

The Voice of the Keweenaw Co-op Market & Deli

Circumspice

HANCOCK, MICHIGAN

SPRING 2011

in this issue...

Core Values 2	From the Board 5	Classes & Events . . 10
Bulk Spices 3	Deli News 7	Co-op Moments . . . 13
From the GM. 4	Practical Wellness. . . 8	Seeds 14

Starting Earth Day - April 22!

Co-op Launches Bring-a-Bag Campaign

Here's how it works: For each full-sized grocery bag that the Co-op doesn't use, because you provided your own bag, you contribute a credit (equivalent to 10¢) to a community project or organization. A new recipient is selected every six months. We're happy to support the Ryan Street Community Garden (ryanstreetgarden.blogspot.com) in Hancock with our first donation.

Annual Meeting
Thursday
March 24
(see back)





Circumspice

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

STORE HOURS

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

DELI HOURS

Mon-Sat 10am-7pm
Sunday 10am-4pm

The Circumspice newsletter is published four times a year for the Member-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, Board, or Member-Owners. The next deadline for submissions is June 1st. Refer submissions and questions to faye@keweenaw.coop.

Editor: Faye Carr
General Assist: Barb 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.

Core Value Program

Select Core Value Products

The Keweenaw Co-op's mission is centered on healthy choices and affordable nourishment. The Co-op's Core Value Program is a campaign to make everyday healthful pantry staples available to shoppers at affordable prices. Look for great values wherever you see the apple core. A complete list of our Core Values products is available as a brochure at the check-out area and on the website. **SRP (suggested retail price) / CVP (core value price)**



Wildwood OG Firm Sprouted Tofu - 14 oz.

The only tofu made with sprouted, non-GMO soybeans for enhanced nutrition and easy digestion. Tofu is a good source of calcium, phosphorus, and copper. Available in Silken 14oz tubs too. **SRP \$2.99 / CVP \$1.99**



Follow Your Heart Veganaise - 32 oz.

Grapeseed Oil is used for its extraordinary qualities with respect to its effect on cholesterol. Clinical tests have shown subjects experienced a lowering of LDL, and an increase in HDL. Non-GMO. You'll find Veganaise in the dairy cooler. **SRP \$9.29 / CVP \$8.19**



Earthbound Farm Fresh OG Carrots

2lb. & 5 lb. bags
Flavorful organic carrots are high in vitamins A, C, and K, plus fiber and the antioxidants beta carotene and lutein. Organic farming since 1984. **2lb. SRP \$3.29 / CVP \$2.49**
5lb. SRP \$7.29 / CVP \$5.89



Eden OG Apple Cider Vinegar - 32 oz

The finest organic apple juice naturally fermented with 'mother' of vinegar, a quality indicator appearing as cloudiness in the final product. Raw and unpasteurized, patiently aged in cedar wood vats. **SRP \$5.99 / CVP \$4.79**



Food for Life OG Ezekiel Bread

This fantastic bread is made with the same wholesome ingredients as our Original Sprouted 100% Whole Grain Ezekiel 4:9 Bread, with the addition of organic sesame seeds rolled on the outside of the loaf. **SRP \$6.19 / CVP \$4.89**

Myths About Buying Spices in Bulk

by Cynthia Hodur — Spice Buyer

Bulk spices are not fresh...

The vast majority of spices that the Keweenaw Co-op purchases comes from Frontier Natural Products Co-op because of their commitment to providing a fresh, quality product. Frontier states it best, "You can trust Frontier products to be the freshest, purest, and most sustainably produced." Frontier also maintains high quality control standards – from storage to packaging. Each package contains a freshness date that the Co-op monitors before putting out any spices. Quite often the Co-op receives shipments from Frontier right after the spices have been processed and packaged. Talk about fresh spices!

You have to purchase large quantities...

The best thing about being able to buy spices in bulk is that you can buy as little, or as much, as you would like. By purchasing spices in smaller quantities, like the amount needed for a specific recipe, you are ensured to get the freshest and most flavorful spice possible without leaving any to linger in your cabinets. And if you are on a baking spree and you know you'll need a pound of cardamom over the next month to make your favorite Pulla, you'll save money by special ordering a pound of the spice.

