and Minnesota.

### Genetic Modification

The Keweenaw Co-op pledges to educate our shoppers on the issue of Genetic Modification, giving them knowledge and power to vote with their wallets. The Keweenaw Co-op actively labels products that are Non-GMO Project verified and promotes Non-GMO month every October. [Non-GMO Project is a non-profit organization committed to providing consumers with clearly labeled and independently verified non-GMO choices, including testing of at-risk ingredients.]

### Whole Foods

The Keweenaw Co-op pledges to provide the highest quality, minimally-processed and packaged goods at the lowest possible prices. Whole or minimally-processed foods are defined as: traditional processes used to make food edible, preserving food, or make food safe for human consumption. Examples of these processes are: smoking, roasting, freezing, drying, fermenting, or those physical processes that do not fundamentally alter the raw product such as separating a whole raw product into component parts such as pressing fruit into juice. [USDA Food Standards and Labeling Policy.]

### Non-Irradiated Products

The Keweenaw Co-op is committed to purchasing non-irradiated produce and products.

### Fair Trade Certified

The Keweenaw Co-op will prioritize Fair Trade Certification (FTC) when purchasing products from outside the United States. The Keweenaw Co-op recognizes FTC as a minimum standard for internationally traded goods. Buyers will prioritize working with companies exceeding Fair Trade standards and who trade directly with farmers and producers. For products not meeting basic Fair Trade standards, buyers will research and seek out products made with healthy standards of workplace safety. This will be the exception and not the rule and will be done in cases where the product meets a basic need of our owners for which there is no Fair Trade alternative.

### Special & Alternative Dietary Needs

The Keweenaw Co-op recognizes the wide range of nutritional and dietary needs in our community; we strive to offer a selection of products which reflect these needs. The Keweenaw Co-op displays signage to indicate products which are gluten free (Grocery), Kosher (Bulk), Organic (Produce), no salt (Bulk), and made with wheat-free ingredients (Deli).

### Cooperatives & Ethical Workplaces

In line with cooperative principles, the Keweenaw Co-op will support other cooperative businesses by giving priority to their products when possible. The Keweenaw Co-op will prioritize products from other companies that demonstrate a high level of workplaces standards, worker health and empowerment. In cases where companies have a reputation for poor workplaces conditions, union busting, or engaging in other activities harmful to workers, buyers may pull their products from our shelves or offer a comparable product in its place.

### Affordability

The Keweenaw Co-op strives to meet the needs of all community members by making our products as affordable as possible. The Co-op pledges to actively research options to lower our cost of goods while offering products and services that contribute to the Coop's financial health based on our Global Ends Policy and our Owner's needs and requests.

### Animal Cruelty

The Keweenaw Co-op will seek to carry animal products where producers and manufactures have demonstrated efforts to take the dignity of the animal into account when raising and slaughtering. We offer Cage-Free and Free-Range products when available. The Keweenaw Co-op will also seek out products not using unnecessary animal products or engaging in animal testing in the production of supplements and body care products.

### Antibiotic Free / Hormone Free

The Keweenaw Co-op strives to offer milk, eggs, and meats raised without the use of hormones, steroids and antibiotics. Growth hormones and antibiotics are prohibited under Organic Farming practices.

### Independent Producers

The Keweenaw Co-op recognizes the organic foods industry is rapidly consolidating as it evolves into a national market. This trend poses major risks to the integrity of organic foods, taking economic and political control away from small businesses and the communities in which they operate. The Keweenaw Co-op will strive to carry products from producers and manufacturers independent from the influence of corporate America, giving priority to cooperatives and privately owned small businesses.

**NEW**

## Purchasing Mission & Guidelines

We value our Owners and customers, our farmers and food producers, our local economy, and our cooperative business partners. Our Owners and customers trust us to be honest in how we evaluate the food and products we put on our shelves. Our goal is to be open and truthful in our product selection process.

These purchasing guidelines, developed by the Keweenaw Co-op Buyers Team, are part of a living document that will evolve through time as issues change, but will always stay true to our mission of offering our community safe and healthy products that have positive environmental and social impacts. Our Buyers are committed to providing the highest quality products through diligence and research.

### Packaging: Environmental Impact

The Keweenaw Co-op aims to reduce our environmental impact by participating in the following activities: promoting fresh produce and bulk products; minimizing our amount of products manufactured with non-recyclable materials; creating opportunities for recycling; promoting the reuse of materials; offering products packaged in returnable/reusable containers; and encouraging our Owners and customers to bring their own containers and bags.

