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ONEOTA COMMUNITY CO-OP  
312 West Water Street  
Decorah, Iowa 52101  
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BIG ENOUGH TO MEET YOUR NEEDS,  
SMALL ENOUGH TO MEET YOUR NEIGHBORS.

DECEMBER 2008/JANUARY 2009 VOL. 35 NO. 1  
**Scoop**  
312 WEST WATER STREET, DECORAH, IOWA  
WWW.ONEOTACOOP.COM • (563) 382-4666

## Healthier people make stronger families and vibrant communities

By Judy Isaacson, Iowa State University Extension

*Ed. Note: In the last issue of the Scoop you read about the Northeast Iowa Food and Farm Coalition (NIFF), a group of area farmers, lenders, ag leaders, food vendors, and others who began meeting over two years ago to address falling food and farm security in NE Iowa. Out of NIFF, the Food and Fitness Initiative (FFI) was born. This month we bring you the story on the revolutionary work of the FFI.*

The Northeast Iowa Food & Fitness Initiative is about people working together to create vibrant communities where the healthy choice is the easy choice. Food and fitness are important because the quality of our everyday food and fitness environments strongly impacts our quality of life. No matter where we are, the places where we live, learn, work and play affect our health.

For the past year, the Northeast Iowa Food & Fitness Initiative (FFI) has been assessing our access to healthy, local, affordable food and places to be active and play. More than 500 people in Allamakee, Clayton, Fayette, Howard and Winneshiek counties have been involved in the process which has received funding from the W. K. Kellogg Foundation.

Nationally, our current food system leaves some communities without access to affordable, healthy, locally grown food. The availability and cost of food can either encourage or discourage healthy eating. In too many rural and urban communities gas stations and ill-stocked convenience stores are the only available and affordable sources of food.

Opportunities to be active and play don't exist in every community. Low-income communities and communities of color have fewer resources and opportunities than more affluent neighborhoods and communities. Parks, recreation centers, sidewalks and safe streets do not exist in many underserved areas. When communities are denied these resources, active living choices become the hard choices.

FFI's vision is for Northeast Iowa



Co-op member Lynn Staley carved this giant pumpkin at the Seed Savers Exchange Harvest Festival. SSE held a drawing for the masterpiece, and the lucky winner drove the treasure directly to the co-op where she graced the produce aisle for a few days at Halloween time. When she began longing for the compost pile, some of our mighty co-op staffers hoisted her into the hearse with their own bare hands. Pictured are Betsy Peirce, Donna Ellingson, and Sara Hunter.

to be a unique place where all residents and guests experience, celebrate and promote healthy, locally grown food with abundant opportunities for physical activity and play every day. Healthier people make stronger families and vibrant communities.

### Kellogg Foundation initiative

Food & Fitness is a national initiative of the W.K. Kellogg Foundation. They believe all children deserve to grow up in places that support being healthy. Yet, children today belong to the first generation with a lower life expectancy than their parents.

The work of the Northeast Iowa Food and Farm Coalition (NIFF)

Northeast Iowa is a unique place where all residents and guests experience, celebrate and promote healthy locally grown food with abundant opportunities for physical activity and play EVERY DAY. Healthier people make stronger families and vibrant communities.

initially attracted the attention of the W. K. Kellogg Foundation. Because of NIFF's collaborative approach, the Kellogg Foundation invited Northeast Iowa to apply.

In April 2007, the Kellogg Foundation identified Northeast Iowa as one of the nine communities nationwide to become models of change. Communities were chosen for their demonstrated commitment to collaboration and early successes at improving their food and fitness environments. The other eight communities are Boston; Holyoke, Mass.; New York City; Philadelphia; Detroit; Tohodo O'dem Indian Reservation, Ariz.; Oakland, Calif., and Seattle.

Each community received \$500,000 to spend two years creating community action plans. Plans are due to the Kellogg Foundation in August 2009. If accepted, Northeast Iowa will receive additional Kellogg Foundation funding to begin implementation.

FFI has brought people together to plan, implement and sustain improvements. These are community members who know what changes are needed to create healthy environments. The collaborative is composed

continued on page 8

## NEW HOURS

beginning Dec. 1:

Mon-Sat, 8:30 am-8:30 pm

Sun. (no change) - 10 am-7 pm

## TASTE THE LOCAL HARVEST

Saturday, Dec. 13  
noon-4:00



A signature co-op event, and a day not to miss! Amble around the store and taste local goodness as you go. Many of our local producers will be on hand to offer you samples of their products: beef, vegetables, fruits, dairy, pork, cheese, wine, and more.

## MONDAY IS SENIOR DAY!



Senior Members (age 60+) take a 5% discount all day long.

You can ask to have your senior status noted on your member account so that the discount automatically applies. Or, just mention on Mondays if you are a senior and your cashier will make the adjustment.

Welcome to the Oneota Community Co-op!

## 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

## 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 worth \$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 amount of purchases.
- Become a volunteer and receive an additional discount of four to eight per cent at the register
- Get additional discounts on specified "member only sale" items
- Receive discounts on classes at the store
- Receive a five per cent 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!

Our September member drive was a huge success, thanks to you all. Our co-op is now owned by 3102 households.

- |   |                                       |
|---|---------------------------------------|
| Mathew Anders, Susan Schulz             | Polly Lerstrom                        |
| Sharon Anderson                         | Francisco Maguina, Daphne, Marie, Ari |
| Kurt Carlson, Jane Carlson              | Brian More, Brittany More             |
| Scott Carlson, Andrea Carlson           | Marcia Murray, Gary Murray            |
| Owen Christianson, Linda Christianson   | Sheryl Nelson, Aln, Kimberly Matthew  |
| Anne Dykstra, Kevin, Alise, Daniel, Dac | Leslie Schiller, Adam Pollock         |
| Susan E. Kuennen, Jim Massman           | Dawn Schomisch, Brian                 |
| Sara Fleener, Donny Shimek              | Kathryn Schrader                      |
| Betty Gitz                              | Juliet Schumacher, Mark Storlie       |
| Rhonda J. Storlie, Chris A. Storlie     | Karie Valkosky, Greg                  |
| Elaine C. Johnson, Gerald D. Johnson    | Mandy Wiltgen, Loren Wiltgen          |
| Katherine Klepinger                     | Lisa Yahr                             |

## CO-OP email addresses

- General mail** ..... eatwell@oneotacoop.com
- Interim General Manager, Michelle Schry** ..... michelles@pfc.coop
- Produce Manager, Betsy Peirce** ..... produce@oneotacoop.com
- Wine Buyer, Aaron Bodling** ..... wineguy@oneotacoop.com
- Marketing, Education, and Membership, Liz Rog** ..... liz@oneotacoop.com
- Grocery Manager, Frances Kittleson** ..... grocery@oneotacoop.com
- Bakery and Cheese Buyer, Beth Rotto** ..... beth@oneotacoop.com
- Bulk Department, Lana Oyløe** ..... bulkfoods@oneotacoop.com
- Human Resources, Jana Klosterboer** ..... jana@oneotacoop.com
- Dairy Buyer, Steve McCargar** ..... steve@oneotacoop.com
- Deli Manager, Ruth Hampton** ..... deli@oneotacoop.com
- Administrative Assistant, Deb Reiling** ..... oneotadeb@yahoo.com
- Wellness Department,**  
Gretchen Schempp, Karina Klug, Jana Klosterboer ..... wellness@oneotacoop.com
- Frozen Food Buyer, Nancy Eldridge** ..... frozenfoods@oneotacoop.com
- Front End Manager, Donna Ellingson** ..... frontend@oneotacoop.com
- Meat Buyer, Kristin Evenrud** ..... meat@oneotacoop.com
- Postmaster, Aaron Bodling** ..... postmaster@oneotacoop.com

## CO-OP BOARD OF DIRECTORS, 2007-2008

To send a message to all board members, write: board@oneotacoop.com

- |                                |          |                              |
|--------------------------------|----------|------------------------------|
| Steve Peterson, President      | 382-1439 | steve.sleepingdog@gmail.com  |
| Georgie Klevar, Vice President | 382-5127 | klevar@alpinecom.net         |
| Joan Leuenberger, Treasurer    | 382-0014 | joan_leuenberger@hotmail.com |
| Keith Lesmeister               | 382-6133 | lesmeike@luther.edu          |
| Onita Mohr                     | 382-3118 | omohr@watershade.net         |
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| Toni Smith                     | 382-1131 | tonideco@yahoo.com           |



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The Oneota Community Co-op Scoop is published every other month and distributed to 4500 area residents. If you are interested in advertising in the Scoop, please contact Liz Rog at the Co-op. (563) 382-4666 or liz@oneotacoop.com.

# CO-OP EVENTS & CLASSES

All classes meet in the Co-op meeting room unless otherwise indicated.