I'll never be able to find what I want...

The Co-op actively carries over 250 bulk spices, herbs and teas. That can be quite an overwhelming list of items to navigate, but we have a solution. Within the next few months we'll be making it even easier to find what you are looking for by offering a dynamic catalog of spices and their locations. Looking for chipotle chili peppers? You'll be able to find it by looking up 'chipotle chili peppers', 'chili peppers, chipotle' or 'peppers, chipotle chili'. The catalog will let you know whether to look on the left or right side of the display, what row, and what bin number.

Looking for something we don't currently carry?

If you are interested in buying one pound (or more) of an item, chances are it can be special ordered. Otherwise, just let us know what the item is; we keep an active list of customer requests. New products get rotated in to replace slow selling items – we do after all want to make sure we are providing the freshest product possible! Items we now carry based on past customer requests include oatstraw green tops and bloodroot. Coming soon are cut/sifted ginger and cinnamon chips. Other products on the waiting list include jasmine pearl tea, yarrow herb, and more. Let us hear from you!

FRONTIER™
NATURAL PRODUCTS CO-OP



From the GM

by Curt Webb — General Manager

The Next Biggest Expense

I don't want to give away all of my upcoming annual report stats in this article, but the bottom line is that more and more folks are walking through the Co-op's doors and they're taking home more and more good food. Sales are up and your Co-op is energized.

What does growth mean for a small store like the Co-op? Growth requires labor, and labor costs money. In fact, labor is the second largest expense in a business, after the cost of goods. Growth also allows us to offer you more goods and better services, and it creates more jobs.

Labor is not always directly proportional to sales. It takes a set number of staff to run the store whether it is a slow day or an average day. On a slow day, our labor margin is high. At a certain point, however, we reach a sales volume that efficiently uses that core staffing. Our average day—\$6,000—has reached an optimum level. As sales increase beyond that, we add individuals as needed to cover the busier times.

Over the last five years, storewide sales have nearly doubled. Many departments have seen

growth between 70% and 100%. Some saw an even greater increase. Notably produce and supplements climbed 115% and 180%, respectively.

This has necessitated more employees than ever before and more specialized departmental staff. There was a time when a part-time worker would spend a portion of their day setting up produce, and then round out the day ordering supplements or health and beauty aids. These jobs now require two full-time positions which in turn have assistants, and there's still more work to be done. This scenario is applicable throughout the store.

Not only are there more positions, we also have added more staff hours throughout the day. Our second register is busier than ever, and at times we could use a third. We aim to have more staff presence on the sales

floor to provide customer service, answer questions, and to keep the shelves full.

The Co-op Deli welcomed a new manager and assistant manager as

well as a cheese buyer, and deli business has been flourishing. We have more folks in the kitchen and behind the counter and we've added full Deli service on Sundays.

Our largest department, Grocery, is bulging at the seams. We work with more suppliers than ever before.

It is in our interest to support small producers and distributors to keep our choices maximized and your dollars spread around as equitably as possible, yet we must still depend on a main supplier to meet growing demand.

Managing this is no small endeavor as the volume of product that arrives on delivery day has tripled over the last five years.

We have an educational mission that goes along with the distribution of all these goods. Behind the scenes dedicated staff is keeping up with signage and information, and keeping the community informed via our website and newsletter.

Finally, at the beginning of 2011, the Co-op hired an Assistant Manager. The Board was not only supportive, but insistent that this happen, as I had come to the point where I could not accomplish all of my managerial duties because day-to-day demands were too great. This new position represents yet another benchmark in the growth of our Co-op. Please welcome our new staff and let us know how we are doing. ::



From the Board

by Diane Miller — Vice President

Refunds & Redemption

It's been a year since we switched from the "buying club" model to a true cooperative structure. That is, now, we have about 600 Member-Owners who have made an investment by buying equity in the Keweenaw Co-op. That is, we have paid or are paying for our common share—we truly share in the ownership of the organization—an organization that exists so that the community has reliable access to sustainably produced healthy goods and services. While the goal isn't to make a profit, we would not exist if we didn't pay some attention to money. I'm talking about your money.

