

# THE SCOOP

ONEOTA  
COMMUNITY  
FOOD  
COOPERATIVE

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SUMMER HOURS (APR-OCT): MONDAY-SATURDAY 8:30-8:30 • SUNDAY 10:00-7:00

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ONEOTA COMMUNITY FOOD CO-OP  
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## DOUBLE THE BANG FOR YOUR PRODUCE BUCK

by: betsy peirce, produce manager

In these lean economic times there is often a need for extra measures to ensure that we are getting the most out of what we purchase. This goes in the produce department as well as any other place where we spend our hard-earned dollars. Our own ancestors and grandparents certainly knew how to make their food stretch and we can learn to reincorporate some of the old ideas into our modern lifestyles. All we need is a few great ideas and some creativity. Here's a secret: deals are lurking in the produce department everywhere you turn. Here are a few tips to get you well on the way to being a food saver and maximizer.

### Citrus and fresh ginger peels

You can buy dried citrus peels in the herb and spice section, but there is nothing like the flavor of a freshly zested orange, mandarin, tangerine, or lemon. The reason is that the oils in the citrus dissipate rapidly once zested. The best way to preserve that flavor is to zest them before you eat the meat and freeze the zest in a plastic bag. That way you always have it on hand, and you don't have to buy a special piece of fruit to have zest for one dish. Remove it from the freezer when you want to add it to pies, cookies, cakes, frosting, stir-fry, marinades or even something as simple as oatmeal - mmm, orange zest cinnamon oatmeal is divine. Also fresh ginger peelings make excellent tea because there is still a lot of ginger sticking to the peel. Save in the freezer, or

on your counter if you drink a lot of tea. Simply steep in water, add sweetening to taste and you have a perfect health tonic.

### Winter squash seeds

You can toast the seed of any winter squash (such as butternut or delicata). They are a tasty snack high in good fats and fiber. Toss them with one tablespoon of oil per one cup of seed and some salt and bake at 250 degrees for roughly 90 minutes. If you want, add some seasoning (cumin, chili powder and garlic) and toast for five more minutes at 350.

### Beet greens

Sure the green on the top of the beets tells you that they are fresh, but they are also quite edible. You can use them like chard or spinach. However, be warned they will tint your dishes a pretty purple color.

### Don't discard the stems

Stems are an under used produce item, particularly broccoli. Think how many more phytochemicals you will consume if you eat the WHOLE head - including the stems. You get twice as much broccoli for the money you spend. Simply peel off the tough outer layer with a vegetable peeler and slice, chop, or julienne the remaining fleshy stem. Tip: they take a bit longer to cook than the florets. So cook them a few minutes before adding the florets when you are cooking them together. Also, chard stems are a colorful and crunchy addition to any dish. Slice and add as you would chopped onions.

### Vegetable stock

A nice vegetable stock is simple to make, easy to use, and has more nutrients and flavor than plain water. Toss clean vegetable peels and trimmings into a plastic bag in your freezer after you do your chopping. Good things to include: onion peels, garlic ends, stems of leafy greens, carrot tops and greens, apple and pear cores, beet and turnip peelings, stems of fresh herbs. Avoid: bitter, waxy, or inedible plant parts, such as cucumber peels, stone fruit pits, or citrus peels, as well as anything moldy. Also skip uncooked potatoes which don't freeze well.

Empty the contents into a stock pot and fill with water to cover. Add any seasonings that you wish, such as, bay leaf, cloves, thyme, or garlic. Simmer contents for roughly one hour. Strain and refrigerate or freeze until ready to use. This stock is great as a base for soup or for added flavor for cooking grains and dry beans.

How do you stretch your produce? Let us know. Send your tips and tricks to [nate@oneotacoop.com](mailto:nate@oneotacoop.com).



Excerpts taken from  
Honest Weight Food Co-op's  
Coop Scoop - February 2009 edition.

## a LETTER FROM THE CHEF

Dear Oneota Food Co-op Members & Customers,

I am honored to be a part of such an amazing cooperative. People like us are recognizing the importance of quality and sustainability when it comes to the food we eat. I thank you for your participation in this grass roots effort - a movement that is changing the way this country treats food. This progression has important benefits like physical health, real economic stimulus and building community. The decisions we as consumers make when it comes to how we spend our hard earned dollars has huge implications. The local economy answers directly to us. This gives us control and responsibility over it. That is empowering. Our bailout to ourselves is to spend locally.

When I shop at the Co-op, I am providing healthy, nutritious food for my family as well as putting wealth back into my community. The return on my investment is rewarding when I see a local business succeed. I am proud to be a part of something that is economically and environmentally sustainable. I look forward to meeting you all at the Co-op.

Thank you and Happy 2010!

Mattias Kriemelmeyer  
Oneota Deli Executive Chef

The Oneota Deli is a tasty choice for a healthy and delicious meal every day. Our mission is to provide delicious and affordable food for all dietary needs while supporting local, sustainable and organic suppliers. Our deli is nearly 90% organic and local. We use only the finest ingredients and put a lot of care into the products that we serve. If it does not meet our high standards, we don't serve it. Our panino (grilled sandwich) menu is interesting and diverse. Special diets are always welcome, and we always have gluten-free, vegetarian and vegan options on our menu. Choose from daily hot lunch specials, hot grilled panini, homemade soups, organic and local salad bar, grab-n-go sandwiches, salads, dips, spreads and desserts.

On Sundays, we feature a special brunch in the hot bar, along with all the usual salad, soup and sandwich offerings.

Our catering menu even allows you to take the Oneota Deli with you to your next party. Our deli features various platters, salads, sandwiches, cheesecakes and cakes - made with the finest local and organic ingredients. We can customize anything your tastebuds desire or dietary guidelines require. Simply call and ask Chef Mattias to help with your next party menu.

NEW  
FRESH ORGANIC  
Take & Bake PIZZA



# FIRST ONEOTA FILM FESTIVAL "SOWING THE SEED" OF SUSTAINABILITY AWARENESS



DECORAH, Iowa – The first annual Oneota Film Festival, scheduled for January 22 & 23, 2010, will be "Sowing the Seed" for sustainability awareness, education and action. Luther College and Seed Savers Exchange will present two days of films and information about sustainability in food, energy and living.

The festival's selection of feature-length and short films will also include pieces on eco-tourism, short comedies, and some locally produced films. Selected film sessions will be followed by panel discussions with experts who will provide additional information and lead open forums to share ideas about what the local community can do to improve its economy and promote sustainable living.

Based on the theme "Sowing the Seed," the two-day Oneota Film Festival will seek to entertain festival goers and encourage them to become involved in the regions

many sustainability projects, programs and resources. It also aims to foster discussion about developing a more sustainable local economy and community.

"The Decorah area is known for its natural beauty, cultural diversity, and stable and diverse economy," said Ruth Jenkins, director of the festival. "These are characteristics that are worth preserving. We believe that making people more aware of the importance of sustainable living will help the community maintain its unique character."

The 25 hours of films hosted at Luther College and presented by Seed Savers Exchange include several internationally acclaimed sustainability-themed films about food, energy, economies and life choices.

Festival organizers have selected King Corn, Big River, Tapped, Fuel, The Seed Hunter, Mad City Chickens, Gimme Green, American Outrage, Light of the Himalaya, Asparagus: Stalking the American Life, For the Price of a Cup of Coffee, Oil + Water, and American Eagle.

There will also be four local submissions: Tracking the Iowa Mural, Coming Home: E.F. Schumacher & the Reinvention of the Local Economy, Iowa Learning Farm, and Seed Savers Exchange.

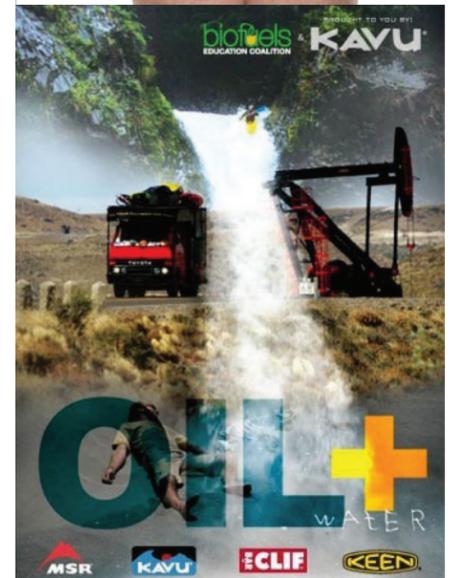
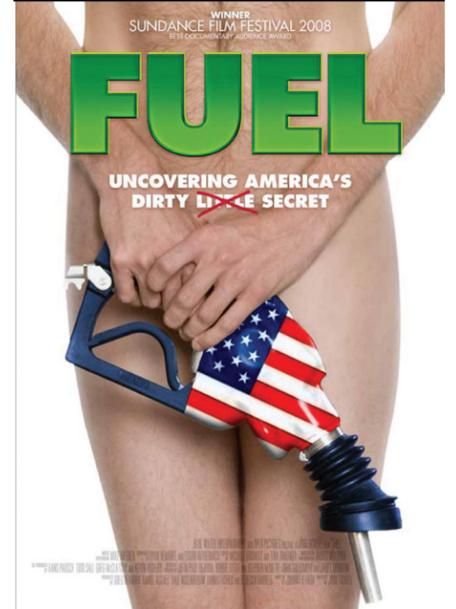
"For thirty-five years, Seed Savers Exchange has been saving the world's diverse but endangered garden heritage for future genera-

tions," says Shirley Vermace, Seed Savers Exchange Events/Education Manager. "The world's diverse food supply is in danger from the threat of the privatization of original seeds and the very real threat of climate change. Everyone wants to be good stewards of our land and water to protect our food supplies and wildlife habitats. This film series give us the opportunity as a community to have these discussions."

"Luther is pleased to be the host of the film festival," said Rob Larson, Luther executive director of communications and marketing who is serving as the college's film festival facilitator. "Luther is a national leader in campus sustainability, and we are looking forward to this opportunity to extend our commitment and our resources to a wider community."

The festival will conclude with a music event Saturday night, January 23 at the historic Steyer Opera House in the Hotel Winneshiek. Organizers say additional community-wide events at Decorah locations are planned.

For more details about the film festival and a complete schedule of films please go to: [www.oneota-filmfestival.org](http://www.oneota-filmfestival.org). If you would like to make a tax deductible donation to the Oneota Film Festival or purchase a sponsorship, please contact: Ruth Jenkins, [ruth@oneota-filmfestival.org](mailto:ruth@oneota-filmfestival.org), (319) 504-5128.



## EQUAL EXCHANGE GOES BANANAS!

by: phyllis robinson, equal exchange

The road heading south between Guayaquil and Machala on the coast of Ecuador is lined with banana plantations. Endless rows of green banana plants stretch as far as the eye can see.

Economic activity in this tropical region revolves almost exclusively around banana production and export. In fact, Ecuador is one of the world's largest banana exporting countries. Approximately 40% of bananas consumed throughout the world are produced here and leave the country through the docks at Machala's Puerto Bolivar. For this reason, Machala is often referred to as the banana capital of the world.