## DECEMBER

### WELLNESS WEDNESDAY

**Wed, Dec. 3, all day**

Members get an extra 5% off all Wellness products. This is a great day for member savings!

### CO-OP POTLUCK AND FREE FILM NIGHT

**Thursday, Dec. 4, 6:30 p.m. at Good Shepherd Church**

Interested in good food, stimulating discussion, and fascinating people? 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, a beverage if you desire it, and your hungry self.



**Tonight's Film: *Si, Se Puede! (Yes, we can!)*.** Erica Fernandez, 18, was born and raised in Michoacán, Mexico, until age ten. She has since been recognized as a remarkable young environmental activist in Oxnard, Calif. Initially motivated to fight air pollution because of her asthma, she helped mobilize her whole diverse community -- from Latino youth to the Sierra Club -- to defeat the placement of a liquefied natural gas facility just offshore, successfully resisting a multi-national, billion-dollar corporation. Watch this 35 minute film from the 2008 Bioneers conference and youth will have renewed your hope for the future!



### Class: a FOODIE'S DELIGHT—ELEGANT PREPARATION AND DISPLAY OF HOLIDAY HORS D' OEUVRÉS

with Rachel Grippen, Co-op produce staff

**Monday, Dec. 8, 6 to 8 p.m.**

Do you want to wow and amaze your friends this year during a holiday party? Let Rachel guide you through the steps of preparing and serving a beautifully displayed, and absolutely delicious, worldly fare of mostly bite-sized, flavor-packed treats. This is a holiday shindig that everybody will remember. With flavors from all over the store, cheese and wine/beer pairing ideas, and tips for the finishing touches, everybody is sure to come away with an enhanced culinary flair. Let's go gourmet!



**Cost:** \$10 members, \$12 others **Class size:** Minimum 6, maximum 8

### Class: HOLIDAY AROMATHERAPY GIFT MAKING

With Jana Klosterboer, Oneota Co-op Wellness Dept.

**Tuesday, Dec. 9, 7 to 8:30 p.m.**

Learn about essential oils and aromatherapy, and make some luscious bath salts and body oils for yourself and others. Be prepared to learn, laugh, sniff, slather, and get messy.

**Cost:** \$10 members, \$12 others



### MEMBER APPRECIATION SALE

**Thursday, Dec. 11, 8:30 a.m. to 8:30 p.m.**

Members receive a special additional discount of 10 per cent on all gifts and body care products. Also, take 10 per cent off all wines! Stop in anytime all day for special deals, cookies and free coffee or tea.

### Event: TASTE THE LOCAL HARVEST

**Saturday, Dec. 13, noon to 4 p.m.**

A signature Co-op event, and a day not to miss! Amble around the store and eat as you go... Many of our local producers will be on hand to offer you samples of their products: beef, vegetables, fruits, dairy, pork, cheese, wine, and more. Here you can meet the producers and see how valuable it is to buy from LOCAL producers.



### CO-OP BOARD OF DIRECTORS MONTHLY MEETING

**Tuesday, Dec. 16, 5 p.m. in the Co-op meeting room.**

The Oneota Co-op Board of Directors meets the fourth Tuesday of each month. All member-owners are welcome to attend. The agenda for each meeting is posted in the store.

### Event: BACKGAMMON WITH STEVE!

**Wednesday, Dec. 17, 7 p.m.**

Steve McCargar invites you to the Co-op deli to challenge him to a game of Backgammon. He is so sure he can't be beat that he is offering \$25 Co-op gift certificate to anyone who can beat him at 2/3 games. If you have a board bring it, for you may have a chance to play someone else while you await the Big Challenge.



## SPECIAL DEALS & SPECIAL DAYS

Members take  
5 per cent off  
all wellness products,  
once a month!

This is a day for big savings!

(Except October, when the 8<sup>th</sup> is Wellness Wednesday!)

WELLNESS  
WEDNESDAYS,  
THE FIRST OF EACH  
MONTH

every  
THURSDAY  
IS THRIFTY  
THURSDAY

Here are more special deals, and on Thursdays they're for everybody -- members or not! Each Thursday we bring you a crazy deal on a best-selling item. Look on the front window the week before to find out what it is, and then come on in!

STUDENT  
FRIDAY!

Student Tuesday is now Student Friday! Each Friday, students of any kind can show their student ID to take advantage of this day: a real deal on a student-oriented product (which changes weekly), live music in the deli dining area from 6:30-7:30 pm, and free in-house coffee from 6:30-8:30. Come on in and enjoy your co-op!



The Co-op is lucky to be friends with many talented local musicians, and you can hear them play in the informal, friendly atmosphere of our dining area every Friday from 6:30 to 7:30 p.m. On First Fridays you can also come for wine sampling from 5 to 6 p.m. Friday nights are fun at the Co-op!

**Dec. 5:** First Friday! Aimee Ringle and Pine Wilson, guitar, accordion and vocals

**Dec. 12:** Jaci Wilkinson, cello

**Dec. 19:** Jeni Grouws and her girls, singing and strumming

**Jan. 2:** First Friday! James Lieder belts it out with mandolin and guitar

**Jan. 9:** Mike McAbee with his funny and hearty songs

**Jan. 16:** TBA

**Jan. 23:** Jaci Wilkinson returns with her cello

**Jan. 30:** TBA



FIRST  
FRIDAYS

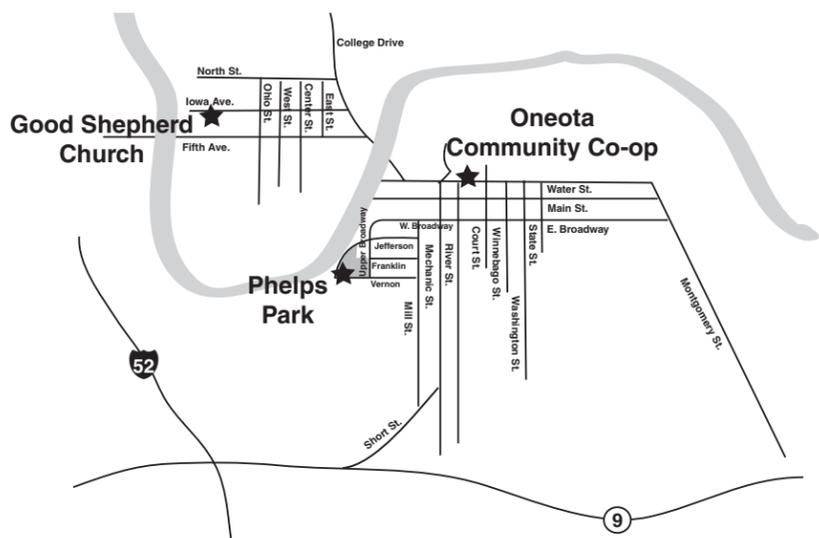
### Holiday Hours:

Wednesday, Dec. 24 – open until 3:30 p.m.

Thursday, Dec. 25 – closed

Wednesday, Dec. 31 – open until 3:30 p.m.

Thursday, Jan. 1 – closed



**REGISTRATION INFORMATION** The above classes are offered by the Co-op and the many talented people in our community who gladly share their interests, experiences and talents. They do not necessarily reflect the views of the Co-op. Many classes fill up right away; please call soon to reserve your space. If you are a Co-op member we will charge any applicable class fees to your Co-op account, and you can pay when you come in to shop. If you are not a member-owner: first, consider joining! You are always welcome at classes whether you are a member or not, of course, but 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. Thanks for your cooperation!

In the event that your plans change and you can't come to a class for which you've registered, please call and tell us so that someone else can fill your slot. Cancellations will be fully refunded if called in within 24 hours before class. Classes also have minimums; in cases where minimum class size is not reached by three days prior to class, the class may be cancelled or re-scheduled for the next two-month period, to allow more to join in. **To register, or cancel call (563) 382-4666 during store hours or email liz@oneotacoop.com**

# JANUARY CO-OP EVENTS AND CLASSES

## Class: "ELEMENTS OF HEALTH" With A.J. Gregg

**Tuesday, Jan. 6, 6:30-8 p.m. 6:30-8:00 pm**

A.J. is currently a doctor of chiropractic student at Life University in Atlanta, Ga., and a recent graduate of Luther College with a degree in health. He will offer information and experience from the perspective of an athlete, a passionate researcher of health, and on consuming a low-fat raw vegan diet. Learn the the fundamentals of a 'health model' for living. Topics include: the benefits of a plant-based diet, ultimate sports and fitness nutrition, weight loss, mental health, and sustainability and ethics of eating. Tasty samples will be provided too, for your learning and enjoyment!

**Cost: \$5/members, \$7/others. Class size:** Minimum 10, maximum 15



## WELLNESS WEDNESDAY

**Wed, Jan. 7, all day**

Members get an extra 5% off all Wellness products. This is a great day for member savings!