### Packaging: Advertising & Information

The Keweenaw Co-op will not carry products with: 1) packaging that makes false or misleading nutritional, environmental, or ingredient claims; 2) whose packaging is deemed exploitive, oppressive or perpetuates harmful stereotypes; 3) predatory advertising, especially advertising to children.

Read the full Purchasing Mission & Guidelines document online at [keweenaw.coop/products.php](http://keweenaw.coop/products.php)

### Toxin-Free / Non-Petroleum

The Keweenaw Co-op seeks to provide product choices that are free of substances that are toxic to life and the environment. While screening household and body care products we consider the health of all animals, plant and aquatic life, soil and water systems, and the hazards of production processes. Research, knowledge, and product formulations are constantly evolving; we have committed to continual re-evaluation of our product lines.

## Purchasing Mission & Guidelines *Continued from page 9*

Expect to see some changes on the shelves as we implement these new Purchasing Guidelines and work on improving our inventory management (see more about inventory on page 6). As part of our future merchandising improvements we plan to incorporate more background information about brands into our product displays. We want to make this an open

and educational process for all of us so please don't hesitate to ask questions or leave comments.

These purchasing goals, mission, and guidelines are all part of a living document that will evolve as the issues and Ends evolve, which ultimately depends on Owner participation. Thank you in advance for your support and patience. ::

## Putting the purchasing guidelines in action in the tea aisle...

In response to the new Purchasing Mission & Guidelines we will slowly be phasing out Celestial Seasonings products in the coming months and increasing the product selection of Rishi Tea and Four Elements Organic Herbals. Why? As you can see in the matrix below, Rishi Tea and Four Elements have a comparable product offering and meet more of our purchasing guidelines. This is only one example of the purchasing process that we are going through throughout the store.



"In 1969, a group of passionate young entrepreneurs founded **Celestial Seasonings** upon the belief that their

flavorful, all-natural herbal teas could help people live healthier lives. They harvested fresh herbs from the Rocky Mountains by hand, and then dried, blended and packaged them in hand-sewn muslin bags to be sold at local health food stores. By staying committed to their vision, the founders of Celestial Seasonings turned their cottage industry into an almost overnight success. Today, Celestial Seasonings is one of the largest specialty tea manufacturers in North America. We serve more than 1.6 billion cups of tea every year, and we source more than 100 different ingredients from over 35 countries to create our delicious, all-natural herbal, green, red, white, chai and wellness teas.

"For more than 40 years, we've made natural teas that are good for our people and good for our planet."

Source: [celestialseasonings.com](http://celestialseasonings.com)



"**Rishi Tea** was founded in 1997 by Joshua Kaiser, who found a way to combine his passions for travel, world cultures, global culinary traditions, and herbology

into a business. Following a series of post-college travels, he landed back in the US and was stumped by the lack of sources for quality teas. A growing interest among Americans in the origin driven nuances of coffee and wine led Joshua to believe that the time was ripe to introduce true teas to the American market.

"Rishi started in a windowless 400sf space in Milwaukee's Third Ward, where loose leaf teas were formulated and hand blended in micro-batches for sale to cafés throughout the Midwest. We are often asked about the meaning of Rishi. It is from Sanskrit and means "one who is a seer, sage, or seeker of truth." For us it means constantly striving to learn more about tea and strengthening our connection to tea and botanicals and the people who grow them. We strive to reveal the natural truth to our modern society, which has become so far removed from gardens and kitchens, and overly dependent on labs for synthetic and processed beverages. As Rishis, we want to share some natural and simple alternatives for people to live healthy and delicious lives."

Source: [rishi-tea.com](http://rishi-tea.com)

# HowGood

## Product Ratings for the Greater Good

### RATING SCALE



## Shopping Tip:

Download the HowGood app and empower yourself as a consumer to make a conscious choice at the checkout line. Type in a product name, or scan a barcode, to quickly search through HowGood's social and environmental sustainability ratings for over 120,000 products!

Learn more: [howgood.com](http://howgood.com)

### FOUR ELEMENTS



"**Four Elements Organic Herbals** is located on Jane Hawley Steven's and David Steven's 130-acre farm, set in the pristine Baraboo Bluffs of Wisconsin, and designated as one of the Last Great

Places by the Nature Conservancy. Certified organic since 1990, she still grows diverse species from which plants are carefully selected to produce herbal products from the fields, prairies and woodlands of the farm.