Ecuador joined the ranks of other Latin American countries known as "Banana Republics" after World War II. Similar to the rest of the world, the banana industry in Ecuador has been controlled by five corporations: Dole, Del Monte, Chiquita, Bonita and Fyffes. Unfortunately, the history of these five multi-national corporations has been no less nefarious in this region of the

Americas than it has been elsewhere.

The presence of the banana industry can be seen everywhere. It's no secret who's running the show. Signs at the plantation entrances proudly proclaim the ownership of the big five companies. On the road ahead, trucks are stacked high with labeled boxes of bananas making their way from company-owned packing stations to company-owned warehouses. Yet, something else is also happening here in southern Ecuador. You have to look a little harder, past all the corporate indicators and infrastructure. But if you do, you'll see signs of something new and fresh and exciting that is igniting sparks both in Ecuador and abroad. This new initiative in Ecuador, tied to an international movement, is gaining visibility and momentum.

Imagine this: in a region where multi-national companies own every stage of the industry from banana plantations to packing stations, warehouses, trucks,

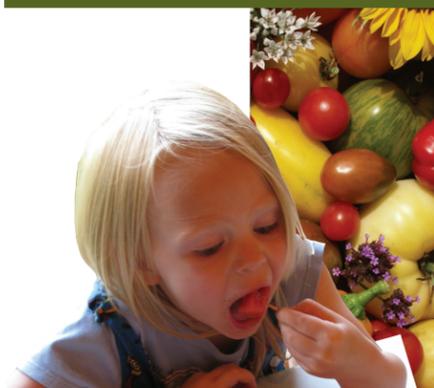
containers and shipping lines, an association of 400 small banana farmers have decided that they've been controlled long enough and have decided to join together to build their own democratically-organized export business with the dual goals of running a top quality, sustainable Fair Trade business as well as improving the economic and social conditions of the members' families and their communities.

Against all odds, this entrepreneurial and socially-conscious organization, the El Guabo Association of Small Banana Producers, is gaining ground! Their achievements are creating ripples of change: in the farmers' lives and communities, in their health and the health of the environment, and increasingly in the banana industry as a whole.

When you think about the fact that the average American consumes 26 pounds of bananas a year and that bananas are the world's most popular fruit, the potential for impact – on the farmers livelihoods, on our environment, our health, and our values – is tremendous. We want high quality food at an affordable price, but what if we had a choice? What if we could buy high quality, affordable fruit, and also know the farmers who grew it, how they grew

(continued on page 12)

## Save a piece of planet Earth one seed at a time!



Become a **member of Seed Savers Exchange** and receive our quarterly magazine, annual yearbook, 10% off all purchases, and invitations to special events. Call 563/382-5990 or visit us at [www.seedsavers.org](http://www.seedsavers.org) for more details.

Order your **2010 Seed Catalog** today at: [www.seedsavers.org](http://www.seedsavers.org)



3074 North Winn Rd  
Decorah, IA  
563/382-5990  
[www.seedsavers.org](http://www.seedsavers.org)

# OUR MISSION IS TO PROVIDE OUR MEMBER-OWNERS WITH:

- foods produced using organic farming and distribution practices with an emphasis on supporting local and regional suppliers,
- reasonably priced whole, bulk and minimally packaged foods and household items,
- products and services that reflect a concern for human health and the natural environment and that promote the well-being of the workers and communities which produce them.

## CO-OP BOARD OF DIRECTORS, 2009-2010

To send a message to all board members, write: [board@oneotacoop.com](mailto:board@oneotacoop.com)

Lyle Luzum, President	<a href="mailto:oneotalyle@gmail.com">oneotalyle@gmail.com</a>
Steve Peterson, Vice President	<a href="mailto:oneotasteve@gmail.com">oneotasteve@gmail.com</a>
Joan Leuenberger, Treasurer	<a href="mailto:oneotajoan@gmail.com">oneotajoan@gmail.com</a>
Onita Mohr, Secretary	<a href="mailto:oneotaonita@gmail.com">oneotaonita@gmail.com</a>
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Robert Fitton	<a href="mailto:oneotarobert@gmail.com">oneotarobert@gmail.com</a>

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Editor, Design/Layout..... Nate Furler  
 Proofing ..... Cathy Baldner, Randi Berg

The Oneota Community Co-op Scoop is published every other month and distributed to 10,000+ residents and members. If you are interested in advertising in the Scoop, please contact Nate Furler at the Co-op - 563.382.4666 or [nate@oneotacoop.com](mailto:nate@oneotacoop.com)

## WHY JOIN THE CO-OP?

Cooperative member/ownership benefits the business as well as its members. It provides us with equity to make major purchases (such as new equipment) or improvements (like our four expansions). Co-op owners gain many benefits as well as rights and responsibilities. Your participation and commitment enliven the Co-op and help to make it a true community organization. Patronage dividends will be given in profitable years at the discretion of the Board.

### Member-ownership

The Co-op is owned by its members. Member-owners help decide what the store carries and have a voice in planning the Co-op's future.

It's quick and simple to become an owner. You buy a refundable share for \$140, usually paying for it over seven years, on a payment plan that suits you. We invite you to become one of the owners of this thriving local business!

### As a Co-op member-owner, you can:

- Help to sustain a locally-owned business
- Share in the success of the Co-op through your annual member patronage dividend in the years where there is sufficient profit, at the discretion of the Board
- Get a free subscription to the Scoop, our bimonthly newsletter
- Once each month, ask for your 5% discount on an unlimited number of purchases
- Become a volunteer and receive an additional discount of 4 to 8% at the register
- Get additional discounts on specified "member only sale" items each month
- Receive discounts on classes at the store
- Receive a 5% discount on Mondays if you are over 60 years old
- Write checks for up to \$20 over purchase for cash back
- Get discounts at many locally-owned businesses through our Community Discount Program
- Order products directly from our main co-op distributors and save substantially through our special order program
- Place free classified ads or reduced rate display ads in the Scoop.
- Attend our monthly potlucks
- Have access to information on the Co-op's financial status
- Run for a seat on the Board of Directors
- Vote in board elections and on referenda. (Share payment must be current)
- Have access to the Co-op's video collection with no fees

## THE STATEMENT ON THE COOPERATIVE IDENTITY

A Cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

The cooperative principles are guidelines by which Cooperatives put their values into practice.

- 1st Principle:** Voluntary & Open Membership
- 2nd Principle:** Democratic Member Control
- 3rd Principle:** Member Economic Participation
- 4th Principle:** Autonomy & Independence
- 5th Principle:** Education, Training & Information
- 6th Principle:** Cooperation Among Cooperatives
- 7th Principle:** Concern For Community



## WELCOME

### to these new member-owners & their households!

Rick Bisbey	Thomas Hansen	Lucia Olson
David Brown	Julie Hemesath	Taylor Owens
Brian Bruening	Kevin Hovey	Jayne Schultz
Kevin Bruins	Trisha Johnson	Sarah Stevens
Lisa Fiorucci	Caroline Krammen	Andy Stroeve
Stephanie Frana	Barbara Leitgen	Velicia Timm
Leslie Anne Freehill	Peter Magnuson	Robert Watson
Raquel Gitch	Tracy Mashek	Menachem Wilhelm
Richard Gosen	Johanna Matthews	
Lucas Griesheimer	Melissa May Maxey	
Jase Grimm	Rebecca Myrah	

## WORKING-MEMBERS

THANK YOU to all of the Co-op members who helped out in one way or another as working members in December. Your efforts make us better.

Lyle Luzum	Pam & Dave Kester
Steve Peterson	Roy Macal
Georgie Klevar	Ellen Macdonald
Onita Mohr	Carol Tack
Toni Smith	Carol Bentley-Iverson
Joan Leuenberger	Kelly Jackson
Robert Fitton	Clara Kittleson
Jerry Aulwes	Lynne Sootheran & Kent Simmonds
Barb Ettleson & Pat Brockett	Stephen Zbornik
Brenda Burke & Mwara Muiruri	Jeanine Scheffert
Dennis Carter	Sheryl Scheffert
Barb Dale	Jordan Bushhart
George & Joann Hagen	Randi Berg

If you are interested in learning about the working member program at the Co-op, please contact us. We would love to have you on board!  
 If you were a working member in December and you didn't get listed, accept our apologies, and please let us know so you can get credited for your efforts.

## Wellness Wednesday!

The FIRST Wednesday of every month members receive 5% off Wellness products (excludes already marked down CAP sale items)

## Senior Citizen Discount Monday!

Every Monday the Co-op gives a 5% discount at the register to members who qualify as seniors. We like to call it the "Experienced Discount!"

## COMM POST

To sign up for weekly Oneota Co-op e-mails containing news, events, sales, and the deli menu, simply go online to any page of our website and click the link to sign-up for our e-newsletter.

# BOARD ELECTION NEWS

by: steve peterson, board vice president

The Oneota Community Co-op seeks new board members. We will have three openings this year. The terms run for three years and begin at the end of April 2010. If you are interested in serving your community by being a Board member, please pick up a board member packet at the front desk at the Co-op or contact a Board member. See the attached table of events and deadlines for more information about the process.

### Publicizing Candidate Statements

We will publicize candidate statements in four ways this year.

- On the Co-op website Board page.
- Behind the customer service desk at the Co-op.
- Mailed out with ballots in March.
- Available at the Candidate forum in February

In the past the Board sent candidate statements out in the Scoop. With the change in our election procedures (we are mailing ballots, and these mailed ballots will go out in early March), the Scoop dead-

lines do not work well for this task. As a result, we will not publish the statements in the Scoop. However, we feel that the stated four ways, if well-publicized, will be sufficient for interested members to be informed of the candidates' qualifications.

### Voting this Year

Voting will occur in a mail ballot (sent in early March) with candidate statements enclosed. The mail ballots will be designed to achieve secrecy and guarantee the accuracy of the results.

Only members in good standing are eligible to vote. A member in good standing must be paid up on the annual membership by the time the vote counting begins in late March. In a nutshell, a member is in good standing if he / she has paid up the full membership, or is current on his / her annual payments up to the full payment. If you are not sure about whether you are a member in good standing, talk to the Co-op staff. They'll be happy to check on that for you.

# MEMBER IN GOOD STANDING

communication from the board

At its August meeting the Board attempted to clarify a definition of a member in good standing. This clarification was necessary because questions had been raised at the time of the 2009 election. In recent years members who had the \$20 share payments due were reminded at the time of their anniversary of joining. Because this was past practice the Board decided to go along with this.

However, it was soon discovered that the Articles of Incorporation were very specific about annual payments. So now we have revised our statement at the October meeting to bring us into compliance with the Articles. The Articles state, "Minimum annual payments of \$20 will be assessed at the January meeting of the Board of Directors and payable on March 1 of each year."