Member-Owner Refunds: Since we are a cooperative, our Bylaws provide a system which acknowledges our shared investment and requires that profit generated by Member-Owner sales must be refunded to Member-Owners. Based on the financial health of the organization, as well as future short- and long-term goals, the Board each year is charged with the task of deciding how much of this profit will be allocated to a Member-Owner's equity, and how much will be refunded by cash or coupon. Each individual's refund is based on Member-Owner transactions during the previous year.

Most Co-ops need a few years to build up reserves before they are able to issue refunds. During the years when we issue refunds, they will be available by June 1. Unclaimed refunds revert to capital credits—these are credits that are still held in the name of the individual, but are now counted as equity.

Equity Redemptions: Although a share in the Co-op is a long-term investment, not everyone stays indefinitely. When Member-Owners need to relocate, for example, the Co-op has the option of repurchasing their equity—comprised of the initial stock and any capital credits that may have accrued. In other words, at the Board's discretion, Member-Owners who are moving on can get their money back. If a Member-Owner dies, his or her heir or representative may request the re-purchase. To request equity redemption, make a written request within three months of withdrawing from the Co-op.

Ongoing Financial Information: Quarterly, financial reports are included in the Board packet, a copy of which is available in the Co-op Community Room. The detailed Refund and Equity Redemption policies are also available online (or by request). ::



board of directors

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Term ending 2011

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Term ending 2012

John Slivon
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Director
Term ending 2013

Roger Woods
roger@homerproductivity.com
President
Term ending 2012

Mock Chicken Salad

The most requested recipe from the Co-op Deli. Check the featured Core Value items on page 2 for savings on ingredients to make this popular salad at home. If you're strapped for time, stop by the Co-op and pick up some ready to go marinated tofu from the Deli case.

- 1 block baked, marinated tofu, cubed
 - 1 stalk celery, chopped
 - 1 carrot, cut in ½ lengthwise, chopped
 - ¼ red onion, diced
 - ½ cup parsley, chopped
 - ¼ cup toasted almonds, sliced
 - ¼ cup craisins
 - ½ teaspoon dried basil
 - 2 clove garlic, minced
- Dressing**
- ¼ cup veganaise
 - 2 tablespoons apple cider vinegar
 - 1 tablespoon maple syrup
 - ½ teaspoon sea salt
 - ½ teaspoon black pepper
 - 1 teaspoon lemon juice

METHOD

1. Toast almonds until golden in 350 degree oven.
2. Whisk dressing ingredients together in bowl.
3. Combine dressing with remaining ingredients.
4. Toss and serve

**Deli Ready
Marinated
Baked Tofu**
\$5.49/lb

How to marinate and bake tofu

- | | |
|---------------------------|------------------------------|
| 1 block tofu | 1 3/4 tablespoon lemon juice |
| 1/2 cup shoyu | 1/4 tablespoon Chili sauce |
| 1/4 cup water | dash of toasted sesame oil |
| 2 tablespoons maple syrup | |

1. Cut tofu into strips and lay out on paper towel. Press out moisture.
2. Immerse strips in marinade for 3 or more hours (overnight is good).
3. Bake on heavily greased sheet at 350 degrees for 45 minutes turning several times. Let it crisp some in the grease.
4. Leftover marinade can be used again for another dish.



**Wildwood
Sprouted Tofu**
a Core Value
product
see page 2

Awesome New Deli Managers!



Noah Aschauer, Assistant Manager (left) and Patrick Wright, Manager

A word from Patrick:

This place, this unique bioregion we call the Keweenaw continues to amaze me. The winters have the snow I dreamed of as a child, but yet the weather is milder than those I remember in southern Wisconsin. The fall left me speechless and Lake Superior never fails to arouse intense feelings of fear and excitement every time I am in its presence. As Winter begins its slow, yet turbulent dissent, my mind cannot even conceive how spring in this beautiful place will fill my senses...