## CO-OP POTLUCK AND FREE FILM NIGHT

**Thursday, Jan. 8. 6:30 p.m. at Good Shepherd Church**

(note that this is the second Tuesday rather than the normal first Tuesday due to the holiday)

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, a beverage if you desire it.

**Tonight's Film: The Power of Community:**

**How Cuba Survived Peak Oil** (53 minutes)

When Cuba lost access to Soviet oil in the early 1990s, the country faced an immediate crisis—feeding the population—and an ongoing challenge—how to create a new low-energy society. Cuba transitioned from large, fossil-fuel intensive farming to small, less energy-intensive organic farms and urban gardens, and from a highly industrial society to a more sustainable one. This film tells the story of the Cuban people's hardship, ingenuity and triumph over sudden adversity through cooperation, conservation and community, told in their own words. As the world approaches Peak Oil, Cuba provides a valuable example of how to successfully address the challenge of reducing our energy use.



## Class: SPREADING THE WEALTH: MICROLENDING THROUGH KIVA.ORG

**Monday, Jan. 12, 7 to 8:30 p.m.**

Learn how to promote economic justice through microlending-- small loans to those in poverty around the world. Come learn about the principles and development of the global microfinance movement along with each step of the lending process using Kiva.org. Broader principles of socially responsible investing and other opportunities for both domestic and international community investment will be discussed. This class is part of the "\$10K for Kiva" project to promote microlending among the Luther College and Decorah communities. Brett is a sociology professor and the co-author of The Better World Handbook, a book of daily actions for a more just and sustainable world.

**Cost:** Free, with an opportunity to make a donation to Kiva

**Class size:** Minimum 3, maximum 15



## CO-OP TOUR AND SAMPLING with Liz Rog, Oneota Co-op staff

**Tuesday, Jan. 13, 7 to 8 p.m.**

Whether you've been around the Co-op for a month or a decade, you'll enjoy the stories and flavors of this tour. Learn where we came from, what we're about, how we decide what to sell, what "co-op" means, how to buy things in bulk, and more. Bring the kids! Free samples of very tasty treats! If you would like to schedule a tour at a time convenient for your club, church, school, or group of friends, contact Liz at the store.

**Cost:** Free. **Tour group size:** Minimum 8, maximum 15



## Class: a SHAMAN'S VIEW ON DEATH AND DYING

With Bill Humphrey

**Wednesday, Jan. 14, 7 to 9 p.m. Location:** TBA.

Death is an essential part of our physical existence, yet our modern culture has lost touch with the art of crossing over with dignity and grace. In this presentation Bill Humphrey will discuss death and dying from various shamanic traditions in order to help us understand how death can become a beautiful expression of our existence on this earth and how we can support others during their time of crossing over.

Bill Humphrey is a third generation healer and shamanic practitioner from Viroqua, WI. Bill has studied with Jaes Seis of Pachamana (USA) and Jose Louis Herrera (Peru). He is an initiated mesa carrier in the Q'ueiro tradition of the Peruvian shamans. Bill's mission is to help others remember their own relationship with the divine and to facilitate spiritual healing, wholeness and compassion for self, others, and the planet.

**Cost:** \$10 members, \$12 others **Class size:** Minimum 8, maximum 20

## Class: LEARN TO COOK! INDONESIAN RICE SALAD

With Kristin Evenrud, Co-op deli staff

**Thursday, Jan. 15, 6:30 to 8 p.m.**

**Location:** Co-op deli seating area

Got some winter doldrums? Escape to the tropics with this cheery rice salad. Learn to use fruits, vegetables, and spices to liven up your culinary life! Learn to make one of the Co-op deli's most popular salads.

It's spicy, it's hearty, and it's fabulous. Bring a knife and cutting board, and you can make a small amount to take home! Also, we'll tour the Co-op's deli kitchen, and talk about the fine but simple art of making delicious roasted vegetables.

**Cost:** \$5 members, \$7 others **Class size:** Minimum 7, maximum 10



## Tour: PLANTPEDDLER'S VEGETABLE AND FRUIT GREENHOUSES

**Saturday, January 17 at noon, 1, and 2 p.m.**

Eight acres of production, with three acres in vegetables and fruits, in the middle of January? Yes, you heard right! Come to Plantpeddler in Cresco and see the place where the Co-op is now getting many locally produced foods during winter months. Refreshments will be provided. For more information, see page 9. We encourage people to carpool to Cresco. Check in at the Co-op customer service desk 45 minutes or more before the time you want to be in Cresco, and we will help people find and give rides.

**Directions:** From Decorah, take Hwy. 9 west about 18 miles, turn into Cresco (staying on Hwy. 9), drive into town. After second stop light, Plantpeddler is about two blocks on the north side.

## CO-OP BOARD OF DIRECTORS MONTHLY MEETING

**Tuesday, Jan. 20, 5 p.m.**

The Oneota Co-op Board of Directors meets the fourth Tuesday of each month. All member-owners are welcome to attend. The agenda for each meeting is posted in the store.

**Location:** Co-op meeting room.

## Event: BACKGAMMON WITH STEVE!

**Wed., Jan. 21, 7 p.m.**

See December calendar for description.



## Class: USING MEDICINAL HERBS

With Jana Klosterboer, Co-op wellness staff

**Thursday, Jan. 22, 7 to 8:30 p.m.**

**Location:** Co-op meeting room

Come and be introduced to the positive effects and joys of medicinal herbs. Jana will acquaint you with the uses of important herbs, and you can taste and smell them too, in a variety of forms. Jana knows herbs and loves them; her enthusiasm is contagious!

**Cost:** \$3 members, \$5 others



## Class and tasting: COFFEE FOR CONNOISSEURS AND THOSE WHO WANT TO BE

With Kickapoo Coffee representatives

**Saturday, Jan. 24, 10 to 11:30 a.m.**

If you take your coffee seriously, join us for a hands-on workshop by Kickapoo Coffee, artisan coffee roasters from Viroqua, Wis. They'll take you around the world with distinct flavors from different Fair Trade cooperatives. You'll learn how to "cup" coffee while discovering what acidity, body and phrases like "intense layers of spicy fruit and a long, rich finish" really mean. Like a wine tasting, you'll be able to compare different origins side by side. A short slideshow "From Farm to Cup" will explain how organic coffee is grown and processed. We'll also share stories from the farmer cooperatives and have an open-ended discussion on Fair Trade. There will be plenty of time for questions, so come learn all you ever wanted to know about coffee.

**Cost:** \$13 members, \$15 others (includes a 12-ounce can of coffee!)



## Class: HEALING HANDS REFLEXOLOGY AND HEALING TOUCH

With Karen and Kayla Hageman

**Wednesday, Jan. 28 6:30-8 p.m.**

Reflexology is a hands-on treatment that helps the body heal itself through pressure points of the hands and feet. Leaders will explain the benefits of reflexology. Healing touch is an energy therapy that is relaxing and nurturing. It works with your energy field to support your natural ability to heal. The Hagemans are certified healing touch and reflexology practitioners.

**Cost:** \$3 members, \$5 others.

**Class size:** Minimum 10, maximum 12

# FEBRUARY

## Class: CREATING HEALTHY CHILDREN

With Jackie Vick

**Date: Tuesday, Feb. 3, 7-8:30 p.m.**

It's difficult to develop good, healthy eating habits for our children in today's hectic world. Come to hear quick and easy ways to ensure your child is as healthy as s/he can be. We will talk about nutritional deficiencies and environmental risks and global ways to help your family. You will get ideas for sneaky ways with veggies, and good and healthy breakfasts, snacks and lunches. Additional Information will be shared regarding children with attention deficit/hyperactivity disorder, asthma, diabetes, autism and more childhood conditions. Jackie Vick is a teacher and consultant who has worked with children for more than 20 years.

**Cost:** \$3 members, \$5 others

**Class size:** Minimum 5, maximum 15



## FROM THE BOARD

While visiting in Madison recently, a friend took me to visit one of the well-known co-ops. She was enthusiastic about its benefits: locally identified produce, a friendly staff, a suggestion box, and a large selection of products, to name a few. I assured her that, although there was a larger selection of products, our Co-op has the same features. And our Co-op has a warm, welcoming color scheme and layout which I felt were missing from this co-op.

She also pointed out that the board minutes were available in the front for all owners to read and there was time before the board meeting for owner input. This is also true for our Co-op. Our agendas and minutes are posted in the front foyer and our board agenda begins with a time for member comment. Your board always wants to hear from our owners.