"Located just one-hour northwest of Madison, freshly harvested herbs are handpicked at peak potency and processed at our dedicated facility to insure Natures constituents are truly represented in every product. The balanced formulas are intended to increase your beauty and wellbeing. And the energetic preparations will fortify your trust in Nature.

"Four Elements Herbals began in 1987 as the pursuit of Jane's dream to establish a family farm and continue her horticultural career while raising a family. After completing a B.S. in horticulture, she began specializing in the diverse qualities of herbs... Herbs became a way of life from cooking and crafts, to body care and healing. It is from tried-and-true experience that Four Elements products were created."

Source: [fourelementsherbals.com](http://fourelementsherbals.com)

To read more about these purchasing guidelines see pages 10-11

\* Meets some of the requirements

	Celestial Seasonings	Rishi Tea	Four Elements Tea
Organic & Sustainable Agriculture		X	X
Local & Regional		X	X
Genetic Modification	X*	X	X
Whole Foods	X	X	X
Non-Irradiated Products		X	X
Fair Trade Certified		X*	
Special & Alternative Dietary Needs	X	X	X
Cooperative / Ethical Workplaces		X	X
Affordability	X		X
Animal Cruelty	X	X	X
Antibiotic Free / Hormone Free	X	X	X
Independent Producers		X	X
Packaging: Environmental Impact	X	X	X
Packaging: Advertising & Information	X	X	X
Toxin-Free / Non-Petroleum	X	X	X



## Add Whey to your Day

by Micah Stipech — CrossFit Hakkapeliita

**W**hey protein isn't just for meat heads. Popular among athletes for its ability to grow muscle and aid recovery. It is a food that can help many. Whey protein is a high-quality, quick-absorbing and highly digestible protein that is a byproduct of the cheese making process. Research indicates that whey outperforms other types of protein and will help your muscles – and body – thrive.

Some benefits of whey protein:

- includes a broad range of essential amino acids
- assists fat loss
- helps depression in some people
- lowers blood pressure and blood sugar
- anti-cancer properties
- lowers bad cholesterol
- reduces unwanted hunger by helping you to feel full longer
- repairs and builds muscle
- outperforms other proteins, such as soy
- assists the immune system
- helps maintain skeletal muscle mass in elderly
- promotes muscle growth
- aids muscle recovery
- has been found to reduce acne

Whey protein is often used immediately after and sometimes before physical training to assist in muscle recovery and adaptation. It is also valuable to consume in the morning as your body is protein-depleted upon waking. Consumption of whey protein in the early hours also supports lean muscle mass, helps burn fat and defend against that common mid-morning hunger and energy crash.

Whey protein is typically sold as a powder that can be mixed with water or other liquid of choose. When shopping for whey, choose products that simply list 'whey protein' in the ingredients. Some manufacturers add undesirable ingredients, like sugars. Consumers may want to look into the company who produces the product, the quality of the animals and the process they use. As with other products, there is a continuum of quality and you usually get what you pay for. Lactose intolerant individuals may want to choose an alternative protein source, but some find they tolerate hydrolyzed whey protein, that is, protein whose molecule has been made much smaller, quite well.

Consider adding whey protein to your active lifestyle today. ::

Look for these whey products at the Co-op



## Can you name all 7 cooperative principles? Now you have no excuse...

**I**f you can't list off all seven cooperative principles by heart, don't worry, you're not alone. As part of the ongoing effort to strengthen our identity and store image we now have the international cooperative values and principles prominently displayed at the store. Now you can study up while standing in line to check-out—it will help distract you from the chocolate truffle bins!

As businesses driven by values not just profit, cooperatives share internationally agreed principles and act together to build a better world through co-operation. These principles, known as the Rochdale Principles, are a set of ideals established by the Rochdale Society of Equitable Pioneers in 1844. The Rochdale Pioneers are considered founders of the cooperative movement because of their commitment to making organizational standards. The Rochdale Principles are the basis for the cooperative principles

used around the world to this day.

In 1995, the Rochdale Principles were adopted by the International Cooperative Alliance (ICA) as part of the revised Statement on the Co-operative Identity which contains the definition of a cooperative, the values of cooperatives, and the seven cooperative principles. ICA is an independent, non-governmental organization established in 1895 to unite, represent and serve cooperatives worldwide. (To learn more about ICA visit: [ica.coop/en/what-co-operative](http://ica.coop/en/what-co-operative).)