It's only been a few months since Noah and I took over the task of managing the Deli at the Co-op and it has been wonderful so far. We have attempted to make the Deli more visually appealing while continuing to pack the case with more healthy, organic food to keep up with the growing demand. We have also focused on creating a more enjoyable work environment and encouraging employees, Member-Owners, and guests to share with us any ideas they may have so we can create solutions cooperatively. So if you're ever in the Deli, please let us know how we're doing and share with us any suggestions or ideas you may have and we'll see what we can accomplish together. Go Co-op! - Pat

new in the deli

olives in bulk

meat & cheese
sliced to go

7-inch
personal pizza

fruit & nut
muffins

organic &
hormone-free
cheese

organic half-n-half
at the coffee bar

Club Indigo
dinners

eco-friendly
packaging

new
signage

Practical Wellness

by Dr. Jinny Sirard, Superior Family Chiropractic

A Closer Look at Home Birth

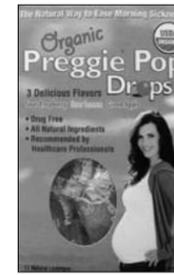
In spite of the technological advances in modern medicine and maternity care, more and more women are choosing to have their babies in the privacy and comfort of their own home. Many women are discovering the advantages a planned home birth can offer. Home birth has been demonstrated time and time again in many retrospective studies to be a safe option for low risk women. In fact, before 1930 nearly all births in the United States took place in a home setting that is until the advent of modern medicine and maternity care.

Several published studies have demonstrated that perinatal and maternal mortality and morbidity remain the same amongst planned home births and hospital births. Additionally home births use far less interventions and this is theorized to account for the decreased incidence of complications in the home birth setting. Many home birth advocates and professionals feel that the availability of birth technology has led to over medicalizing a natural process. Overuse of this technology, known as “interventions” can actually lead to complications. In fact the use of pitocin, which is a synthetic form of your body’s natural hormone oxytocin, used often to “speed up” uterine contractions shows an increase in the use of epidural anesthesia as well as possible fetal distress which can then lead to caesarean section. Epidural anesthesia, which is administered for pain relief can cause sudden drops in blood pressure, headaches, possible latching and breastfeeding difficulties in baby, and increase incidence of forceps and vacuum extraction assisted deliveries as well as cesarean sections, and neurological damage in rare cases. The rate of cesarean sections has increased over 50% in the last decade accounting for nearly 1/3 of hospital deliveries. The World Health Organization recommends that the caesarean rate shouldn’t exceed 10 to 15% of all births.

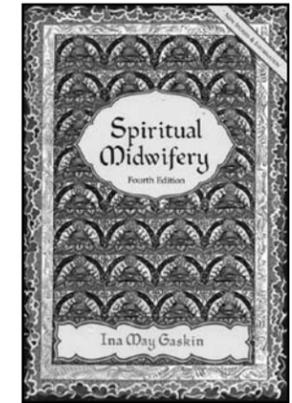
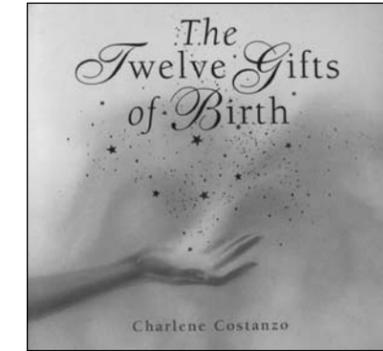
Although home birth is not a recommended option for women experiencing what would be con-

sidered a “high risk” pregnancy, it is very safe for a healthy mother to be. A recent 2009 study conducted in Ontario, Canada compared planned home births to planned hospital births from 2003 to 2006 and found no difference in mortality rates for both mother and baby. Canada is one of many countries that utilize a midwife-based maternity system. While only 7% of births in the United States are attended by midwives, 70% of births in Western Europe are attended by midwives. Many of these births take place at home, while Obstetricians attend to the births of high risk patients in a hospital setting. A similar study was published in the British Medical Journal in 2005 comparing births attended by a midwife, demonstrating that homebirth is indeed safe. In fact, the World Health Organization is in support of midwife assisted births and has urged the United States to return to a midwife-based system of maternity care.