At the time of the visit I realized once again how fortunate we are to have such a quality co-op in a town this size. Yet now that the excitement of the new store has waned, all of us—owners, board members, staff—need to concentrate on the hard work of sustaining our Co-op. We continue to attract new owners and our September member drive was proof of that. The last issue of Scoop reports 3,102 owner households! But several additional components contribute to the strength of a co-op including, but not limited to, an effective board and financial sustainability. And these two areas present challenges for us.

Some of the leaders of the National Cooperative Grocers Assn. (NCGA) have commented that your current board is a very effective board. But board members' terms end and new members are elected. In order to continue a strong board, we developed a revised and improved plan for recruiting and orienting new members. There will be



By Georgie Klevar, vice president, Oneota Co-op Board of Directors

two open slots for the 2009 election and one board member will run and one will not.

We wrote about our recruitment efforts for possible Board candidates in the last Scoop, signs were posted in the Co-op, and individual contacts were made. So far we have only received two possible candidates. At the November board meeting, the committee

will present its recommendations to the board and the board will vote on the recommendations at the December meeting.

Even though the deadline has passed, we could still consider additional candidates. The candidates will be on the ballot as part of the early February edition of the Scoop with a late March deadline for voting. The board members will be announced at the April annual meeting.

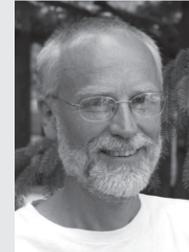
The other challenge is our financial situation which is managed by the staff under the direction of the general manager. It's our role as board members to monitor finances carefully and we are receiving reports on several indicators each month.

According to NCGA financial "gurus" and our own treasurer, one of the best measures of operational results is called EBITADP. (Earnings Before Interest, Taxes, Amortization, Depreciation, and Patronage) We had a really difficult second quarter and a somewhat better third quarter. The third quarter information we received at the October board meeting shows that we are moving in the right direction.

Our dedicated staff is working with the recommendations of the NCGA audit team. Even though we are in a national economy that is struggling, board members feel confident that our owners will keep on supporting our Co-op. Together we'll continue to achieve our mission.

## OUR VISIONARY WORK

The Oneota Co-op Board of Directors has been busy creating a draft of our ends policies. Sound dry? Perhaps. But I can safely say that creating these ends has been one of the most interesting and visionary times that I've had as a board member. To me, this is what being a board member is all about! I can't wait to begin the process of trying to achieve them.



by Steve Peterson, President

general manager and the store staff for interpretation.

The GM, with the help of the staff, will interpret the ends policies that the board presents. And from these discussions will emerge a plan to achieve the lofty goals we, the members, have set for ourselves.

The questions before the GM and staff will likely be ones like these: What, at this moment

in our history, does it mean to "encourage the expansion of sustainable local food sources?" What does it mean that our Co-op should "create a community that is more knowledgeable about healthy food...?"

Finally, the co-op will try the plan that is developed—the plan will certainly be revised as data are collected—all for the purpose of moving us forward toward achieving the good things we said we would achieve. When will we achieve these? We will make more plans, and the world will be a better place because of them!

A tall task, indeed, but what a worthy one!

### WHAT CAN MEMBERS DO?

Please review the ends policy draft that the board has created. You can find a copy in the Scoop and on the Board's board in the foyer of the Co-op. We ask that you think through what you see. Here are some questions that might help with that thinking:

- Should we eliminate any of our expectations for our future work?
- Should we change any of our expectations for our future work?
- Are any expectations for our future work missing from this list?

If you have any ideas or comments, please make sure that the board of directors gets them. You can drop them off at the information desk at the store and they will be passed on to the board, you can e-mail us (board@oneotacoop.com), or you can call board members using the contact information in this issue of the Scoop.

We will discuss your ideas at our monthly meetings. Our goal is to present the final draft to the GM in late May, a month after our annual member meeting.

### ENDS POLICY DRAFT TO THE MEMBERSHIP

The Oneota Community Co-op serves the following stakeholders:

- members
- customers
- vendors and suppliers
- Oneota Co-op staff
- the larger cooperative community
- the wider regional community

Because the Oneota Community Co-op exists, there will be

- a retail source for food and other products that are sustainably produced, locally grown and/or processed, and affordable.
- a locally-owned co-operative business that encourages the expansion of sustainable local food sources.
- a business that contributes to a vibrant local economy.
- a community that is more knowledgeable about healthy food, sustainable economic practices, and the principles of cooperation.
- a local business that promotes environmental sustainability.
- employment in a work environment that values collaboration and excellence.

### FROM THE BOARD PRESIDENT STEVE PETERSON

The Board of Oneota Community Co-op has accepted the resignation of General Manager Christopher De Angelis. Christopher has been general manager since July 2007. He has helped see the store through some very big changes, including a change in organizational structure and our move into our new store last January. The board is grateful for his service and we wish him all the best in his new ventures.



Michelle Schry, Interim General Manager

The Board has enlisted the services of Michelle Schry as Interim General Manager and will initiate a search for a new General Manager. She will start work on December 1st. Michelle has been General Manager of Peoples Food Cooperative in La Crosse since 2001 and will retain that position during this interim. She has served as president of the National Coop Grocers Association and has been a management consultant for several co-ops.

Many co-ops hire an interim GM as they look for a long-term GM. We are extremely fortunate that Michelle is willing to help us out. She served on the NCGA audit team that gave our store a thorough look over in early October, so she is familiar with our strong areas as well as the ways we need to improve. She will be able to help us make positive changes from the very beginning of her stint as interim GM.

If you see Michelle in the store in the next few weeks, please welcome her to the store. The Oneota board believes that Michelle's (and People's) willingness to help us out is a sign of sincere neighborliness, and is the embodiment of one of our central principles—cooperation amongst cooperatives. If you see her, please thank her for her generosity—and write a thank you letter to the People's board, too!

### WHAT ARE ENDS POLICIES?

Co-ops are interesting creatures in that we can make creating a good world part of what we want our business to achieve. Creating this good world becomes our "ends." They are our best statement of why we exist, and what good things we hope to accomplish because of that existence.

Our co-op has had a great mission statement. Throughout our history we have used our mission statement as a kind of compass to guide our decision-making. It has worked well to tell whether we were going the right direction, but it didn't work well to plot a course toward any destination in particular. We referred to the mission statement when we needed clarity, but it didn't function to help us create plans for the future.

On the other hand, ends policies are more like a chart than a compass. Ends policies help us plot the course for our journey, they help us keep track of our progress, and help us know if we have arrived in the place we intended. Throughout this journey, our compass keeps us on track, but without a chart and a course, we cannot consciously work toward a destination in a systematic way. Ends policies allow for systematic forward motion.

For the first time our co-op will have a set of ends policies that we will publicly state and consciously work to fulfill through careful planning and diligent effort. We will measure our progress toward fulfilling these ends, and we will revise and re-interpret them on a regular basis. How exciting! Bon voyage!

### HOW THE BOARD CREATED THE ENDS POLICIES

The board of directors began to develop the current ends policy draft in a day-long, early April meeting facilitated by our Cooperative Board Leadership Development consultant. Our question was this: What do we want to be in 25 years? 10 years? 5 years? This was an exciting process of dreaming and imagining.

The next step was to look back at our mission statement and the co-operative principles to see if we had left anything out from our past. Our question was: What does our past tell us that we should not forget?

In the third step we looked outward, toward the larger world of co-operatives. Many of these co-ops were going, or had gone, through similar processes of imagining a future. Our question for this phase was this: What do others have to teach us?

Finally, we brought all of this information together and, through a series of focused discussions, we arrived at the ends policies that we present to the membership for your consideration.

### HOW WILL THE ENDS POLICIES BE USED?

After members help the board revise the ends policies (more on that in the next section), they will be presented to the

## FROM THE GENERAL MANAGER

This month, amidst all the news of economic woes I want to write about how our role as consumers can help strengthen our community. Before choosing this topic I had intended to write about developments in Fair Trade. Fair Trade is an economic movement that started 60 years ago to ensure that farmers and artisans in the third world could make a living selling products to us in the first world. While laudable, it is hard to see how fair trade provides direction for how we react to an economic downturn.

The Fair Trade label lets us know when we aren't buying something made, grown or raised by our neighbors and that the family farmers, artisans or workers received a fair price for their labors. At first the system was restricted to products from the Third World and, yes, a label was created that you will see on many products like tea, bananas, and coffee to certify what we can see with our own eyes when we purchase food from our neighbors. Now, a number of mission-driven companies like Dr. Bronner's and Equal Exchange are products they market as Domestic Fair Trade.

Comedian John Oliver recently bemoaned the need for a fair trade label. "As consumers we are still supposed to use our power to buy fair trade products, but again, what is fair trade, when you boil it down, but basic human politeness? It seems sad that we are rewarding fundamental decency with its own label... Where's my special sticker?"

Anyone who has bought shares in a CSA (community supported agriculture), or buys their produce at the farmer's market knows who grew their food and knows they do not need to wear a special sticker.