Consequently, if you are a member who still owes share payments, you will receive a postcard around February 1. It will say the following: 'Members like you are crucial to the success of our Co-op so we want

to inform you on how to keep your membership current. As prescribed in the Articles of Incorporation, at its January meeting the Board assessed membership payments. The Articles require that in order to be a member in good standing, membership payments are due each year by March 1 for seven years. This is different from past practice which called for payments on the anniversary date. You will have a grace period until March 31. Please either contact customer service at our Co-op or come in to make your payment to bring you up to date. Members in good standing on March 1 will receive a mailed Board ballot. After that date through March 31, a ballot will be given when payments are made. If payment isn't received by March 31, you will no longer be a member in good standing until a payment is made.

Thank you for your continued support of our Co-op and its mission to provide healthy food to the entire community.'

## Election Related Activities and Deadlines

Activity	Deadline
Candidate recruitment / self-nomination	Ongoing
Candidate statements due (If one wishes to be considered for board nomination.)	December 28
Board interviews candidates	Early January
Board nomination	January board meeting
Final deadline for getting name on ballot through self-nomination procedure	February 10
Candidate statements publicized - customer service desk, website	February 11
Candidate forum - candidate statements available	Soon after February 10
Ballots and candidate statements mailed to members	March 1
Final day to vote	March 29
Ballots counted	March 30-31
Results announced	April general membership meeting - April 1
New board members start	First board meeting after the general meeting (probably April)

## ONEOTA COMMUNITY CO-OP BOARD MEMBER UPDATE

The Oneota Community Co-op Board of Directors is pleased to announce that Robert Fitton will be filling our open Director position. Robert works in the Biology Department at Luther College and volunteered countless hours putting the sound system into the new store. His term lasts until March 2012. Thank you, Robert, for being willing to serve the Co-op.

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## EMPLOYEE SPOTLIGHT

Suzanne Berg  
Oneota Deli



### How long have you been working at the Co-op and what specifically do you do?

I have worked at the Co-op for 2 ½ years. I am the opening cook four mornings a week. My responsibilities include making breakfast sandwiches/burritos right away in the morning. I then focus on getting the hot bar and soups put together for lunch. There are also various prep items necessary for all components of the deli which I help to prepare. It varies from day to day. We have a schedule that is planned out for us, and then we need to handle anything else that comes up during any particular shift.

### What do you like best about your job?

I like being able to be independent. As I said, we have a schedule each day that outlines what we are to accomplish, whether that is preparing the next day's lunch special, fixing a soup or various cleaning tasks in the kitchen. My favorite part is being able to freely work on the projects to get them completed the best way that I know how and having the freedom to guide my own work.

### How has working at the Co-op affected your life?

I have learned how to cook and eat healthier. My job at the Co-op is less stressful than my previous line of work and I enjoy and appreciate the reduced stress. I also enjoy cooking and working in the kitchen allows me to have a creative outlet.

### What are some of your favorite products at the Co-op?

I love the deli coffee at the Co-op. Currently we serve three types of Peace coffee and one kind of Kickapoo that rotates weekly. I also love the fresh Waving Grains breads and other bakery products that they provide. Another staple for me are the organic bananas – especially at their everyday low price of \$.99/lb.

### What music is playing in your car/home/head?

I typically listen to Christian music at home and in the car.

### What do you like to do outside of work?

I enjoy Sudoku and spending time with my grandchildren and family. I also recently purchased a keyboard and am in the process of learning to play.



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## IN CONTEXT: FAIR FOOD, LOCAL FOODS, AND ONEOTA

by: lyle luzum, president, oneota community co-op board of directors

In previous articles in the "Scoop" I discussed the W. K. Kellogg Foundation's definition of "Good Food": food that is Fair (does not depend on exploitation of people), Green (does not depend on exploitation and degradation of the environment), Healthy (encourages health, not chronic illness or obesity) and Affordable (available to all, not just the rich).

The concept of Fair Trade works to assure that food certified as Fair Trade results in fair return for those who work to produce it. We have typically thought about this in relation to coffee, chocolate, bananas, and other foods produced in Third World countries yet this concept is equally valid for domestically produced food. Why should we demand that our food be so cheap that farmers have to lose money in order to feed us? Or, why should we accept that small, local farmers be driven out of business because only mammoth, industrial-scale producers can produce our food for the price we have come to expect?

In Third World countries, when many small, local farmers are driven out of business by a few large enterprises, communities die. Around the world, local farmers are the foundation of communities. It is no different in the US. We, in rural America, have seen the same devastating effect on our communities as farms have gotten big and farmers few.

That is why the efforts of the Northeast Iowa Food & Farm Coalition (NIFF) are so important to us in NE Iowa. As the "food" component of our Food & Fitness Initiative, NIFF is striving to re-create a local and regional food system that offers opportunities for producers and processors to provide local food and for consumers the opportunity to buy local food. You can't have one without the other and together they can keep local economies vibrant.

So, this is basically Local Fair Trade. If our neighbors are going to produce food for us, we should not expect that they lose money doing it. If they can't support their families doing so, it cannot happen. As small, local farmers disappear, so does the reason for existence for most of our rural communities. By supporting their efforts with a fair return, they produce, we eat, and our money circulates within our economy.

Oneota Community Food Co-op has long been a prime outlet for local producers and currently count nearly 80 producers among its suppliers. Good Food is Fair to producers. Join us at the Co-op and support Local Fair Trade.

Next In Context: Green Food (Way Beyond Salad) and Oneota

## a GLASS OF WINE AND a TOAST...

by: barret kepfield, wine buyer

Surely it is no coincidence that in the midst of winter's icy, barren grip, we experience one of the most profound, personal, and pleasant holidays of life and renewal - Valentine's Day!! Forget for a moment the tacky greeting cards and syrupy sentiments Valentine's Day instead witnesses the power of love and romance to bring life, warmth, and light to dull desolation. In other words, it's perfect for an Iowa February. This occasion, therefore, deserves a special measure of celebration. What better way to express joy in another person's presence than sharing a sumptuous meal and an elegant bottle of wine?

Following the theme of romance, several wines come to mind. For reds, the most obvious choice is Romance itself, a delightful medium-bodied, dry cabernet/malbec blend from Argentina. Ruby red, tasting of plum and dark berries with cocoa hints, it is an excellent choice for any red meat meal. If pasta and red sauce is your choice, then nothing could be better than Irma la Tage, a silky smooth California blend of Zinfandel, Syrah, and Petit Sirah. Irma is a staff favorite, with its lush red berry taste and vanilla notes, a wine with a taste as sensuous as the label. Another red that is sure to please is the humorously titled "Love Grass" from d'Arenberg winery of Australia. The name refers to the native grass that grows among the vines with its tendency to en-

mesh itself in and cling tightly to the worker's clothes. A big-bodied, bold Shiraz with a warm peppery nibble, Love Grass will certainly heat up your evening and cling to your taste-buds. Finally, a very special night with a very special person also calls for a very special wine--Cornerstone 2002 Cabernet. From a Napa California vineyard producing only small quantities, Cornerstone Cabernet has a wild berry and blackberry body with subtle licorice/anise hints, and offers the perfect companion to a well done steak. Powerful and complex, this is a notable California New World style wine. Remember to uncork this Cab several hours in advance for it to open up and breathe, and for a remarkable taste experience later on, sip a glass with a bite of dark chocolate (I suggest Chocovine 65% dark.).

White wines too have their place at a Valentine's dinner. Tiamo, meaning "I love you" in Italian, is a refreshing, dry Pinot Grigio. Produced with organic grapes from small Italian cooperatives, Tiamo will go well with any baked or grilled fish. It is especially good with shellfish or white sauce pasta and aged goat cheeses. If spicy Asian fare is your choice, then pair off with Snolqualmie Naked Reisling. With ripe pear and apricot and a slight sweetness to cool the palate, Snolqualmie revives and refreshes. An excellent Valentine's choice, Snolqualmie, also uses organic grapes because, as the

## CO-OP EVENTS & CLASSES

Now keep up-to-date using our Events and Classes calendar online! Check out [www.oneotacoop.com/classes-and-events](http://www.oneotacoop.com/classes-and-events)

### JANUARY

#### Co-op Potluck

Thursday, January 7, 6:30 pm at Good Shepherd Lutheran Church

Escape the post-holiday blues and winter's chill. Join the companionship of the January potluck. Savor the hot chocolate provided courtesy of the deli. Bring your favorite comfort food or any other dish to share and your own service. At 7:30 enjoy a discussion with Josie - Co-op Chocolate Lover Extraordinaire - on the value of chocolate and the selection available at the Co-op.



#### New Year, New You! Omega-3s & Antioxidants: Boosting Your Life's Longevity - free "Webinar"

with Stuart Tomc, National Educator, Nordic Naturals, Inc.

Wednesday, January 13, 10:00 am - 11:30 am  
in the downstairs Co-op Class/Meeting Room

Start the new year off the healthy way! Please join us for this informative webinar where Stuart Tomc will be discussing the impact of fish oil and antioxidants, such as resveratrol and green tea on healthy aging.

Please call Customer Service (563.382.4666) to reserve your spot. Space is limited. FREE

#### Healthy School Lunches - Part 1

with Rachel Sandhorst and Johanna Bergan

Tuesday, January 26, 5:00 - 6:30 pm

in the downstairs Co-op Class/Meeting Room

Tired of cafeteria lunch or stopping to buy lunch every day? Here's a chance to learn how to plan and put together healthy meals every day. The perfect class for a parent who packs lunches, the child who wants better lunches or adults bored with their office lunch. Class will cover ways to make the planning easier and plenty of ideas for the next month of lunches. \$3 members, \$5 non-members

### FEBRUARY

#### Co-op Potluck

Thursday, February 4, 6:30 pm at Good Shepherd Lutheran Church

Come enjoy a meal in community at the Co-op Potluck. This is a very informal event; you need only bring some food to share, table service, and a beverage if you desire it.



#### Chocolate Lover's Saturday

Saturday, February 13, 11:00 am - 2:00 pm

Stop by the Co-op for a taste of the chocolate side of things, and everything that so splendidly goes with it!

#### The Joy of Eating Seasonally - WINTER

with Rachel Sandhorst

Tuesday, February 9, 6:30 - 8:00 pm

Are you tired of eating the same old vegetable dishes? Mix things up a bit on these dreary February days by incorporating some winter veggies into your diet. Try some of winter's finest seasonal vegetables: root vegetables such as rutabaga and beets, squashes and kale. Learn about the benefits of eating seasonally in addition to sampling new and delicious dishes. We will talk about several different vegetables, learning about both nutritional benefits and tasty ways to prepare them. Samples and recipes provided!

\$3 members, \$5 non-members

#### Healthy School Lunches - Part 2

with Rachel Sandhorst & Johanna Bergan

Tuesday, February 23, 5:00 - 6:30 pm

Last month got you started with daily lunches but now you've fallen out of practice? Or did you get stuck in a rut with pb&j? Come back for a new round of ideas and suggestions to troubleshoot problems (Chronically late in the morning because of lunch packing? Soup spills in transport?) Recipes and ingredient suggestions included.

\$3 members, \$5 non-members

#### Registration Information

**Co-op members:** Pay at time of registration, either by phone and charge class fees to your Co-op account and you can pay when you come in to shop, or in person at the Customer Service Desk.