Most planned home births are attended, which means there is a certified midwife who attends the birth. Midwives are highly trained birth professionals. Rather than viewing birth as a “potentially dangerous” situation, midwives are trained to “support” labor and avoid intervening with this natural process allowing women to labor at their own pace. As well as attending births midwives offer complete prenatal care. They screen for potential risks that would require the attention of an obstetrician and necessitate a hospital birth setting. They care for pregnant women with a holistic approach, helping ensure a healthy pregnancy with the goal of preventing possible complications. This care includes nutritional support which some research suggests can help prevent complications in pregnancy such as pre-eclampsia, which is characterized by high blood pressure, protein in the urine, and



A few of the prenatal care products and books available at the Co-op



swelling or edema and can be either mild or severe leading to possible blood clots or stroke. Some research suggests that the incidence may be higher in under nourished women.

Birth in the home setting offers many advantages to both mom and baby. Being in the comfort of the home allows a laboring woman to be in a familiar setting without the stress of giving birth in a strange place. This can allow a woman to “relax” in labor, which is enormously important for labor to progress. When women are allowed to labor at their own pace and allowed to “move freely” in their home they are able to use their own innate ability to give birth.

Endorphins, which are our body’s natural defense against pain, are released more readily in a stress free environment. Sudden stresses in labor can actually slow endorphin release as well as slow labor progression. Another advantage to birth in a home setting is being able to eat during labor. In a hospital setting a laboring woman is restricted from eating with limited fluid consumption during labor which can lead to exhaustion and dehydration. A woman at home is encouraged to eat and drink freely during labor. Mother and baby also have a lower risk of infection in a home birth setting. The mother’s immune system has adapted to her surroundings acquiring immunity to microbes in the home. This immunity is then passed on to the infant while in utero and continued via breastfeeding.

Women who choose home birth may also choose the option of a water birth. Some hospitals offer the

option to labor in a birth tub but rarely are water births allowed. Water can be hugely effective form of pain relief often referred to as the “drugless epidural.” A warm water bath also allows for increased blood flow to the uterus which facilitates more oxygen flow to the baby. The buoyancy of water also creates a weightless environment to the laboring women, allowing the woman to relax.

Another wonderful tool for a laboring woman is a Doula. Doulas, who are professionals trained to be a woman’s support person during labor often attend home births in addition to a midwife. Doulas are trained to offer a variety of techniques to laboring women to help cope with pain and offer emotional support. Doulas also attend hospital births.

A planned home birth can be a wonderful experience that you can share with family members. You may have whomever you wish present at the birth of your child. Having a baby at home, whether older siblings are present at the birth or not, allows the family to bond immediately and allows older children to meet the new arrival shortly after the birth. You have the freedom to have the birth of your baby be very intimate and private or a family affair, you choose. Being educated in home birth allows you to see the many advantages a home birth has to offer and allows you to make an informed decision on what type of birth is right for you and your family. The birth of a baby is one of life’s most amazing experiences. It is important that you create a birth plan that fits with your personal values and beliefs, allowing you to have a positive experience. Home birth is a safe option for women wishing to give birth naturally and peacefully in the comfort and familiar surroundings of home. ::

"Just as a woman's heart knows how and when to pump, her lungs to inhale, and her hand to pull back from fire, she knows when and how to give birth."

Virginia Di Orio

co-op classes

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.

Edible & Medicinal Garden "Weeds"

A beginners guide to identifying and using wild plants in the kitchen and medicine cabinet.

Saturday, April 9

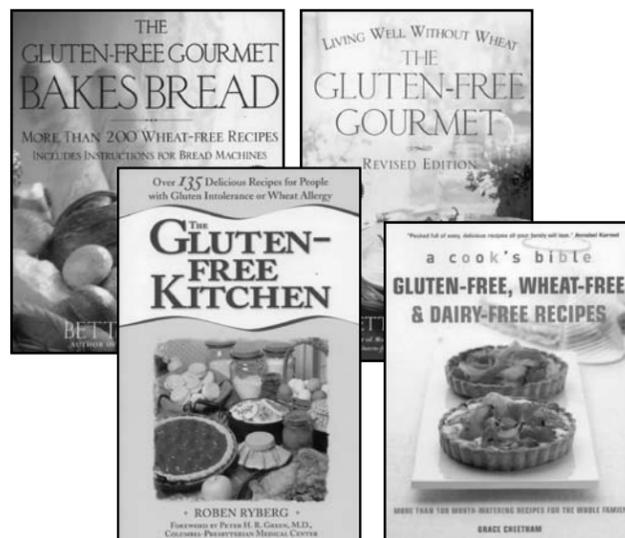
10:00 am to 12:00 pm

Members: \$20 + \$2 materials fee

Non-members: \$25 + \$2 materials fee

Instructor: Andrea Corpolongo-Smith

Purslane, Queen Anne's Lace, Lamb's Quarters, Dandelion, Amaranth, Chickweed, Wood Sorrel, Plantain, Mullein. What do these plants have in common? They are all common "weeds". Some or all are probably lurking in your garden or yard right now. They're also all delicious and useful foods or medicines available to you for the harvesting - if you know how to identify and use them. This class will teach you how to do both, with confidence.