As our food and other basic needs have come from further and further away, we know less and less about who grows our food, and a "special sticker" has become necessary. The most powerful benefit of fair trade is when the dollars we spend on a fair trade product circulate within that community because the producers are able to earn an income that allows them to invest in their community.

During a recession our purchasing choices become more important. We are more careful with our money, even when we spend it on necessities like groceries. The oldest form of fair trade, buying locally, takes on a greater meaning in uncertain economic times. Looming even larger is the oldest form of fair trade, buying locally. Looking for tips these days on how to weather the economic downturn and the discussion inevitably turns to buying locally.

The more we buy foods made locally the more that money stays in circulation in our community and finds its way into our own pockets. Fortunately for consumers in the Decorah area it is relatively easy to keep our money circulating locally because of the great number of locally owned businesses and the multitude of local farmers providing us with healthy food.

Here at Oneota Coop we are doing our part by purchasing locally grown and raised foods and fair trade products. We do our best to clearly label which products are local and regional and whose farms they came from. When you are grocery shopping this season look for the many products made by your neighbors.



By Christopher DeAngelis,  
Oneota Coop  
General Manager

## Making Aromatherapy Gifts

When giving gifts to friends and loved ones, one beautiful and economical way to share is to share of yourself. I love the excitement of giving something that I have made to someone else, and I also love getting something that someone else has put together with me especially in mind.

When considering handmade gifts, often people get stuck, because they think that they don't have the talent or the time to make something. I can offer personal testimony to the fact that the thought and attention given to another matters so much more than the talent displayed in the gift. The poem (if you want to call it that) that I wrote my dad telling him thanks for hanging in there with me will certainly never win any awards, but it was framed and treasured, foibles and all. My kids have drawn, written and pasted many beautiful keepsakes together for me through the years. All brought tears to my eyes.

This year I will be putting together bath salts, body mists, scrubs and powders, massage oils

and room sprays for those people I have on my gift list. I invite you to give it a try also.

The use of essential oils, the volatile (smelly) oils found in plant leaves, flowers, bark and fruits, for health and wellbeing is what aromatherapy is all about. These oils can be absorbed through the skin, the nose or the digestive system.

Think of the fresh scent of pine as you walk through the forest on a warm sunny day, the uplifting aroma from the orange peel of or the pungent, savory scent of rosemary leaves, freshly crushed in your hand. In each of these cases, the "essence" of the plant has been released and you are breathing in the essential oil.

These oils have been shown to have a variety of properties, such as relaxing, anti-inflammatory or uplifting, depending on the plant they came from. Most essential oils are generally considered to be antimicrobial and antioxidant to varying degrees; one job the plant essence plays in the plant itself is to help keep pests, disease and decay at bay.



by Jana Klosterboer,  
Oneota Co-op  
Wellness Department  
Manager

### Recipes From the Aura Cacia Aromatherapy Deck

These recipes are merely a starting place, a safe way to get started. Play around with the ratios and the ingredients. The only thing that I would ask you to adhere to is the total amount of essential oil for each item. More is not necessarily better!



#### Massage and Bath Oil

Add 10 drops of essential oil for every one ounce of carrier oil. (Carrier oils are non-evaporating oils such as apricot, grapeseed, almond or even olive oil, that "carry" the essential oil.)

**Deep Relaxation:** 6 drops chamomile, 4 drops lavender oil

**Muscle Aches:** 3 drops juniper berry, 3 drops lavender, 4 drops rosemary

**Lover's Blend:** 4 drops rose absolute, 5 drops sandalwood, 1 drop ylang ylang

#### Body Mist or Splash

Add 12 drops of essential oil to each cup of filtered water in a non-plastic mister. Shake before each use as essential oils float on water.

**Wake Up Call:** 5 drops tangerine, 5 drops lemon, 2 drops rosemary

**Hot Flash:** 6 drops clary sage, 5 drops lavender, 1 drop patchouli

**Facial Mist:** lavender, rose geranium, neroli, rose in any combination

#### Bath Salts

Add 10 drops essential oil to each cup of salt. Mix in sealed plastic bag.

**Relaxing:** 7 drops lavender, 3 drops ylang ylang

**Cold and Flu:** 5 drops eucalyptus, 3 drops lavender, 2 drops peppermint

**Skin Soothing:** 6 drops chamomile, 4 drops lavender

#### Body Powder

Add 12 drops of essential oil to ½ cup arrowroot and ½ cup cornstarch. Cover tightly and let stand for 24 hours.

**Good Morning:** 6 drops tangerine, 3 drops grapefruit, 2 drops lavender, 1 drop ginger

**After Hours:** 6 drops sandalwood, 3 drops ylang ylang, 3 drops geranium

**Foot:** 6 drops peppermint, 4 drops rosemary, 2 drops ginger

Many excellent resources for more information on aromatherapy are available. Here are a few of my favorites:

An A-Z Aromatherapy, Davis, Patricia, 1988, Barnes and Noble books.

Aromatherapy for Women, Tisserand, Maggie, 1996, Healing Arts Press.

The Art of Aromatherapy, Tisserand, Robert, 1977, Healing Arts Press.

The Complete Book of Essential Oils and Aromatherapy, Worwood, Valerie Ann, 1991, New World Library.

Medical Aromatherapy, Schnaubelt, Kurt, 1999, North Atlantic Books.

Aromatherapy Deck, Aura Cacia, 2007, Frontier Natural Foods Co-op.

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Wednesday at 4:00pm, 5:30 pm & 7:00 pm.

A beginning level Tai Chi class will be held at 9:00 am on Wednesdays beginning October 15 at ArtHaus.

Contact Diane Sondrol for more information: 563.419.5420 or [taichigrandmadi@msn.com](mailto:taichigrandmadi@msn.com)



## Beth's Tips for Shopping on a Lean Budget

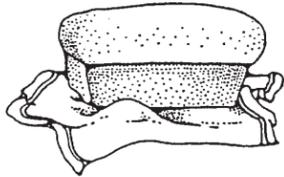
by Beth Rotto,  
Co-op Cheese and Bakery Buyer

The headlines are full of talk about recession, government bailouts, failing industry and businesses. Many people are worried about the economy and how it will affect them. They are concerned about making ends meet and about their financial security.

How can you begin to take steps to protect and prepare yourself for leaner times? How can you grocery-shop most efficiently and wisely? Let me give you some suggestions on how to use the Co-op to good advantage.

As **BAKERY** buyer, I suggest:

1. Eat what you buy! Don't let it go to waste.
2. Freeze the bread you can't use in a couple of days, then take it out by the slice and pop in the toaster.
3. Use dry bread for croutons. Cube leftover bread and freeze until you have enough to make this recipe. Here's an easy recipe:



### Croutons

Preheat oven to 300 degrees. Cut bread into cubes. Saute in butter for approximately five minutes, stirring (use 2 T. butter for 2 c. bread.) Spread on a baking sheet and bake for 10 to 15 minutes. They will keep several days in a covered container.

4. Make dry bread into French toast. This actually works best with bread that is a few of days old.

### Beth's Buttermilk French Toast

For at least 4 slices of bread, mix together:

- 4 eggs
- 1 c. buttermilk
- 1 tsp. vanilla
- 1/4 tsp. cinnamon.

Soak bread in mixture for a few seconds. Fry on oiled griddle over medium heat. Can hold in 250 degree oven until all are done.

5. Make bread pudding. Use leftover bread, cornbread, muffins or stale cake.

### Toni's Turtle Bread Pudding

- |                                       |                      |
|---------------------------------------|----------------------|
| 12 c. Rudi's brand bread, small cubes | 1/4 t. kosher salt   |
| 4 T. butter, divided                  | 1 t. ground nutmeg   |
| 1 c. chocolate chips                  |                      |
| 1 c. pecan halves                     | For sauce:           |
| 4 eggs                                | 1 stick butter       |
| 4 c. milk                             | 1 c. brown sugar     |
| 1 c. heavy cream                      | 1 T. vanilla extract |
| 1 c. brown sugar                      | 1 c. heavy cream.    |
| 1 T. vanilla extract                  |                      |

Butter 9 x 13 pan with 1 T. butter. Place bread cubes in pan and scatter chocolate chips and pecans over top. Cut remaining butter into small pieces and scatter on top.

Whisk eggs, milk, cream, brown sugar, vanilla, salt, nutmeg in bowl until completely combined. Gently pour over bread. Let stand 1 hour.

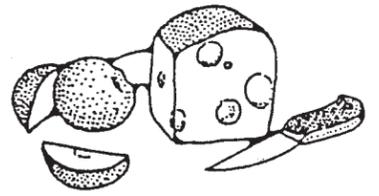
Bake at 350 degrees for 45 minutes to 1 hour until set. Cool 30 minutes.