**Non-members:** to register you will need to either pay at the store when you register or give us a credit card number when you call in your registration.

**Cancellations** will be fully refunded if called in 24 hours prior to the class. Classes also have minimums; in cases where minimum class size is not reached three days prior to class, the class may be cancelled. To register or cancel, call (563) 382-4666 during store hours and speak to customer service.

**ALL PARTICIPANTS MUST SIGN IN AT CUSTOMER SERVICE BEFORE ATTENDING CLASS.**

(The classes offered by the Co-op do not necessarily reflect the views of the Co-op and its members.)

vintners say, "some things just taste better in the buff." I think that says it all.

Finally, as the meal winds down, pour a glass of chilled Villa Jolanda Moscato rose. Sweet and bubbly, tingling and vivacious, it is the liquid embodiment of comfort and coziness. A lovely pairing for any dessert, such as cake or cheesecake, and it will certainly contribute to a memorable evening.

No Valentine's Day would be

complete, however, without the traditional gift of chocolate to go with the wine. This year, combine them--Chocovine. French Cabernet is blended with fine Dutch Chocolate. Chocovine must be tried to be believed. Rich, thick, velvety and almost a cordial, Chocovine's creamy texture tantalizes without being overly sweet, and offers a sensational taste experience.

Winter doesn't seem so bad anymore, now does it?

# MEMBER BONUS BUYS

These items are on sale all month for members only. There are also numerous other deeply discounted items that are available to all. To find them, pick up a sale flyer by the Customer Service Desk, or look around the store for the sale signs.



## JANUARY MEMBER BONUS BUYS

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Packaged Grocery</b>			
Annie's Homegrown Pasta Family size Dinners	\$3.49	\$2.59	\$ .90
Annie's Homegrown Org Pasta Family Size Dinners	\$4.29	\$3.29	\$1.00
Bob's Red Mill 13 Bean Soup Mix	\$5.19	\$3.89	\$1.30
Bob's Red Mill Vegie Soup Mix	\$4.69	\$3.49	\$1.20
Earth's Best Select Stage 2 Baby Food	\$1.29	\$0.99	\$ .30
Newman's Salad Dressing, 16 oz	\$5.39	\$4.29	\$1.10
Two Leaves & A Bud Tea	\$7.39	\$3.99	\$3.40
<b>Bulk</b>			
Org. Regular Rolled Oats	\$1.29/#	\$ .99/#	\$ .30/#
Org Black Beans	\$1.99/#	\$1.49/#	\$ .50/#
Org Kidney Beans	\$2.29/#	\$1.99/#	\$ .30/#
Org Navy Beans	\$1.99/#	\$1.79/#	\$ .20/#
Org Black-eyed Peas	\$1.99/#	\$1.69/#	\$ .30/#
Org Golden Flax Seed	\$2.29/\$	\$1.89/#	\$ .40/#
<b>Frozen</b>			
Gardenburger Gardenburgers	\$4.49	\$3.29	\$1.20
Henry & Lisa Fish Nuggets, Wild Alaska	\$7.99	\$4.89	\$3.10
<b>Fridge</b>			
Organic Valley Ricotta Cheese	\$5.99	\$4.99	\$1.00
Silk Silk Soy Yogurt, 6oz	\$0.99	\$0.79	\$ .20
<b>Body Care</b>			
Aura Cacia Aroma Mists, 4 oz		20% off	
Ginger Mint, Lavender, Patchouli Orange, Cinnamon Ylang Ylang			
Nature's Gate Classic line Lotions, 18 oz		20% off	
Herbal, Papaya, Hemp, Pomegranate Sunflower, Skin Therapy, Oatmeal			
Collective Wellbeing Line Drive		20% off	
Shampoo, conditioner, styling aids, lotion, facial care			

# FEBRUARY MEMBER BONUS BUYS

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Packaged Grocery</b>			
Bob's Red Mill Scottish Oatmeal, 20 oz	\$3.39	\$2.59	\$ .80
Bob's Red Mill Org Rolled Oats, 32 oz	\$4.99	\$3.79	\$1.20
Bob's Red Mill Org Thick Rolled Oats, 32 oz	\$4.99	\$3.69	\$1.30
Bob's Red Mill Thick Rolled Oats, 32 oz	\$3.89	\$2.99	\$ .90
Crown Prince Baby Boiled Clams	\$3.29	\$2.49	\$ .80
Crown Prince Smoked Oysters in Olive Oil	\$2.99	\$2.29	\$ .70
Ginger People Ginger Beverages, 12 oz	\$1.79	\$1.39	\$ .40
Henry & Lisa Pink Wild Can Salmon	\$4.99	\$3.69	\$1.30
Mori Nu Org. Tofu	\$2.29	\$1.69	\$ .60
Mori Nu Tofu	\$1.89	\$1.39	\$ .60
Ooba Hibiscus Beverage	\$2.79	\$1.99	\$ .80
Panda Licorice Bar	\$0.79	\$0.49	\$ .30
Panda Licorice Box	\$3.39	\$2.29	\$1.10
Ancient Harvest Quinoa	\$4.79	\$3.59	\$1.20
Simply Organic Sauce and Dip Mixes	\$1.69	\$1.19	\$ .50
<b>Bulk</b>			
Millet, Org	\$1.29/#	\$ .99/#	\$ .30/#
Multicolor Popcorn, Org	\$1.79/#	\$1.49/#	\$ .30/#
Garbanzo Beans, Org	\$1.89/#	\$1.69/#	\$ .20/#
Kidney Beans, Org	\$2.29/#	\$1.89/#	\$ .40/#
Red Spit Lentils	\$3.29/#	\$2.99/#	\$ .30/#
Brown Flax Seed, Org	\$1.99/#	\$1.49/#	\$ .50/#
<b>Frozen</b>			
Food For Life English Muffin	\$4.49	\$3.29	\$1.20
Nate's Meatballs, Vegetarian	\$4.89	\$3.59	\$1.30
Van's French Toast Sticks	\$3.39	\$2.39	\$1.00
<b>Fridge</b>			
Lisanatti Almond Cheese	\$3.89	\$2.79	\$1.10
<b>Body Care</b>			
Aura Cacia Foam Bath salts, 2.5oz		20% off	
ginger mint, orange patchouli, cinnamon ylang ylang, lavender			
Four Elements Massage oils, 4 oz	\$19.99	\$15.99	\$4.00
sandalwood ginseng, violet, lavender rose geranium			
FES Massage oils, 2 oz		20% off	
Benediction oil, St. John's shield, Calendula Caress,			
Dandelion Dynamo, Mugwort Moon Magic, Arnica Aleve			
Simplers Line Drive		20% off	
Essential oils, Hydrosols, First aid oils			
<b>Nutritional Supplements</b>			
Eclectic Line Drive		20% off	

**Candida Support Group**  
meets the first Monday of every month  
4:00 pm at Magpie Coffeehouse  
Contact Joan at the Co-op - 563.382.4666

## everyday values in the meat freezer

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Grass Run Farms,  
Dorchester, Iowa

Ground turkey  
(free-range, no antibiotics)  
**\$2.69/lb**

Family-owned Ferndale Market,  
Cannon Falls, Minnesota



## Organic Bananas

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## Tai Chi of Decorah



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Team Rehab

Winneshiek Medical Center

Lower Conference Room B on Wednesday

Contact Diane Sondrol for class times and more information:  
563.419.5420 or taichigrandmadi@msn.com

## TIPS TO \$ave

### BULK UP ON CAP SALE ITEMS

Did you know that you can special order CAP (Co-op Advantage Program) sale items at the sale price? Any time during the first three weeks of the month that the products are being offered at the CAP sale price, you can either call or stop in at the Co-op and our staff can help you place a special order for a case (or two or three) of your favorite sale products. We'll give you a call when they arrive at the store for pickup.

This benefits the store and especially customers. Customers who are not interested in stocking up on the sale items, can still purchase one or two because our shelves will house an ample supply. Customers interested in stocking up get to take advantage of the great monthly deals. The store benefits too because our stockers have to spend less time stocking out case after case of product!

One more way to save money on quality products at the Co-op!



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## COOKING FROM SCRATCH

by: beth hoven rotto, cheese buyer

Recently I've noticed that many of the young people I run into don't know much about cooking. Many families are on the go with working parents and students who are expected to study when they aren't scheduled with this, that or another thing. Which means there's not much time to spend making food together. This is a definite disadvantage both in terms of nutrition and flavor, as well as the grocery bill. With a little bit of experience and some basic knowledge, cooking for yourself can be quick, delicious, and mean a huge dollar savings.

Before my daughter gets out on her own, I hope to carve out more time for cooking together. I also plan to gather a few basic, non-electric tools for her (a paring knife, a knife for chopping, a 4-sided grater, mixing bowls, a whisk, a garlic press, etc.). We also just scheduled a day to make Italian Soup (stracciatella) and Italian Toasts (bruschetta), and the really fun part, fresh mozzarella, with some of her friends.

I've made mozzarella 2-5 days a

week at the Co-op since last April, but this will be the first time I'll try the process with my own equipment at home. (Remember, if you've taken the mozzarella classes we've offered at the Co-op, we can sell you the mozzarella curd so you can do this too. Just call a day or 2 ahead to be sure we've got plenty on hand and we can package up what you'd like.)

One of the tips I hope to pass along to the kids is to ask themselves not "what do I want to make/eat?", but "what do I need to use up/what can I make with the ingredients that I have on hand?." There's usually bread at our house and it's not always fresh. The recipes I plan to introduce work best with dry bread and are quick, inexpensive and easy.

Note: These recipes are basically from *Joy of Cooking 75th Anniversary* edition with my additional notes. *Joy of Cooking* is a MUST HAVE cookbook! Each section starts with a cooking class, and recipes are very understandable. Look it over on our book shelves.

## NATURAL THERAPY FOR SKIN: CLAY

by: gretchen schempp, wellness buyer

Used to cleanse, detoxify and exfoliate skin, clays are rich in silica, calcium, iron, magnesium and other trace minerals that detoxify the skin and draw out impurities. There are many clays out there with many uses. Today I am going to tell you about the three that we handle at the Co-op.

### Bentonite

Bentonite, also known as montmorillonite, is pale grey and comes from volcanic ash. Most natural deposits of pure sodium bentonite are in the western United States, primarily Wyoming, Montana, California and South Dakota. Bentonite is considered one of the most powerful healing clays because of its swelling and absorption properties. When water is added to bentonite it produces an electric charge. The clay will swell like a porous sponge and the electric attraction draws out toxins from the skin and binds them to the clay. Some suggested uses for bentonite clay are as follows:

- Add 2-3 ounces to your bath for a detoxifying soak
- Make an elastic paste with bentonite clay and equal parts warm oil (olive oil is fine) and warm water. Apply to inflamed or injured area on body. Allow 20-30 minutes and rinse. This has been said to ease pain from injuries or overuse and ease inflammation.
- Some have used bentonite to ease itching caused by poison ivy, poison oak, eczema, psoriasis and other skin conditions.
- Some organic producers have even used bentonite to treat inflam-

mation in cattle due to foot rot, while many organic dairy producers have used bentonite poultices for mastitis.