Gluten-Free Recipe Exchange

When: 3rd Monday of each month, 6:30 - 7:30 pm **Where:** Portage Lake District Library

The Gluten-Free Recipe Exchange is organized by and for those who are interested in or required to follow a gluten-free diet. Gluten-free eating requires the avoidance of all wheat, rye, barley, and oats. Most people find it challenging at first, but are excited to find recipes and foods that are fun and easy to make and tasty to eat.

This program is free and open to all. For more information, please call a member of the group at 281-5216. You may also call the library at 482-4570 or visit www.pldl.org.

**GLUTEN
FREE**

Look for "GLUTEN
FREE" labels at
the Co-op

Green Film Festival: Issues & Dialogues

3rd Thursdays, January-June 2011



Location: Atrium & G002 Hesterburg Hall Michigan Tech Forestry Building

Time: 7:00-8:30 pm, movies will be followed by coffee, tea, dessert, and facilitated discussion

Cost: FREE! \$3 Suggested Donation

Cosponsored by Lake Superior Stewardship Initiative, Michigan Tech Center for Water & Society, Keweenaw Unitarian Universalist Fellowship, and Keweenaw Land Trust

BUILD GREEN

March 7

Discussion Facilitator: Dave Bach, builder

A refreshing look at environmentally smart building materials and practices that better protect against the elements while saving money and resources. (43 min)

HOMELAND: FOUR PORTRAITS OF NATIVE ACTION

April 21

Discussion Facilitator: Chuck Brumive, KBIC
Department of Natural Resource

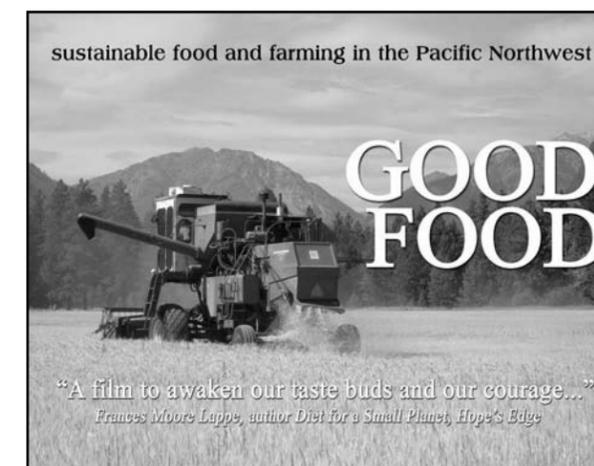
Inspirational stories of Native American activists that are fighting back against the environmental violations to their homelands. (57 min)

THIRST

June 16

Discussion Facilitator: Ellis Adams, Department of
Social Sciences, MTU

Efforts by powerful corporations to commodify the world's water supplies have catalyzed community resistance to globalization in Bolivia, India and the United States. (62 min)



GOOD FOOD: SUSTAINABLE FOOD AND FARMING

May 19

Discussion Facilitator: **Karen Rumisek,**
Keweenaw Food Co-op
(57 min)

Family farmers are making comeback, growing more and healthier food, using less energy and water than factory food, and most is organic.

"Couldn't be more timely! A film made to awaken our taste buds and our courage--to create a food system aligned with what the earth needs and what our bodies yearn for. GOOD FOOD shows us it's possible. It's happening!"
Frances Moore Lappe



Welcome Cynthia Hodur

the new Co-op Assistant Manager

*"I am not the same having seen the sun
shine on the other side of the world."*

- Maryanne Radmacher-Hershey

Welcome

Welcome to the following new Member-Owners who joined the Co-op between September 15, 2010 and February 15, 2011!