For sauce, melt butter in heavy saucepan. Add sugar and stir. Cook for 3 minutes. Add cream carefully as it may foam up. Add vanilla. Stir and cook 1 minute until thick.

Pour over bread pudding and let stand 15 minutes. Cut into pieces and serve.

6. Make crostini from leftover French bread. Preheat oven to 400 degrees. Slice bread 1/4 to 1/2 inch thick. Arrange on baking sheet. Brush with olive oil. Bake until toasted. Remove from the oven and rub with a fresh garlic clove. These are also good sprinkled with grated Parmesan-style cheese

As **CHEESE** buyer, I suggest:



1. Look at the price per pound printed on each piece of cheese. Our cheese case has something for everyone, including some wonderful low-priced cheese and some expensive imports and artisan cheeses. Price per pound will help you compare.
2. Use cheese as a good protein source. Recipes like grilled cheese sandwiches, macaroni and cheese, quesadillas, and quiche can be made inexpensively.

### Easy Quesadillas

Cover 1/2 of a flour tortillas with your favorite cheese, shredded. Try Monterey jack, smoked cheddar, colby, gouda, etc., or combine cheeses. Fold in half to cover cheese with tortilla. Place on a medium hot griddle. Flip when bottom is golden brown and heat on the other side. You can also stick in some drained diced chili peppers, or some sauteed mushrooms, onions or peppers. Serve with salsa and sour cream or plain yogurt, if you like.

3. Again, use what you buy!
4. Hard cheese can be frozen. Texture will change somewhat, so it's best to cook with cheese that has been frozen. Allow frozen cheese to thaw for several hours in the refrigerator.
5. Freeze grated Parmesan in a tightly closed jar. It can go straight on the table for sprinkling on pasta, etc.

As a long time **Co-op member**, I offer these suggestions:

1. Shop in the bulk food section for grains, beans, flour and herb/spices. If you have the time, learn to make things from scratch. It's easy to find free recipes on the internet, at the public library and there are often free recipes to pick up in the Co-op.
2. Use meat with grains and vegetables, as in stir-fry. Try protein sources like tempeh and tofu.
3. Make hearty soups with root vegetables.
4. Make your own coffee or tea at home, fill a thermos and take it with you.
5. Put leftovers into covered containers that can be taken in lunch boxes the next day.
6. Look for specials and for products reduced for quick sale. Use coupons. Shop on Student Tuesday, Wellness Wednesday and Thrifty Thursday.
7. Eat healthy!
8. Treat yourself sometimes, too!

It's a time of change, and a time of hope! We are so fortunate to have our Co-op! Thanks for your participation! Wishing you the best!

## Lamb Chops to WOW Your Guests

Here is a simple recipe that can really wow your holiday guests. The most important thing to remember is to start with young, tender lamb chops. We carry rib, arm and shoulder chops. Stop in and check them out!

### Garlic Rosemary Marinated Lamb Chops

- 2 sprigs fresh rosemary (or 1/2 t. dried, crumbled)
- zest of 1 lemon
- 1 clove garlic, mashed to a paste
- 2 T. olive oil (not virgin)
- 1 t. sugar
- 1/2 t. salt
- 1/2 t. pepper
- 4 lamb chops, 1 1/4 inch thick



By Kristin Evenrud,  
Co-op Meat Buyer

Remove fresh rosemary leaves from stem. Chop leaves, discard stems. Combine with zest, garlic, oil, sugar, salt and pepper. Rub chops with mixture. Marinate, covered, in refrigerator at least one hour or overnight.

Preheat broiler. Broil chops on rack over broiler pan about four inches from heat for 3 to 4 minutes per side for medium-rare, or 4 to 5 minutes per side for well-done.



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Healthier people make stronger families and vibrant communities

continued from page 1

of youth, nonprofit organizations, community members, businesses, education, and government.

FFI co-conveners are Brenda Ranum, Winneshiek County extension director, and Ann Mansfield from Luther College. The fiscal agent is Northeast Iowa Resource Conservation & Development represented by board member Gordon Hunter.

### Interdisciplinary planning

The structure of the Northeast Iowa FFI starts with county planning teams co-led by county staff from public health, community economic development and ISU Extension. Community members attend monthly meetings which are open to the public. County teams view brief webcasts to learn about active living, the local food system, healthy lifestyles, and policy and system change and then discuss local implications.

A regional team is the decision-making entity for FFI. Each county is represented by four adults and two youth. In addition, there are three team members representing cultural diversity in the area. This group provides the overall leadership needed to work with communities to develop and implement the shared vision. They integrate efforts between the five county teams and allocate funds for the planning phase of the initiative.

An organizational partners group provides ongoing support for the county team meetings. They are a vital communication link across different systems in the counties and region. Members are the co-leaders of the county teams, the co-conveners, and initiative evaluators.

Nine regional work groups are key to getting the work done. They

gather information and recommend next steps to the regional team. The groups are youth, communication, vision deployment matrix (systems thinking), schools, built environment, community health, inclusive team, human and financial resources, and NIFF.

NIFF has transitioned from a separate entity to a work group of FFI. It continues to focus on local foods in the region to increase access to healthy and affordable food.

The inclusive team was created following diversity training led by Kellogg Foundation consultants last March. Their goal is increased participation in the initiative by underserved populations, including low-resource community members, minorities and youth. They identified four target communities (Elma, Postville, Waukon, and Oelwein) to increase local outreach and planning. They also work with minority liaisons in Postville.

### Youth perspectives

Youth are offering FFI new and profound perspectives on how to improve our environments. They are passionate about increasing access to local healthy foods and increased opportunities for physical activity and play. They are launching school-based food and fitness youth teams this fall. Lynnette Anderson of Riceville was recently hired as the youth engagement coordinator to guide this component.

Being part of the Kellogg Foundation FFI has meant being committed to process over product during the planning phase. That's hard work for action-oriented people, which is most of the people involved. To help FFIs across the country move forward, the foundation created a team of technical

assistance providers, dubbed the TAP team. Northeast Iowa has "tapped" this resource repeatedly.

The regional team has identified three strategies to anchor their community action plan. Guided by the Northeast Iowa FFI vision, these strategies build on our region's assets and opportunities. Specific tactics will be added this winter.

The first strategy is to ensure that school district policies and practices support healthy living of children, families and community members. Ensuring that fresh, local, healthy food is available and affordable in all communities, neighborhoods and institutions is the second strategy. The final one is to ensure communities have a built environment that supports abundant opportunities for physical activity and play.

Although planning is the key focus, changes are already happening. NIFF has awarded \$9,000 in mini-grants to producers. This initial capital leveraged \$243,000 in local food and fiber enterprises.

### School planning

More than 16 schools districts throughout the five counties are forming a regional school planning team to determine ways to increase access to local, healthy foods in our schools, along with spaces and places for kids to play as part of the school day. Youth team members surveyed youth and families about food choices available at school concession stands. They found people not only wanted healthier local food options, but are willing to pay more.

Community members have volunteered to complete built environment assessments of indoor and outdoor infrastructure and programming that supports active living.

Iowa State University Extension has committed additional staffing for food and fitness work. A regional farm and agricultural business management specialist provides support for business planning and start-ups, organic and food-based alternative agricultural enterprises, and financial analysis. A new state extension small farm specialist was hired in May.

Policy change is an important driver to improve our food system and built environments. Several policy changes have already occurred.

Last year NIFF discovered that local institutions were told they couldn't purchase local fruits and vegetables because of inspection rules. This was being enforced statewide, even though it was not the state's policy but the policy of a statewide private distributor. When brought to the attention of the Iowa Dept. of Agriculture and Land Stewardship, institutions were informed that fruits and vegetables CAN be purchased locally. This includes schools, care centers and hospitals. Many local institutional buyers are again buying fruits and vegetables at farmers' markets or directly from local producers.

Local city councils have taken note of discussions coming out of the

county planning team meetings and many are addressing sidewalk issues before the community action phase commences.

### Cattlemen's initiative

The Winneshiek County Cattlemen's Assn. decided to support local marketing of beef raised in the county. The county group took this proposal to the Iowa Cattlemen's Assn. and a policy supporting "further research, development and engagement by the beef industry as local food systems and local processing grow to larger markets for our future" has been adopted.

Together, county and regional team members are developing pathways for everyone to have a voice in creating a new vision for our region. They have developed a better understanding of the connections between health, the local food system, fitness and community infrastructure, daily life, families and policy. Community members continue to be passionate about their specific areas of interest, but are working to blend all system components into the plan.

"It has been exciting to bring together key players, not only from the local food system, but also from the health community and those involved with infrastructure to create a vision for healthier living," says co-convenor Ranum. Mansfield adds, "People should be proud that the Kellogg Foundation recognized our region's skills in collaboration and ability to build on community assets."