### French Green

This popular therapeutic clay is mined in China, Wyoming, Montana and southern France. It is sundried, crushed into a green powder and dried again to remove remaining water. The clay's green color comes from iron oxides and decomposed organic matter, mostly phytonutrient-rich sea kelp and algae. Its mineral content includes magnesium, calcium, potassium, manganese, phosphorus, zinc, aluminum, silicon, copper, selenium and cobalt which all nourish skin according to aesthetician Evan Healy.

French green clay is best for toning and exfoliating skin as well as pulling out excess oil. French green clay is said to have analgesic and anti-inflammatory properties which make it beneficial for muscular pain, swelling and arthritic or rheumatic conditions. Cosmetically, it is revered for its ability to stimulate blood and lymph circulation, remove dead skin cells, absorb impurities and fats and tone and strengthen connective tissues. Many people have had success treating acne with weekly masks. It is also fine to use daily on problem spots. I have used french green clay masks on my face in the sinus area, under and above the eyes, to ease sinus congestion and pain.

### Rhassoul

This clay is only found in the Atlas Mountains in Morocco, where it has

(continued on page 11)

### Stracciatella

Makes about 3 cups

I've got to tell you about the new soup base that I've discovered at the Co-op. It's called **Better Than Bouillon**. It's an organic chicken base that is concentrated, and it comes in a re-closeable glass jar. This little 8 oz jar makes 9.5 quarts of broth. When I read that, I realized that it was a good deal, considering how many resources it must save in transporting alone.

Make your own bread crumbs easily. Just let a slice of bread sit out until it's hard. Place in a plastic bag and crush with a rolling pin or press the bread into crumbs in a pestle and mortar.

Here's a hint about the Parmesan cheese too. Buy grated parmesan from the Co-op. Put it in a glass jar and keep it in your freezer. It won't freeze solid, and it will be there ready to use any time.

Bring to a simmer in a medium saucepan:

3 c. chicken broth

Meanwhile, whisk together until blended:

1 egg

1 1/2 T grated (not shredded) Parmesan cheese

1 T dry bread crumbs

2 T chopped parsley

1 small garlic clove, finely minced

Stir this mixture rapidly into the simmering stock and stir until the egg is set, 30-60 seconds. Garnish with freshly grated or ground nutmeg or grated lemon zest.

### Bruschetta

These toasts work especially well using leftover french or sourdough bread.

Preheat broiler. Broil slices of bread on each side until golden. Remove from oven and rub with a large clove of garlic that has been cut in half. Brush with good olive oil from the Co-op. Top with mozzarella cheese and chopped fresh tomatoes mixed with basil. Place back under the broiler until the cheese is bubbly.

P.S. The Rotto family also makes Parmesan Toasts - topping any good bread with a mixture of equal parts mayonnaise, green onions and grated parmesan cheese. Just pop in the broiler for a minute and pass around.

### White Chocolate Monster Cookies

The other day I was in the mood for baking cookies, and I noticed a white chocolate bar on my shelf that had been there for a while. I decided to look for a new recipe and began searching through the *Joy of Cooking* by Irma S. Rombauer and others. (Again, I highly recommend this book.) I didn't have a lot of ingredients on hand, so I adapted a recipe, substituting raw cashews for macadamia nuts, etc. The results were satisfying, large, chewy cookies that got rave reviews. It dawned on me that it might be a good recipe to share with you in this issue of the Scoop. Give it a try and you might decide to make a batch for your sweetie for Valentine's Day.

Preheat oven to 350° F.

Whisk together 2 c. unbleached flour

1/2 c. whole wheat flour

1 tsp. baking soda

1/4 tsp. salt

Beat in large bowl until light and fluffy:

1 c. softened butter

1 1/3 c. sugar

2/3 c. packed brown sugar

Add and beat in, one at a time:

2 lg. eggs (I used 3 small)

1 tsp. vanilla extract

Stir in the dry ingredients.

Stir in 1 c. coarsely chopped white chocolate (1 4 oz. bar)

1 c. raw cashews (coarsely chopped if desired.)

Using a 1/3 c. measure, drop on greased cookie sheet 3" apart. Bake one sheet at a time until golden brown, 18-20 minutes. Let stand briefly. Remove to a rack and cool.

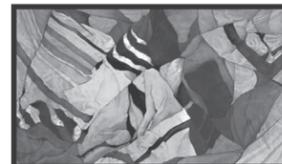
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## BOOK REVIEW: "THE EASY WAY TO STOP SMOKING"

by: gretchen schempp, wellness buyer

With the new year we sometimes like to look inside and decide to clean up some of our past habits to better our health. There is no better time to quit smoking than now. Check out this great book in the Wellness department.

Allen Carr, author of *The Easy Way to Stop Smoking*, was what he refers to as a "confirmed" smoker for 33 years. After smoking up to 100 cigarettes a day, Allen quit for a 6 month period. During this time of "torture," he could only think about what he was being deprived of by not smoking. That was until he found the "Easyway." This book helps us to look at the smoking trap in a different light. No longer will you think about what you are "giving up" by quitting smoking, but you will be looking at all you have to gain by "FREEING" yourself from the nicotine monster.

All smokers know that they are

harming themselves. They don't want to hear this, they KNOW this already. Smokers don't choose to become addicted to nicotine. If you ask any smoker if they intended on smoking for 10, 15 or 20 years when they had that first experimental cigarette, they would surely tell you NO!. The beauty of this book is that instead of telling you how horrible you are for becoming addicted to nicotine it focuses on the positive. How you can free yourself right now, and that you can actually enjoy the process by focusing on how great you can feel from the moment you extinguish that last cigarette. Freeing you from all that you have been brainwashed to believe about smoking, such as, that you can't quit, the withdrawal is unbearable, you will somehow be missing something. You are not being deprived of anything, but the smoker is of health, energy, wealth,

confidence, courage, self respect, happiness and freedom.

A key part of the book is that you continue to smoke while reading it. You have heard of mindful eating, well, think mindful smoking. Sounds crazy? It's exactly what you will end up doing and in turn you will wonder what the heck you are getting out of smoking anyway! With a slightly hypnotic undertone, this book had me really examining why I was smoking anyway. I actually couldn't wait to finish the book, have that final cigarette and be FREE!

I have tried and failed at the smoking game, over and over again. I have used the patch, I've gained the weight, I've tried my best to stay calm. It always felt like I was giving up something so precious, therefore depriving myself of happiness. When I read *The Easy Way to Stop Smoking*, I felt lifted, I felt like I

NINE MILLION COPIES SOLD

## ALLEN CARR'S EASY WAY TO STOP SMOKING

'HIS METHOD IS ABSOLUTELY UNIQUE, REMOVING THE DEPENDENCE ON CIGARETTES' SIR RICHARD BRANSON

REVISED AND UPDATED EDITION  
OF GLOBAL BESTSELLER

Allen Carr's  
*Easyway*  
To Stop Smoking

THE ONE  
THAT  
WORKS

could really do it and that I could enjoy the freedom from smoking right away. I finally came to understand that I was giving nothing up, I only had greatness and health to gain.

## DRY BRUSHING FOR HEALTH & BEAUTY

by: gretchen schempp, wellness buyer

Sometimes after the holidays we can feel sluggish and bloated from all the indulgences of the season. This is often why January is considered "detox" season.

Some great ways to detox can be from the outside of the body. Dry brushing the skin is a great way to detoxify and invigorate. Dry brushing or "skin brushing" is generally done before showering or bathing. It works by stimulating the sebaceous glands, thereby encouraging natural moisturizing of the skin. It removes the top layer of dead skin cells leading to significant exfoliation and skin that is polished and silky. Dry brushing increases blood flow and encourages new skin cell turnover which in turn aids the body in eliminating toxins from all the major organs via the body's largest organ, the skin. It also helps boost the immune system by cleansing the lymphatic system and stimulating disease fighting immune cells. Another benefit of dry brushing is that it is been said to improve tone in "jiggle-prone" areas, such as the inner thighs, belly and buttocks. In

addition, it can make skin rosier and help body lotions and oils absorb more thoroughly.

To perform this ritual you will need a medium-soft natural fiber brush about the size of your palm, preferably with a handle. Simply brush your entire body, except your face and breasts (if you are a woman). Do this for five minutes or so, but do not brush hard. You will have to start very gently at first and work your way to more vigorous brushing. Never scrub and try to remember to brush towards your heart. Your skin may be a bit red immediately following this ritual. As a final step, hop in the shower or bath and all that dead skin you just loosened will be washed away! It is also good to remember to wash your body brush once a week with mild soap and water.

We have sisal body brushes here at the Co-op that can be used for dry brushing or they can even be used as shower brushes for those that like a more invigorating experience in the shower or bath.

## CHOCOLATE MORSELS & CHEESE BITES

by: beth hoven rotto

Valentine's Day will be here soon. Look for **Waving Grains** tender **Chocolate Cherry Bread**. Spread with some of our hand-rolled butter, made regionally in small quantities and found in our cheese case. Or top your bread with our special Crème Caramel made with Italian-style cream cheese and homemade caramel sauce. (Also great with fruit or as a dessert topping.)

Keep your eyes open for **Ida's Chocolates**. They are made locally, use fair-trade chocolate and come individually or boxed for a very special gift. This is like giving someone an original work of art.

Enjoy Valentine's Day, or any day, with special cheese. I suggest the creamiest cheese I know of - From-

age d'Affinios on crackers. Look for plain or garlic herb.

Montchevre Crottins are small goat cheese chevres that are just the right size for two, and ever so tasty.

Cranberry Chipotle Cheddar has a little smoky heat to it, and it has that pretty red mottling from the cranberries and the chipotle. Also, it's very appropriate for Valentine's Day.

How 'bout something in the blue cheese department. St. Pete Select comes from the caves along the Straight River in Faribault, Minnesota (that was where I lived before moving to Decorah in 1974.) If you are Iowa all the way, don't miss the Maytag Blue Cheese from Newton, Iowa.

Watch the cheese cooler for other specialties and all your basic cheese needs, from organic to raw milk, from regional to staples.

## WHAT'S LURKING IN THAT PET FOOD?

by: josie noecker, pet food buyer

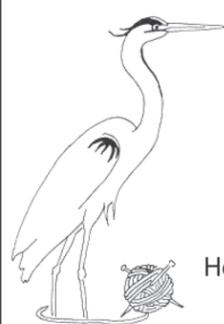
When I joined the Co-op over a year ago, I had been making small healthful changes to my diet. After moving to Decorah and adopting my cat, Bella Mae, my concept of healthy food also crept over to what went in my cat's mouth as well.

The question I ask is: do you know what is in your pet's food? I started doing a lot of research online and have started reading several books on holistic and natural pet care. If you do not feed raw foods to your animal, but instead do like me and feed dry and moist foods, here are a couple things to look out for. By-products and by-product meal, BHA (butylated hydroxyanisole) and BHT (butylated hydroxytoluene), and Ethoxyquin; which is a commonly used antioxidant preservative that has been known to be toxic to animals.