Ashok Agarwal	Julie Gundlach	Deborah Makkonen	Latha Poonamallee
Rachel Barnhart	Judith Haataja	Greg Markkanen	Karla Raasio
Kristin Beck	Michelle Hawkins	Holly Matson	Roberta Rosenberger
Renee Blackburn	David Heckel	Donald Mattson	Kathleen Searl
Tom Blessing	Lara Hutto	Sherry Mattson	Christina Smigowski
Heather Brinegar	Gretchen Janssen	Claudia McIntyre	Anne Lee Sweitz
Aleta Daniels	Dean Juntunen	Kathleen Mell	David Taylor
Jonnie DeBernard	Jessica Juntunen	Paul Miheleich	Kemmy Taylor
Valerie DePriest	Stephanie Kajpust	Gina Nicholas	James Tervo
Marilynn Dewald	Adrienne Keranen	Paul Norgard	Patricia Timmons
Susan Donnelly	Marsha Klein	Len Novak	Jim Vendlinski
Bozena Drelich	Diane Koskela	Kerry O'Non	John R. Vollmer
Nicholas Enz	TyAnn Lindell	Barbara Pepp	Doreen Walters
Monica Erickson	Dan Loosemore	Carol Johnson	Richard Wickstrom
Joseph D. Freed	Christine Lystila	Pfefferkorn	Patrick James Wright
Illa Garver	Erica Maison	Chris Phillips	

Have you moved? New phone number? New email? Let us know...

It is a Member-Owner's responsibility to communicate with the Co-op concerning changes to your contact information. This can be done at the store, by email, by phone, or by written notification. Member-Owner capital, including capital stock, patronage refund, and capital credits, will be forfeited if a Member-Owner cannot be located as described in the Co-op's Articles of Incorporation.

"I love this Co-op!" What's Your Co-op Moment?

by Diane Miller

One summer day a few years ago I stood near the Co-op checkout counter admiring the chocolate and chatting with a friend. Suddenly I felt little arms around my waist. I turned around to see five-year-old Anna, wearing a pony tail, a little summer dress, and tennis shoes. She didn't know me extremely well, but she was excited to see me and she asked, "Do you want to see my new little sister? I have been helping change her and hold her and get things for Mama. Do you want to see her?" She took my hand and led the way, both of us skipping past the freezers and the produce. We peeked down all the aisles and found her mom holding the new baby and talking to a friend. We chatted for a little bit, while Anna climbed on the cart and then left it so she could explore a shelf of fruit juices. After a few minutes she interrupted the adults with her excited, fast-paced chatter: "Yay! I get to see all my friends when I come here to the Co-op; there are just so many friends and we buy juice and we bring the baby." She finished her excited talk by jumping up and down and exclaiming "I love this Co-op!"

I have a lot of Co-op moments like this—stories that come to mind because they evoke memories of warm relationships developed through the Co-op, excitement about working together for our common good, or gratitude for the community experienced at our Co-op. Especially, I remember our 30th anniversary party, dancing in the parking lot to celebrate the murals we created together, the way it feels to contribute to the community pantry donation box, the kindness of the Deli staff when they let me know they've made my favorite salad...

What are your Co-op moments? You'll be given a chance to share them in small groups, and if you want to, on paper, when we gather for our Annual Meeting on March 24 (see back page for more info). Maybe you can tell about the time when you knew this Co-op was for you, or you saw something that made you laugh. I hope you are as eager as I am to hear the stories. ::



Photo: Co-op Owners, Robyn Johnson and daughter Kora having a Co-op moment.

SEEDS ARE HERE!

What's new in our selection this season



With "extra pockets" available, we have many **new varieties** available from High Mowing Seeds. All High Mowing seeds are Certified Organic.