This signage border helps define the front end of the store and is part of a larger vision that includes a new customer service desk and cashier station, better product display, and an overall facelift of worn and tired surfaces. All these improvements are designed and installed with the intent that they can be moved to a new location in the future. We hope you like it, look for more exciting changes happening soon. ::



The new cooperative values and principles panels bordering the cashier area at the Co-op. Design and installation by Co-op Owners Barb Hardy and Rick Loduha of R&B Design.

## Support Green Burial Education

*Keren Tischler & Stephen Jukuri—Keweenaw Green Burial Association*

**Y**ou are environmentally aware and mindful about making choices that are healthy for you, your family and the planet you will leave to your children when you're gone. Yet one type of environmental impact that may have slipped past your radar: What to do with your body once you are no longer using it?

Consider that the burial conventions of the past 100 years—preservation of the body with embalming fluids and burial in metal caskets and concrete vaults—are not environmentally sound. These use toxic chemicals, fossil fuels, and non-renewable materials. Cremation, often perceived as the greenest option among conventional burial practices, has a significant carbon footprint. It contributes to air pollution and essentially wastes nutrients that could be recycled back into the earth. Plus, once you multiply a burial practice by seven billion, even a less problematic one like cremation can become a real problem.

The Keweenaw Green Burial Association (KGBA) is part of a growing movement that recognizes that traditional ways of returning the body to the earth are a better option for the planet. We are a volunteer-based non-profit cemetery corporation that works to educate our community on green burial

practices and provide access to these options locally.

Thanks to your vote for us as one of this year's Keweenaw Co-op Bring-a-Bag Fund recipients, KGBA is able to bring you further into the discussion on the ins and outs of 'going out green' here in the Keweenaw. Two upcoming events (see details below) will explore green burial practices, some new and others as old as humanity itself.

For example, a new trend is toward establishing "conservation" cemeteries, which serve the dual-purpose of restoring and/or preserving land in perpetuity, while also serving as a burial ground. Prairies, forests, and other ecologically important ecosystems can be protected in honor of those who lie buried beneath them.

A conservation cemetery is considered to be the ultimate gift to the planet and future generations: Instead of permanently expending financial and material resources, your burial becomes a final and lasting act of conservation. How about that for a legacy?

We welcome you to join this conversation by attending these free and open to the public events. Thank you, Co-op owners, for supporting a business model that invests in the values of your community. We appreciate your support! ::

[www.facebook.com/KeweenawGreenBurial](http://www.facebook.com/KeweenawGreenBurial)

Green Film Series presents:

### **A Will for the Woods**

Thursday, June 18 • 7:00pm  
MTU Hesterberg Hall—Forestry Building

A documentary about Clark Wang, a musician and psychiatrist who willed his last performance to be a gift to the planet. Viewers will witness him preparing for his own green burial and, in so doing, create that option for others in his community.



**Every bag saved earns money  
for the community!**

Current Recipient: Keweenaw Green Burial Association

### **The facts about American style funerals:**

What has come to be known as the American style funeral is the most resource intensive funeral in the world. The following statistics represent the materials used annually in American funerals:

- 30-plus million board feet of hardwoods—mostly tropical and precious (used in caskets).
- 2,700 tons of copper and bronze (caskets).
- Over 100,000 tons of steel (caskets and vaults). This equals enough metal to rebuild the entire Golden Gate Bridge every year.
- 1.6 million tons of reinforced concrete (vaults). If you were to lay that concrete down it would be about the length and width of a two-lane highway stretching all the way across the continental US.
- 827,000 gallons of embalming fluid. This is enough formaldehyde and other toxic chemicals used in embalming to fill over one Olympic-size swimming pool every year.

Source: An excerpt from *A Will for the Woods—Green Burial Questions and Answers*, page 2, question #4. To view and download the complete 15-page document visit: [http://awillforthewoods.bullfrogcommunities.com/will\\_resources](http://awillforthewoods.bullfrogcommunities.com/will_resources).

### **Green Burial & Home Funeral Forum**

Saturday, June 20 • 10:00am–Noon  
Portage Lake District Library



The forum will be hosted by KGBA and facilitated by Merilynne Rush, a Natural Death Care Educator and board member of the Green Burial Council International. The forum will examine conventional funeral and burial practices, green burial, natural death care, common misconceptions and efforts to provide green burial options locally.



## Friday, July 17 - Pasta Dinner

**Time:** 4-7 pm

**Place:** Finlandia University, Finlandia Hall

**Cost:** \$10/adult, \$5/child (6-12 years old), children under 6 years eat free

**Everyone welcome!**

The Keweenaw Co-op continues the annual tradition of providing a healthy and delicious meal for Canal Run participants the night before the race to prepare runners for a great event. Everything is made from scratch.