All of the initiative's work, including meeting dates, is posted at [www.iowafoodandfitness.org](http://www.iowafoodandfitness.org). You can also submit your email address to your county ISU Extension office to receive meeting information as well as other resources related to the initiative.

"We encourage you to get involved and get plugged-in to create the future we want," concludes Ranum.



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## What's in a Name?

NIFF: Northeast Iowa Food & Farm Coalition, formed in 2006 to support the development and marketing of locally grown agricultural products to enhance the lives of local citizens.

FFI: Northeast Iowa Food & Fitness Initiative. The W.K. Kellogg Foundation is funding Northeast Iowa and eight other communities to create eight-year community action plans that will improve their communities' health and quality of life.

“Somehow this most elemental of activities – figuring out what to eat – has come to require a remarkable amount of expert help.” —Michael Pollan, in *The Omnivore’s Dilemma*

# Local Greenhouse Gears Up for Fruit, Veggie Production

By Shannon Horton, Oneota Co-op Member-Owner

The more we know, the more we ask, the more it seems we’re left unsure what to eat.

Think about your last few trips to the Co-op produce department. Did you think about how much energy it takes to get bananas on the shelf? What about the safety of tomatoes? Did you wonder if the commercial but local apple was the best choice? Did you question if it made more sense to buy a butternut squash directly from a farmer at the market?

Oh, and then there are worker’s rights, the environment, the cravings of your family, the money in your bank account and the list goes on. When you really think about it, it’s amazing any of us can walk away with bags full of groceries.

A northeast Iowan’s commitment to eating local, organic produce as much as possible sounds straightforward until you begin to take a closer look. Take the example of strawberries in the winter. Organic Driscoll brand strawberries (large scale production and wide-ranging distribution) travel across the country from California, while Plantpeddler in Cresco now grows commercial strawberries in a greenhouse.

Driscoll uses a considerable amount of petroleum to transport their product, and your dollars are going out of state, yet it is certified organic. Plantpeddler is local, uses energy to heat their greenhouses (their ornamental business has always required year-round heating to 45 degrees so adding the produce production is a logical use of energy for Plantpeddler), and is not certified organic, although is committed to being chemical-free. In terms of price, the Plantpeddler price point will be a bit lower.

On top of it all, don’t forget to factor taste into your decision. So, what will it be?

Plantpeddler, a Cresco-based grower of ornamental flowers, has begun to grow fruits and vegetables in their greenhouses for local, year-round distribution. They are packaged under the label “Stone Creek Farms”. During the summer the greenhouses are full of flowers that sell to other greenhouses and chain grocery stores around the country, but in their off season it will now be full of the produce we’re used to seeing only in the summer and fall in Iowa.

Currently three and a half of their eight total acres are devoted to growing a wide range of fruits and vegetables, including raspberries, strawberries, green beans, cucumbers, summer squash, spinach, arugula, and tomatoes.

According to Mike Gooder, president of Plantpeddler, the goal is to augment, not displace, the

local market. As the local growing season tapers down, the Plantpeddler greenhouses will step in to fill out what’s no longer available. That means in October you’ll find produce such as green beans and strawberries for sale at the Co-op. Hopefully, they’ll be taking the place of products from distant places such as California, Arizona, and Mexico. In addition, Mike has stated that every attempt will be made to support local producers, perhaps by sharing delivery trucks, representing smaller farmers’ products, or providing transplants for other growers.

Johnice Cross, director of G.R.O.W.N. Locally, a farmer cooperative that sells to individuals as well as institutions, is thrilled to have them on board. “The more the merrier” as far as she’s concerned when thinking about the local food scene. In fact, sales for G.R.O.W.N. Locally were up 62 per cent to 65 per cent this season, making it clear to her there’s room for more producers.

Johnice is confident that Plantpeddler is committed to sharing resources with other producers, such as transportation costs and transplants, and loves that they will pick up where G.R.O.W.N. Locally leaves off at the end of Iowa’s short growing season.

The goal at Plantpeddler is to produce fruits and vegetables without chemicals or the use of nitrogen-based fertilizers. Instead, the best disease resistant plants are selected through trials and research conducted on site. Starting with healthy plants is their first line of defense against pests, along with the use of integrated pest management. Their last resort is the use of chemicals, and that’s the goal whether they’re growing produce or ornamental plants.

Plantpeddler does not plan to seek organic certification for the produce they grow. The ornamental side of their business requires them to spray plants before shipping them out of the country, and in addition any plant coming in from outside the U.S. has also been sprayed. According to the company, the soil used to grow ornamentals will never be used later on to grow fruits and vegetables, however they will save soil after growing produce for reuse with their ornamentals.

The flavor, Mike insists, will be much better than the greenhouse-grown hydroponic varieties we’ve come to know. Their focus on local sales means the plant varieties they select will be based on taste and not production volume. Normally, fruits and vegetables grown for shipping long distances tend to have lower sugar (Brix) content. This makes them heartier for the long journey, but less flavorful. Plantpeddler



Tomatoes are now ripening in the greenhouses at Plantpeddler’s “Stone Creek Farms” in Cresco.



strives to have high Brix contents in all the produce they grow.

For Plantpeddler to be successful at their new venture they will need to supply grocery stores and co-ops, as well as area restaurants and schools. As of mid-November, Luther College, Quillin’s, McCaffrey’s Dolce Vita, and Oneota Co-op had already placed orders. Mike has stated he is not interested in approaching Wal-Mart to carry their products. The focus of their sales right now is on institutions and grocery stores as close to home as possible and their hope is that they’ll have enough interest and commitment locally to avoid expanding their sales regionally.

Betsy Peirce, produce manager at Oneota Co-op, has recently placed orders for strawberries, rainbow chard, Easter egg radishes, seedless cucumbers, zucchini, yellow squash, green beans, spinach, and arugula.

“I am still getting used to the idea of having a local source at this time of year for fruits and vegetables,” she said. “It seems so strange. I am sure customers are doing a double take when they see local green beans from Cresco, Iowa, in our produce case in November!”

Betsy said Plantpeddler has been easy to work with. “They are very professional and I’ve really appreciated how open they’ve been to our suggestions about packaging and our feedback on the flavor of some of the products,” she said. “What a

treat to have local strawberries this time of year!”

In the end, we have to decide what’s for dinner. We have a co-op that works hard and well to educate us about the choices we have to make, and many of us care more about these choices than ever before. To have locally grown produce available to us in the winter has the potential to provide us with more fresh and flavorful produce, the ability to support the local economy, and a better choice for protecting the environment.

*Shannon Horton recently relocated to Decorah with her partner, Eric Sovern, and their one-year-old son, Jack Harlan. While she likes to say she moved to Decorah for the nightlife, it was actually for boring reasons like trees and finding a cure for her road-rage. Her passion is reading about teen-angst, and for the past eight years she worked as a middle and high school librarian in St. Paul, Minn.*

Our annual **Taste the Local Harvest** will take place from noon to 4 p.m. Dec. 13, a chance to sample the coop to try local products, including fruits and vegetables from Plantpeddler. A member **tour of the Plantpeddler greenhouses** is scheduled for noon, 1 and 2 p.m. Jan. 17. For more details, see page 4.



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## 20 Years WITH BARB

By Liz Rog, Membership Services

This fall marked 20 years of service to the Co-op from Barb Dale. If fingers can get choked up as they type, that explains the sensation that mine are experiencing right now...

There are a number of people who have volunteered at the Co-op for that long and longer, and their service is no less appreciated than Barb's. But there is something that is for me unique about Barb, and that is this: during all of these 20 years, Barb has sat next to ME for one to two hours each week, doing typing or data entry, stuffing envelopes, and much more.

We've seen some changes together. She was there when I got pregnant with Sophie; I was there when she learned that she would become a grandmother. She was there when we set sail for the last store location at 415 W. Water St.; I was there when she and Jim decided that they would retire right here in Decorah and bought a house to cinch it.

She was there when the Co-op got its first computer; I was there watching her with my jaw dropped, witnessing typing speed I had never before known was possible. And, she probably knows a lot about the behind-the-scenes of the Co-op, for better and for worse!

After Barb retired from working in the public school library, we Co-op staff tried numerous times to get her to apply for jobs at the Co-op. She would laugh so long and hard, and smile at us with a loving, pitying look: she must have thought we were insane. Why mess with a good thing? We had her for free, and she was free to come and go. But she stayed, and stayed....

In the last store Barb shared that teeny office with the whole staff. That meant that to get to the computer she often needed to wait in line until some

bodies moved out of the way and she could squeeze her way through the mass and slip into her chair. When we moved to this new store, where the offices are so separated from the customers, I feared that the charm would be gone and we might lose Barb. But she stayed, and stays...