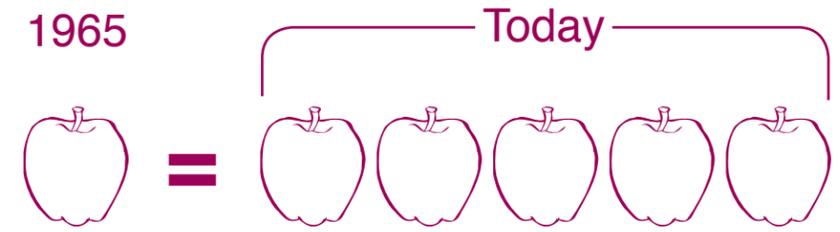
All seeds in our inventory are "**open pollinated**" ...in other words, you'll be able to save and replant mature seeds from the plants you grow. We've eliminated hybrids (which won't produce reliable seed) from our selection, yet worked to find varieties that will suit our growing season and climate.

Beans and peas are available in bulk only (with the exception of a couple of specialty varieties.) This saves packaging, lowers prices, and opens up space for a larger selection in the seed packets.

There have been a variety of obstacles to carrying **seed potatoes and onion sets**, including quality issues, supplier challenges, high shipping costs and low demand for this highly perishable inventory. If you have questions or interest in these items, please find or call Karen (weekday mornings)...I'll continue to explore options and measure customer interest.



We've added **Seed Savers Exchange**® as a vendor. Offering both organic and conventional seed, this non-profit organization works to protect heirloom vegetables, fruits, herbs and flowers; preserve genetic diversity; and provide grower, community and children's gardening education. We have some exciting specialty varieties available, and with your support hope to increase the selection for next year.



According to U.S. Agriculture records you need to eat five apples today just to get the same nutrients from eating one apple in 1965!

Nutrient Dense Food is the end product of a highly functioning biological system, where the crop harvested has a measurably larger quantity of a broad spectrum of different minerals, vitamins, phytonutrients, and antioxidants than its counterparts. These components are also in healthy ratios with each other.

In relation to their same species counterparts, nutrient-dense crops have relatively:

- **More complex and intense flavor**
- **Longer shelf life**
- **Greater specific gravity, or density**
- **More tendency to desiccate instead of rot**
- **More disease and pest resistant**
- **Greater yield**

The essential premise critical to producing nutrient dense crops is that maximum biological vitality should be the objective of our agricultural endeavors. The first step, then, is to feed the soil life that will feed our crops, so they can give the plant everything it needs. Although this may sound simple in principle, a number of parameters must be understood to achieve

this. The first challenge is to determine what specific biological communities are symbiotic with the crops we are growing. Then, we need to understand what environmental conditions these biological communities need to thrive. Aeration, hydration, minerals, temperature—not to mention carbon levels—are a few critical factors to determine what biological communities dominate.

Every year that we harvest crops off of a field, we are basically mining the soil of the minerals that will feed our bodies. If we do not put back in, in some form, all of the minerals that have been removed, and do so to a level where everything that we want in our bodies is in our crops, we are not doing the job of crop production that we can.

We as consumers are beginning to understand that we can discern, through flavor and refractometers, the quality of the nutrition that we purchase and put into our bodies. We as farmers and gardeners need to understand we can maximize the quality of the nutrition that we are producing. It is not only the best that we can do, it is also much more profitable and rewarding.

*Source: An excerpt from, **The Natural Farmer, "Nutrient Dense Crops", by Dan Kittredge, Winter 2009. Read the full article at realfoodcampaign.org***

REAL FOOD CAMPAIGN

The mission of the Real Food Campaign is to restore human health by renewing the minerals and life in soils to optimize the nutrient quality of food, to support farmers in applying biological principles in effective soil stewardship, and to create Standards and Certification to deliver authentic Nutrient-Dense food to consumers. Visit their website to learn more:

realfoodcampaign.org

What can consumers do?

Request nutrient dense food from local farmers, retailers and restaurants.

Educate yourself...Get a refractometer and learn how to measure Brix levels (amino acid, protein, flavenoid, mineral and sugar content of fruits and vegetables) for yourself.

Try your hand at home gardening. Implement some of the same strategies to increase the nutrient density of your own small yields.

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



Barbara McLean, Owner

2011 Keweenaw Co-op Annual Meeting

Thursday, March 24
5:00-8:00 pm (Dinner at 5:00)
Call to Order at 6:00

First United Methodist Church
401 Quincy Street • Hancock

Specially prepared food from the Co-op Deli • Childcare provided

Note: The 2010 Annual Report will be available in the store and online at www.keweenaw.coop