A book I'm currently reading, *Food Pets Die For: Shocking Facts About*

*Pet Food* is proving to be full of information. I was also interested to find out that, with the list of pet foods the author deems acceptable Halo and Solid Gold are both listed and the Co-op carries both.

So, before you go and buy a generic or popular commercial brand of pet food, look at the label. Is it chock full of ingredients you need a scientist to pronounce for you? Will your animal be consuming more than by-products and fillers? Many holistic, organic, and natural pet foods are cost effective and wholesome. Also the better quality of food you feed your pet, the more essential nutrients are digested. This means the food will last longer since your pet will consume what it needs instead of having to continuously supplement themselves with eating more often. Like it is for us, better quality of food means better quality of life.



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# HIGH FRUCTOSE CORN SYRUP VS. SUGAR SMACK DOWN!

by: wendy gordon

Sugar as a health food? Who woulda thunk it? Yet everything is relative. Compared to the darling of modern agribusiness—high fructose corn syrup—good ol' sucrose is looking downright benign.

Sucrose—refined from sugar cane or more recently, sugar beets—has been humanity's primary sweetener for hundreds of years. Sucrose is a disaccharide, a linkage of glucose and fructose molecules. While essentially devoid of nutrients (beyond calories), it is a naturally occurring compound whose digestion is modulated by the enzyme sucrase. This, along with the subsequent stimulation of insulin, allows the body control over the rate of sugar absorption.

Enter high fructose corn syrup (HFCS). In the mid-1800's, people recognized corn as another source of sweetener. Commercial corn syrup production began in 1866. The process remained unchanged until 1957 when scientists developed a method of refining fructose from cornstarch. In 1970 the Japanese refined the process, making it practical for industrial production. Between 1975-1985 HFCS rapidly replaced sugar in processed foods, a trend that continues today. Perhaps intentionally, economic factors accelerated the changeover. Government corn subsidies made corn cheaper to grow, while sugar tariffs and quotas made sugar more expensive to import. HFCS, accounting for 55% of the sweetener sold in the United States, adds up to lots of agribusiness profits. Four corporations (Archer Daniels Midland, Cargill, Staley Manufacturing, and CDC International) control 100% of HFCS production.

HFCS is a godsend for food processors. As a liquid, it is easy to transport and blends readily with many foods. It increases shelf life, reduces freezer burn, promotes browning in foods that have never seen the inside of an oven and keeps baked goods soft. Sweeter than sugar, it appeals to the American palate and is a cheap way to add flavor to what Michael Pollan terms "foodish substances".

Unlike sucrose, HFCS is composed of only one sugar: fructose. In its natural package, fruit, fructose comes accompanied by many nutrients and fiber, which modulates its absorption. In syrup form, fructose



stands alone. HFCS absorption is not enzyme modulated nor does it stimulate insulin production. Its wholesale takeover of processed foods (1000% since 1980!) amounts to an unprecedented experiment on American metabolism.

While white sugar is refined similarly to white flour (stripping away the fibrous, nutritious exterior) the process of making HFCS is more complex. While there are thousands of varieties of corn, corn syrup is manufactured from exactly one: yellow #2, a genetically modified hybrid. First, cornstarch is extracted from corn kernels, then further refined into syrup by alpha amylase, a genetically modified enzyme. Another enzyme, glucoamylase, breaks down the syrup into shorter polysaccharide chains. A third GMO, glucose isomerase, breaks down these polysaccharides into glucose/fructose units. Using liquid chromatography, most of that glucose is removed, leaving a 90% fructose solution. Finally, the mixture is rebled with pure corn syrup to reach the manufacturer's desired fructose concentration (typically 55%)

The average American consumed 63 pounds of HFCS in 2005. Common sense indicates that such a large intake of a compound never found in nature is not good for one's health. Since the introduction of HFCS, obesity rates have tripled. Obviously, HFCS is not the only culprit, but it probably is a significant one. Fructose acts more like fat in the body than carbohydrate, in that it does not stimulate leptin (a hormone affecting body fat and

appetite regulation) or insulin (which controls glucose uptake in cells). Insulin resistance is the central problem in Type 2 diabetes (once known as "adult-onset"), whose incidence has also increased dramatically, especially in children. Soft drinks sweetened with HFCS lead to higher concentrations of harmful carbonyl compounds such as methylglyoxal. Carbonyl compounds are elevated in diabetics and implicated in diabetes complications such as foot ulcers and eye and nerve damage. Unlike glucose, which can be metabolized in all body cells, all fructose must be metabolized in the liver. Large quantities of fructose stimulate the liver to produce triglycerides and promotes glycation of proteins, leading to a condition known as "fatty liver". Along with a host of other problems, fatty liver contributes to insulin resistance.

High doses of fructose may interfere with copper metabolism, resulting in defects in connective tissue, osteoporosis, oxidative damage to arterial walls, infertility, heart arrhythmias, high cholesterol, and again, poor control of blood sugar. It may interfere with chromium metabolism as well. Chromium is another mineral linked to blood sugar control. Lactic acid levels—another marker for proper energy utilization—may also increase, leading to fatigue and further stress on the liver. Fructose may increase uric acid in the blood, (another contributor to heart disease). Fructose leads to higher mineral losses, especially iron and magnesium, further interfering with bone metabolism and possibly causing anemia. Research indicates HFCS increases the incidence of colorectal cancer. Excess consumption of fructose, whether it be from fruit juice or HFCS laden soda and fruit drinks, causes cramps, bloating, and loose stools.

Industry scientists claim that many of these study results are inaccurate because they test fructose in isolation, not as a part of HFCS. This may be true to a limited extent, but it doesn't erase this damning bundle of experimental and epidemiological evidence. And if that wasn't enough, there are environmental consequences too. The more acres planted in monocultured corn in the US, the fewer are planted in other crops. Most notably, a decrease in global soy production has spurred a global spike in soy prices. As a result, Brazilians are currently clearing thousands of acres of rainforest to

plant soybeans, leading to deforestation and global warming.

HFCS is indeed ubiquitous in the modern supermarket. A quick survey turned up HFCS in the following products: Raisin Bran, Special K, Pop Tarts, Mrs. Butterworth's Syrup, Campbell's tomato soup, Yoshida's teriyaki sauce, Contadina sweet and sour sauce, Kraft Stove Top stuffing mix, McCormick cocktail sauce, Heinz chili sauce, Lea and Perrin's Worcestershire sauce, Heinz 57 sauce, Cool Whip, V-8 Splash Berry Blend, Ritz crackers, Welch's grape jelly, Franz hot dog buns, Oreos, and Fig Newtons. In most of these cases, the HFCS is the first or second ingredient. Of course, soda pop is the easiest way to mainline the stuff. It's the major ingredient in Coca-Cola, Pepsi, Sprite, Sunkist orange, and A and W root beer. These beverages differ only in the artificial flavorings added.

But here's the powerful secret. You don't need to eat the stuff. While it would be wonderful to outlaw the use of HFCS, it's not as if food producers are forcing us into locked rooms and cramming this junk down our throats. We can live without Pop Tarts. We can live without Stove Top Stuffing Mix. We can (gasp!) drink water when we're thirsty. In many cases, such as ketchup, tomato soup, and cereal, there's alternative brands, albeit often more costly, that substitute sugar. Or you can make your own applesauce, or barbecue sauce, or bread, or jam, and take total control.

Sugar, as good as it looks in comparison, still is far from a health food. It's a highly refined substance, devoid of nutrients, and does its own goodly job of raising blood triglycerides. Brown sugar and molasses contain trace nutrients but are far from nutritional powerhouses. Honey and maple syrup are as natural as can be with delicious, nuanced flavors, but they both are actually higher in fructose than table sugar. The average American consumes 59 pounds of it a year, along with the 63 pounds of HFCS. That's way too much.

Wendy has an M.S. in Clinical Nutrition from the Pritzker School of Medicine (University of Chicago). She has been involved with food co-ops for about 25 years, and has been writing freelance articles for about that long. She lives in Portland, Oregon with her husband and four children and is an avid cook and organic gardener.



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## DEFINING S.M.A.R.T. GOALS

by: karina klug, wellness buyer

A few years ago I took a Life Coach training course. Life Coaches help their clients get clear about what they want; then helps them be proactive about making the changes they need for the desired effect in their lives. One of the tools we learned for goal setting was S.M.A.R.T. Goals.

Before we begin, take a moment and think about a goal that you have for the New Year. Ready? Let's take your goal(s) through the S.M.A.R.T. process.

The S. is for specific, which is such an important element in realizing a goal. To be specific about what you want to create takes a lot of the frustration out of goal-setting. If we have a vague goal and we don't achieve it, we feel like we failed. So, let's explore what you want. If you want to lose weight, how much? Why do you want to lose weight? Before you disregard the why, with a "isn't that obvious?" really think about it. How will you feel when you have reached your goal? Sit, feel and think about all of the details.

The M. is for measurable. In order to take steps, we have to know what

precisely we want to have happen. When our goal is measurable we have a clear marker for where we are, where we are going and when we have gotten there. Instead of saying "I want to lose weight," we can say, "I want to lose 20 pounds and I want to feel flexible." When our goals are measurable, we get clear on what we have to do every day to make our goals possible. To say "I want to lose 20 pounds" is a very measurable goal. To say "I commit to doing yoga three times a week" (and then sign up for the class) is very measurable. Additionally, when we make our goals measurable, we make ourselves more accountable to achieving our goals. When we are honest with ourselves about the parameters of a goal, it empowers us to make the change.

The A. is for attainable. This is the time to contemplate if you really want to achieve this goal. You might say "of course I do!" But often one change sets off a whole series of changes, and it might be scary for us to do what it takes to make our goals a reality. Have you always been the

chubby friend? Do you want all the role changes that your weight loss and "new you" could bring? Who would you be to others if you lost the weight? These are the things we have to acknowledge because they are our subconscious blocks to getting what we want. This is the part where we get honest about the emotions that are hiding and bubbling underneath the surface. Now that we have recognized our blocks we can find ways to still go forth with our goal.

The R. is for realistic. If you want to lose 20 pounds in 2 weeks that is not realistic or healthy. How realistic is your goal? Stop reading this and restate your goal now. Is it realistic and can you make this happen? If it is not realistic right now, do not throw it out, reshape it until it is realistic.

The T is for timely. We need to have a time frame for goal completion. It is a healthy motivator to have a bit of pressure and having a time frame helps us stay focused on our desired outcome. This may take a few times of reworking your goal. That is fine; the results will be worth the work! Here is a quick breakdown of a goal: "I want to lose weight" is a vague goal. "I want to lose twenty pounds and do yoga three times a week" is a bit clearer

but still needs work. Let's try this: "By March 1st 2010, I am going to do yoga three times a week, walk for twenty minutes each morning and eat nutritious meals. In doing this I will drop the excess weight I have and I feel lighter and more flexible." This is a goal worded in the present and clearer than "I am going to lose weight." Also it adds a time frame for goal completion and success. You will still need to do some exploration such as what does a nutritious meal mean to you. This would be a good starting point. One more tip, when stating a goal make the language yours. When it is written and spoken in your own words, you will be more likely to connect with it and believe it. Realize the difference between being interested in completing a goal and being committed to achieving a goal. In order to be truly committed to a goal one must ask one question daily: "What can I do today to work towards my goal?" Ask this daily and then act on the answer.