Raffle prize drawings throughout the evening! Tickets are 6 for \$5 or \$1 each.

### MENU

**Spaghetti (gluten-free pasta available)**  
w/ Italian sausage marinara  
w/ tomato basil sauce & roasted vegetables

**Garlic Bread**

**Salad & Fruit Bar**  
spring mix and baby spinach  
crudites and home made dressings  
fresh Greek salad (feta, peppers, olives)  
strawberries, grapes, melon

**Carrot Cake & Banana Pudding**



Live music by the **Mud Creek Ramblers**  
Friday night at the Pasta Dinner

## July 18 - Race Day

### Co-op Volunteers Needed!

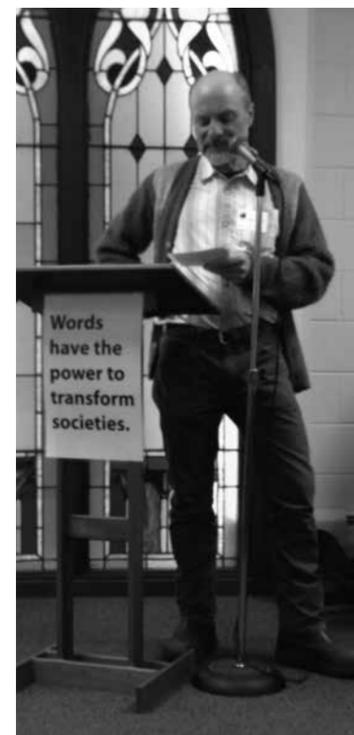
Calling all Co-op Owners. We need at least 14 volunteers to represent the Co-op and help with this year's event! Are you interested in participating? Contact Faye Carr, Keweenaw Co-op Marketing & Outreach Coordinator, by phone (482-2030) or email (faye@keweenaw.coop). Thanks!

Can't help out this time? There are other Co-op sponsored events where we could use your help. Contact Faye to get on the call list.

### Canal Run Gives Back!

*The Canal Run Gives Back campaign was launched in 2012 as a way for the event to give back to the community. The growth of the race over the years has truly been a community effort and the Organizing Committee is delighted to share this success with local non-profit organizations and projects.*

*If you feel your organization or project should be considered please see requirements, deadline, and application info on the Canal Run website: [www.hancockcanalrun.com](http://www.hancockcanalrun.com).*



## 2015 Annual Meeting Recap

Thank you to all the Owners who participated in this year's Annual Meeting in March. As usual the Deli put out a fabulous dinner spread featuring a build your own fajita bar. Guest speaker and Co-op Owner, John Hersman of Algomah Acres Honey Farm and Meadery talked about the benefits, joys, and challenges of beekeeping, and sampled some of their honey and hive products. As a special feature this year, the Annual Meeting hosted a pop up show of The Lexicon of Sustainability, displaying 24 information artworks focusing on food and farming topics.

On the business end of things the Ownership voted in three board members (see page 4), and two new Bring-a-Bag-Fund recipients, the Keweenaw Green Burial Association (see page 16) and the Keweenaw Land Trust—Marsin Nature Retreat Improvements Project. The 2014 Annual Report is available in print at the store or online at: [keweenaw.coop/board.php](http://keweenaw.coop/board.php). Annual Meeting minutes will be posted soon.



Keweenaw Co-op  
 Natural Foods Market & Deli  
 1035 Ethel Avenue  
 Hancock, MI 49930  
[www.keweenaw.coop](http://www.keweenaw.coop)

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*You're invited...*

## Co-op Owner Appreciation Harvest Potluck Dinner & Dance



photo: Patrick T. Power

**Sunday, September 13**  
 from **5:00-8:00 PM**

Finnish American Heritage Center, Hancock

*An evening of recognition and sharing*  
**Featuring Oren & the Back Room Boys!**

(see [keweenaw.coop](http://keweenaw.coop) & Facebook for event details)

Co-op Owner  
 Appreciation Days  
**Aug. 24 & Nov. 15**  
*see page 2*

40th Annual  
**CANAL RUN 2015**  
1/2 marathon • 10 mile run • 10 mile walk • 5 mile run • 5 mile walk Hancock, Michigan  
**July 17**  
**Pasta Dinner**  
*see page 18*

The Co-op  
 will be open  
**July 4th!**  
 8am–5pm