So, I encourage you to start big with what you want most. Chisel it down to be Specific, Measurable, Attainable, Realistic, and Timely.

Happy and Healthy New Year.

## ON THE GROCERY FRONT

by: niki mosier, grocery buyer

There is a lot of time and thought put into our quest to find healthy, delicious and well priced products. We are always excited to offer more variety and new options. Recently we've had some additions which you can find scattered around the grocery aisles.

In the packaged grocery section, you can find some new additions to the LARA BAR family - including Peanut Butter and Jelly along with German Chocolate Cake. LARA BARS are gluten-free, vegan, certified kosher, and crafted with fair trade and raw ingredients. Packed with protein to keep you going all day, these bars are a great thing to throw in your child's backpack or lunch box, or keep some handy at work.

Not necessarily something new to the grocery department, but something you may have overlooked, are our Asian and Mexican sections. Both sections have everything you need to make a delicious ethnic meal for your family or friends. We have what you need to make a meal from scratch, or more conveniently, boxed noodle and rice entrees. My favorites from the Asian section are the San-J cooking sauces. The "Sweet and Tangy" is fantastic on chicken, rice or Udon noodles.

I have been enjoying my search for new freezer section products. There are two items I'm particularly excited about. The new frozen pizzas from One Sun Farm and Bakery

in Lafarge, Wisconsin come to us from a family run farm and bakery that has been using organic farming practices for the last eight years. All of the vegetables on their pizzas are grown on their farm or other small local farms. The generous 12-inch crust is handmade in their bakery with certified ingredients and pre-baked in the wood-fired oven. Sauce, cheese and spices are all certified organic. Within the next month we will be carrying all three varieties - *Veggie Revolution*: spinach, garlic, and red onion on wheat or white crust, *The Augusto*: sweet peppers and red onion on a wheat crust, and *Just Cheese* on white crust. We'll also have *Just Pizza Crust*, two wheat pre-baked crusts ready for all your pizza dreams!

Also new to the freezer are Udi's Gluten-Free breads, pizza crusts, cinnamon rolls and blueberry muffins. The bread is incredible, and you would never guess that it is gluten-free. The cinnamon rolls and blueberry muffins are a perfect breakfast or snack. They are all hand-crafted in Denver, Colorado by a third generation Italian baker.

Last, but certainly not least is the dairy cooler. I am proclaiming January Yogurt Month! Keep your eye out for the weekly Comm Post e-mail, where I will feature a yogurt from the dairy cooler. Three new yogurt flavors this month are from Westby Creamery. Look for the six ounce yogurts in strawberry,

raspberry or vanilla.

Also not to be missed from Organic Valley are the thirty-two ounce pourable yogurts. Available in Lowfat Vanilla, Lowfat Berry or Lowfat Plain. These are great for smoothies, drinking or pouring over granola or cereal.

I would like to remind you that there are product request forms available at the customer service desk, as well as special order slips. If there is something you would like to order that we do not carry or if you would like to order in bulk don't be afraid to ask.



### IT'S CLASSIFIED

Classified ads are free to Oneota Co-op members. The deadline is the 15<sup>th</sup> of the month prior for the following month's Scoop. Please deliver typed or legibly written ad to

Nate Furler at 563.382.4666, or e-mail [nate@oneotacoop.com](mailto:nate@oneotacoop.com).

Limit of 25 words. We reserve the right to refuse or edit ads.

FOR SALE: Lowe Alpine Sirocco Elite 70+15 Woman's Small Adjustable Backpack. Detachable fanny pack and side compartment. Separate sleeping bag compartment. Rarely used. \$200 call Cynthia 563-238-8811.

NEED: Infant and toddler car seats to borrow December 25 - January 15. call Joann or George 563-382-6462.

WANTED: House to rent in the country (close to Decorah). Must allow pets. Want enough space for a large garden. E-mail [niki@oneotacoop.com](mailto:niki@oneotacoop.com).

### Silverware & Borrow-A-Bags

We love the fact that you use them, and love it even more when you bring them back! Please check your book bags, back-packs, cars, trucks, desk drawers, kitchen cabinets and doorknobs for any borrow-a-bags and/or Deli silverware that may have 'walked off' from their home at the Co-op. We can always use more silverware too!

## MEET OUR MEAT

by: nate furler, marketing specialist

You may think you are getting away cheap by shopping for meat at a conventional grocery store. It looks fresh, and most likely it is fresh. It tastes good, maybe not better, but still okay. I know this internal conflict well. However, once I realized the true cost of conventionally raised meat, it was back to the Co-op. Let's take a look at the potential baggage you are buying when you purchase conventionally raised meat.

### Hormones

The conventional agriculture industry can produce an enormous amount of meat for relatively cheap prices, and hormones are one of the biggest (no pun intended) reasons. It now takes nearly half the time to raise an animal from birth or hatching to slaughter. These animals grow extremely fast and even certain parts of their own bodies cannot keep up. Naturally these hormones wind up in humans, the cost of which we're still unsure.

### Corn

Cattle are increasingly fed corn. Genetically engineered corn, the majority of corn planted in the United States, can withstand larger doses of pesticides throughout its life in the field. These pesticides wash into our rivers and streams, eventually contaminating the water we drink and killing entire ecosystems. Tests have shown that cows

have evolved to eat grass. Alas, it's cheaper to feed them corn and they fatten up more quickly. But, consequently, so does the meat. You are buying more fat than you used to.

### Poop – lots of it

Unfortunately conventionally raised animals that are raised on CAFOs (concentrated animal feeding operations) have little choice but to exist in their own feces. If a 1,000 head feedlot produces up to 280 tons of manure a week, you can bet the neighbors know when it's time to empty the lagoon.

### Bacteria

Being cramped in such tight quarters presents another problem – bacteria and disease. For this reason, animals are given antibiotics. The liberal use of such antibiotics is leading to new and enhanced strains of bacteria which then evolve to resist the drugs. Grazing not only helps the animals and their natural habitat, it deters the growth and spread of bacteria caused by these cramped conditions.

Sustainability is not cheap, but perhaps the cost we should be looking at is not simply the number on our register receipt. When you look at those prices on the shelf, think about what you are paying for. At the Co-op, you are paying for a great piece of meat, and the benefit of sustainability for the future.

## FOCUS ON THE PRODUCER:

# Grass Run Farm



### From Bicycle to Beef

Just after college, we biked the backroads along the Great Divide from Canada to Mexico. Friendships we formed en route turned into jobs, and we spent six years in Idaho, writing for and editing a community magazine, shoeing horses professionally, and learning farm and animal management in the field and on the national forests.

In 2005, we founded Grass Run Farm in the rolling bluff country of northeast Iowa to raise and sell the highest quality, affordable grass-fed beef. We focus on building healthy soils, raising diverse perennial pastures (that sequester loads of carbon), and managing hearty, resilient herds. We believe (and research confirms) animals that live well produce the most nutrient-dense, balanced, flavorful meats. We also like knowing that each animal is traceable back to the pastures it grazed.

Over the years, we've expanded our direct-marketing of 100% grass-fed beef to include three neighbors. Together, we raise outstanding meats that allow us to earn a fair living and raise our kids on sustainable family farms.

### Good, Clean & Local - The Way Food Should Be

We believe our business needs to be as pure as the food we produce. We welcome your questions and invite you to visit our farms. Thanks for going local!

You can find Grass Run Farm products in the freezer and the fresh meat cooler at the Oneota Community Food Co-op.

Check out Grass Run Farm online at [www.grassrunfarm.com](http://www.grassrunfarm.com).



## FRESH FISH (every other) FRIDAY!

by: kristin evenrud, meat buyer

Northeast Iowa is lovely, but it is logistically difficult to find reasonably priced shippers for quality fresh fish. Recently, I found a sustainable option for fresh fish, and it comes on a truck that already makes deliveries to the Co-op!.

I feel it is important to know where the fish my family eats has been raised and processed. There are so many varieties of fish that have been severely over-fished, and there are types of wild caught fish that can store unsafe amounts of mercury in their flesh. Fish that are farmed are often given large amounts of antibiotics and swim in mucky unsafe ponds. For the past few years, I have been concerned about the real cost of "cheap" fish including tenderness and taste. China has a mixed record on seafood safety. While the country exports more than a billion pounds of seafood a year, it also had

more seafood imports rejected by the FDA than any other country in 2006. China has had more trouble with carcinogenic contaminants, like antimicrobials nitrofurans, malachite green, gentian violet and fluoroquinolones. Other countries on the watch lists are Mexico, Vietnam, Philippines and Indonesia.

Every other Friday, the Co-op will have fresh, all-natural fish that are processed in the U.S.A. I have brought in Atlantic Cod with the last few deliveries. It is a wonderfully flaky, moist and tender whitefish. Cod is great for fish tacos, baking, soups or pan frying. I am looking forward to trying Walleye and other Great Lakes fish in the next few weeks and exploring other options as the seasons change. Watch for the signs that will be posted the week before the 'Fresh Fish Friday' and more information in the weekly COMM POST!

## NATURAL THERAPY FOR SKIN: CLAY

by: gretchen schempp, wellness buyer

(continued from page 7)

been used for over 1400 years as a skin conditioner, soap and shampoo. This clay was also used in ancient Rome and Egypt by those of nobility. Rhassoul is a mineral rich reddish brown clay that blends very well with water, making for a smooth mask when applied to the face and skin. Because of the high mineral content, astringent properties and absorption properties Rhassoul clay is effective for cleansing, detoxification and for general skin care treatments. In clinical tests it has been shown to be effective on skin elasticity, clogged pores, removing dead skin layers, removing surface oil from the skin, improving skin clarity and appearance and reducing flakiness and dryness of both scalp and skin.

### First Aid

Mix dry clay with any combination of the following: water, aloe vera gel or juice, warm oils or flower water.

Stir until a smooth paste is achieved. Apply directly to cuts, minor burns, stings, bites or rashes.

### Facial Masks

Mix a small amount of chosen clay with water until a smooth paste is obtained. Feel free to get creative and use carrier oils, flower waters for added healing, aloe or small amounts

of essential oils. Apply a thin layer of the paste to your face and neck. Leave for 10-15 minutes or until dry. For more intense detoxification leave longer and spritz with flower waters as mask dries. Rinse with warm water. Don't be alarmed if your skin is red after rinsing the mask. As clays are highly detoxifying, they increase blood flow to the surface of the skin. This can be especially true with the French green clay. To calm the redness and nourish the skin, spritz with lavender flower water.

### Baths

Add 2-3 ounces of clay to your bath water and mix thoroughly. Feel free to add essential oils or other herbal infusions. Soak and enjoy.

You can find all of these clays in the Wellness department. We carry bentonite and French green clay in bulk, so you can try as little or as much as you like for great bulk pricing. Aesthetician and skin care founder Evan Healy makes two lovely healing clays, French Rose Clay with Moroccan Rhassoul and Green Tea Clay, which is a French green clay with green tea. We also carry Now brand European clay which is montmorillonite (bentonite) clay. We are also able to special order 1# bags of clay for those wishing to purchase larger amounts.

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## CAPTURED ON FILM

by: nate furler, marketing specialist

Food, Inc was released this past summer (2009) and three of us from the Co-op made the venture to Madison, Wisconsin to see the movie. Michael Pollan, a well known writer and food industry analyst, brings to light once again the appalling system that many of us in the United States view as functional for producing our daily nutritional intake. The movie systematically analyzes the many different stages of food development and the problems that each current system holds for the sustainability of life on this planet. It illustrates through documentation what is really going on in our vast – yet small and compact – food system, especially within the United States.

Growing up in Iowa, many of us have fond memories of living on or visiting close knit ancestral family farms. Food Inc. changes those fond memories and moves you into the current new harsh realities where farmers are being forced to provide food faster and more economically at the risk of quality and safety to the general public. We are enticed by the economics, but at what cost to our health and safety? It is shocking to see where and from whom your food actually comes. Even though the marketing labels lead us to believe the food still comes from our close knit ancestral family farm roots, the truth is altogether different.

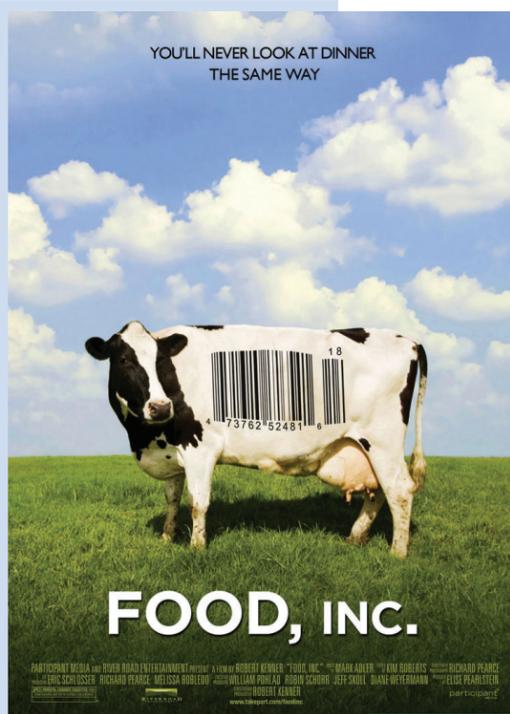
The mere statement that “our food system has changed more in the past fifty years than in the first ten thousand” is enough to get the mind racing. Fast and processed food has revolutionized the way and type of food we ingest. Even though you may not eat at a fast food restaurant, you are still eating meat, potatoes and other ingredients that are raised in the same way. For example, unless locally grown and you are privy to the entire story behind the cow’s production, your hamburger contains potentially thousands of bits of different cattle. On top of that, the filler in your fast food burger is treated with ammonia to “kill” harmful bacteria. Yum!

Genetically Modified Organisms

(GMOs) are another hot topic. Seed genes have been patented and therefore are owned by the seed companies. Farmer Joe plants GMO seeds. Across the road, farmer Bill plants non-GMO seeds. The inevitable happens with the blowing of the wind. Cross pollination leads to patent infringement for farmer Bill and the seed company sues him and puts farmer Bill out of business. And we haven’t even begun to scratch the surface of the adverse affects the ingestion of GMOs can and will have on humans, especially children.

Growth hormones are prevalent in cows, pigs, and chickens. Meat is now being “grown” in half the time that it took 50 years ago. Naturally these hormones are now being found in the humans that consume them. I am curious if the heads of these big corporations running the system eat organic or conventional. I simply want to know if they are willing to take the same risk with their own family as they are with everyone else’s.

These points are only the tip of the iceberg that is Food, Inc. Consider it a must-see, especially if you find yourself eating out at fast food joints often. It will open your eyes to the reality of our current food system and hopefully lead to a wide reaching change for the better.



## LOOKING TO REDUCE YOUR G.M.O. INTAKE?

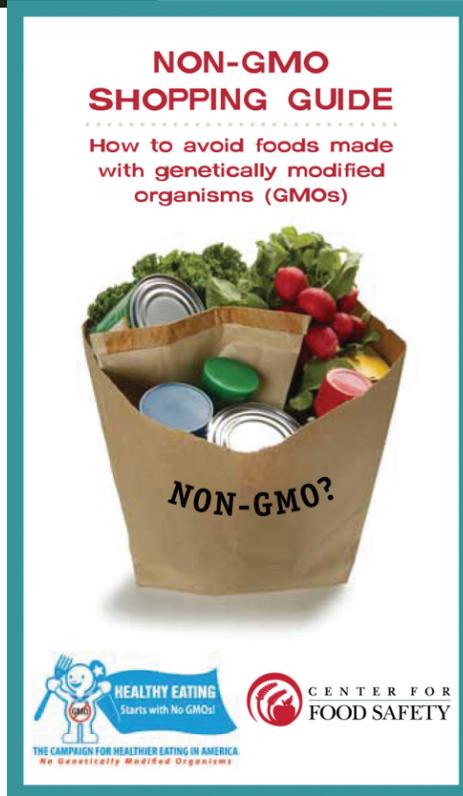
The result of consuming genetically modified foods, whether consumed through the mouth or by using a compostable container made with GMO corn, may not be felt for years to come. Think your favorite foods don’t include GE (genetically engineered) ingredients? Think again. Figures from various groups like The Center for Food Safety ([www.truefoodnow.org](http://www.truefoodnow.org)) and Seeds of Deception ([www.seedsofdeception.com](http://www.seedsofdeception.com)) estimate that up to 85 percent of U.S. corn, 91 percent of soybeans and 88 percent of cotton are genetically engineered. Estimates are as high as 70 percent of the processed foods in supermarkets contain these GE ingredients.

If you are like me, you may assume that perhaps all that is happening is that “bad” genes from a plant are removed or reprogrammed and reinserted into the mix. If this sounds bad enough, then prepare yourself for the reality of Genetic Engineering. Genes are removed and inserted with the utmost precision. “Potatoes with bacteria genes, ‘super’

pigs with human growth genes, fish with cattle growth genes, tomatoes with flounder genes, and thousands of other plants, animals and insects,” according to The Center for Food Safety. It is all about producing things faster, bigger, and more resistant to the chemicals and pesticides they are treated with.

Genetic makeup is not the only thing to be concerned with either. Corn has been engineered to withstand higher amounts of pesticides and herbicides. This means that farmers can and do put more chemicals onto their crops, thereby devastating the ecosystems surrounding the farmland as well as the farmland itself.

These genetically engineered seeds are now able to be patented by the seed companies that created them. As illustrated in Food, Inc., farmers that choose to refrain from planting GE seeds face the threat of cross pollination and patent infringement.



The Co-op strives to purchase and sell products with as little genetic tampering as possible. It is becoming increasingly difficult due to the prevalence of these materials in our food supply and the fact that it is not mandatory to label products that contain GE ingredients. GE corn and sugar beets are common ingredients in much of our food today. Thankfully, we are here to help you identify these GE brands as best we can. At the Co-op you will now find a small 16-page booklet titled ‘NON-GMO Shopping Guide’ which is produced by Seeds of Deception in conjunction with The Center for Food Safety. In it you will find valuable information about what products and brands are smart buys and what to avoid. Luckily, shopping at the Co-op is your easiest way to avoid most GE products. We can’t say that GE ingredients haven’t crept into our products, but we are working to find other sources of quality products to replace these items as we are made aware of them.

Vote with your food dollars. Purchase products that are non-GE/non-GMO and fight for the future!

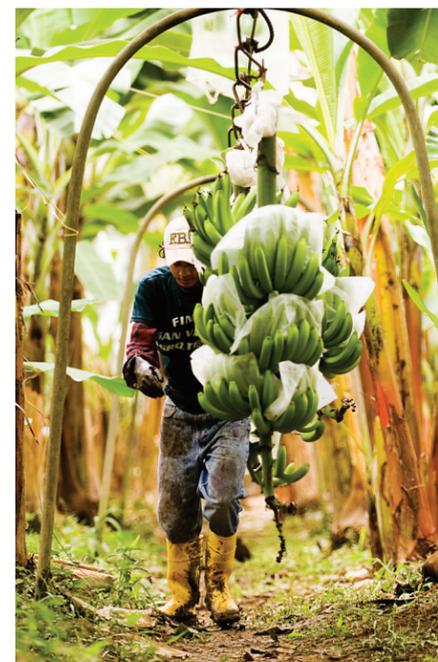
## EQUAL EXCHANGE GOES BANANAS!

by: phyllis robinson, equal exchange

(continued from page 2)

it, and what impact our purchase had on a local community?

Equal Exchange has worked for 23 years to transform the coffee, tea, and chocolate industries. We are infinitely proud to announce that YOU NOW HAVE A CHOICE! What kind of banana industry do you want to support? Next time you purchase a banana at the Oneota Community Food Co-op (for the “everyday low price of \$.99/lb.”) see if there’s an Equal Exchange sticker on the bunch. If there is, you are choosing to connect to these courageous banana farmers who are making history for themselves, and quite possibly, for the banana industry as a whole. Align yourself with these small farmers and become part of this new banana revolution.



## BECOME A COLLEGE CO-OPERATOR

by: johanna bergan, front-end manager

Beginning in January 2010 Oneota Community Co-op will be offering a new way for local college students to become a special part of our community. Here is an introduction to the new College Co-operator program.

By paying a small annual fee, college students will be able to become an integral part of our Co-op. This program will offer students an option to support our cooperatively-owned business while personally benefiting with discounts and the connection to the OCC through emails and mailings.

The OCC is full of quality food, educational resources, and community that college students are looking for – and now we have found a better way to share the whole package. Currently many students support our Co-op through standard membership, but oftentimes it is hard to find the money and to reap the full rewards when you only live in town for a few short years. Becoming a College Co-operator will offer everyone a viable solution to supporting the OCC while still offering opportunities to save and become a member of the Co-op community. Join the community now and reap the benefits.

### Benefits of becoming a College Co-operator:

- 5% discount on one shopping trip per month
- Monthly Member-only specials
- Accumulate working-member credit towards increased discounts
- The Scoop mailed to your home or dormitory
- Reduced Co-op class fees

Note: Students are not eligible to vote on Co-op issues, run for the Co-op board, receive patronage rebates, or have membership fees refunded.

Please visit the Customer Service Desk at the Co-op to sign up or contact [customerservice@oneotacoop.com](mailto:customerservice@oneotacoop.com) for more information. Yearly membership fee is \$10.00 and will require a student I.D. at all purchases. Each College Co-operator membership is valid for one year, ending August 31st of each year.