Barb never wavers from her dedication to the spirit and mission of the Co-op and her realistic and positive outlook. She's got a job to do, and does it with joy and skill. In coming to help us year after year, she helps us in more ways than she knows. She types like a wizard, it's true, and she is dependable and smart and funny and compassionate – but also, she is one of the important threads that hold the Co-op tapestry together, bringing the past and the present into the future. Barb reminds us of the community spirit that is our foundation –and our promise.



Another notable thing about Barb, pictured here with her grandson, is that she looks the same now as she did 20 years ago!

## NEWS FROM THE DELI

### COMPOSTABLE DELI SILVERWARE

The deli at Oneota Community Co-op is unique in many ways. One way is that we have reusable plates, bowls, cups and silverware for diners who decide to eat in our deli seating area. This was a conscious choice to reduce the amount of waste going out of our facility. The deli also composts nearly all of the plant waste that we create on a daily basis, greatly reducing our trash removal. This compost is available to members of the community and is used for things ranging from general compost to animal feed.

We are continually in search of better products with more recyclability or compostability. Our bioplastic utensils are one innovation that we are able to bring to you. Bioplastics are derived from renewable raw materials such as starch derived from corn, potato, and tapioca. They can also be made from cellulose (wood), soy protein, and lactic acid. These materials are not hazardous in production and decompose into basic components such as carbon dioxide, water and biomass.

We cannot, however, discount that the materials are most often grown conventionally with the use of petro fuels in tractors and other equipment. Though it is not a perfect solution, it is a few steps in a better direction. At this time, corn starch is the main raw ingredient used in the creation of bioplastic resins. Mater-Bi and Poly-Actide (PLA) are currently the two main resins used in the production of compostable and biodegradable plastics. These resins are certified for compostability under standards set by international organizations such as the American Society for Testing and

Materials and the European Standardization Committee.

The utensils that we order are capable of withstanding up to 220 degrees Fahrenheit and are fully compostable in both a home compost pile or commercial compost facility. The rate at which the items biodegrade varies with the composition and thickness of the materials, as well as the conditions to which they are subjected.

Commercial composting facilities typically grind the materials before adding them to compost piles. They also turn the piles routinely and the compost reaches temperatures higher than your typical home compost pile. This speeds the degradation process, making it the preferred method for composting bioplastics.

In general, the rate of biodegradation for our bioplastic utensils is 12 to 24 months in a home compost pile, or 6 to 18 months in a commercial facility. For more information on bioplastics and to order your own compostable items, consult [www.worldcentric.org](http://www.worldcentric.org).

As is typical with renewable and compostable items, the up-front cost to the pocketbook is greater. This is why the Co-op charges for the use of our to-go silverware and various other containers that are used in the deli and bulk areas. We provide them as an option for our customers, but we strongly encourage the use of our ceramic plates, bowls, and cups, metal silverware, and stainless steel glasses in the deli.

We also challenge you to bring your own clean, reusable containers for the items that you purchase in our bulk department here at the Co-op.



By Nate Furler, Co-op Deli Counter Manager

### COMING SOON: CO-OP SURVEY

The Co-op will be conducting a shopper survey in the next few months. This time, we will be trying an on-line survey. If you are not a computer user you will still have an opportunity to fill out a survey when you stop in the store – either on a computer we'll have hooked up or on paper. The survey will come by e-mail to those whose addresses we have (let us know if you're NOT currently receiving Co-op emails and we'll add you). If you would like to be contacted another way to be alerted when the survey becomes available, contact Liz at the Co-op.

### BRING YOUR FORKS AND SPOONS HOME!

Home to the co-op, that is. We appreciate your effort to reduce waste by using metal utensils when you can, but unfortunately a lot of it accidentally leaves the store, and we need it back! Please see if you have any co-op silverware in your car, your purse, or your kitchen, and bring it on back to your community kitchen - to the Oneota Co-op. Thank you!



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### Wanted: Soup spoons and Teaspoons for the Deli. If you have any to donate, contact the deli.



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## ONEOTA COMMUNITY CO-OP MERCHANDISING POLICY 2008

### PART THREE: CONTINUED RESPONSES TO MEMBER FEEDBACK AND FINAL EFFORTS

Oneota Co-op in April invited all members to participate through questionnaires and focus groups in the creation of a merchandising policy – a policy intended to guide product buying decisions for the Co-op. In the previous two issues of the Scoop, we explained a little about the need for such a policy, its contents, the process for creating it, and included member feedback from questionnaires and focus group discussions. We continue with member feedback and responses here, and highlight the next steps for future efforts.



By Kelly Skoda, Co-op staff

When asked “What would you like to see more or less of?” here are a few comments members offered. Customer comments are in **bold**, and the Co-op’s responses follow in *italics*.

**Seems like bulk is sometimes lacking in common, less expensive items and replaced by unusual, more expensive items (e.g. chili lime mango).** *The Co-op has an extensive Bulk section (aren't we lucky?!) that attempts to cover the basics as well as offer some exciting variety.*

**Why are there so few sales, such as Co-op Advantage Program (CAP) sales, in the bulk section?** *You won't see as many bulk CAP sales, because our major supplier, United Natural Foods Incorporated (UNFI), mostly highlights CAP sales in packaged foods. At the present time, we buy from 25 different bulk suppliers other than UNFI, because we feel we get a better product, better price and more variety. For a few items, such as oatmeal and some nuts, we shop around to get the best price. In general, bulk food prices are often cheaper than packaged foods anyway due to reduced manufacturer processing, handling and packaging costs.*

**More bulk items, raw honey in bulk.** *Please let us know specifically which products you believe to be lacking in the bulk section, and we'll consider those requests. Sorry, raw honey is a bit too messy to be available as “fill-your-own” in the bulk section. Bulk employees make enough of a mess when they re-pack it.*

**We have too many chocolate choices. We should limit our chocolate choices to those that are fair trade.** *Indeed, the Co-op carries many chocolate choices, and sales are supporting this large selection and variety. Chocolates that do not sell are discontinued, and new choices are brought in. We must admit, customers like their chocolate, and they like variety! The Co-op is proud to say that the majority of our chocolates are Fair Trade. Even so, the number one seller is...the Lindt Ball, which, ironically, is neither organic nor fair trade.*

**Cereal!** *We only have enough shelf space for a limited number of varieties. Please make a request if you have a specific desire. Special ordering is also an option if we don't*

*carry what you want. Currently, our focus is to expand the more economical line of ECO-Pac cereals. They come in larger quantities and have less packaging than most cereals and thus are less expensive per ounce.*

**Lower price point on staples – flour, oats, milk, etc.** *We have lowered margins on cereal, baby food, juices, and packaged grains, and we are lowering prices generally across the board due to our new supply contract. However, recent price hikes across the industry are counter balancing our lower margins and prices almost immediately. There are usually lower margins on bulk staples, such as oatmeal, rice, and flours.*

**It seems the Co-op has moved more toward packaged foods, i.e. packaged cauliflower and salad mix, quick meals, convenience meals.** *The reality is that cauliflower arrived wrapped in plastic at the old store, too, but the plastic wrappings were removed before being displayed. As for the salad mix, the Co-op now offers bagged salad mix in place of the salad mix that used to be pre-bagged at the store. No additional packaging has been incurred. In fact, it is possible that less packaging is currently being used since Produce employees no longer transfer salad mix from larger bags that it arrives in to smaller bags that it used to be sold in. Additionally, the bagged salad mix switch has reduced produce labor costs, which is ultimately beneficial for the consumer.*

*With respect to other packaged foods, the Co-op is attempting to meet members' desires, within reason. In general, sales of foods are supporting their place on the shelves. The reality for some or most of us is that society has driven some aspects of our lifestyles to “convenience.” Because the Co-op's food buyers don't make judgments on the way customers live, they therefore strive to offer a variety of healthful, bulk and packaged foods. The mission of the Grocery Department is: Providing the best food you can find for the way you live. In addition, many more customers are shopping at the Co-op because it provides a special food niche, especially for people who discover food allergies, such as those to gluten, wheat, dairy, soy, etc. The Co-op strives to educate consumers on the benefits to eating whole foods, for example by offering food brochures in the bulk section and by offering classes on how to cook with whole foods. The downside – these classes have been poorly attended in the past. Sure, the Co-op could always improve, so please keep offering your suggestions.*

**You know, there is really nothing I want that I can't get at the Co-op (except maybe Breyer's ice cream).** *If you are looking for Breyer's, you will still have to go elsewhere – or you could try one of our many locally produced or organic ice creams that will surely delight your palate! Try Cedar*

*Summit for dense, rich, and just plain “YUM”, and Alden's for a light and creamy treat.*

**It seems there are products the Co-op carries that you can find elsewhere for cheaper. For example, Mom's Best cereals, Stonyfield Farm, Kashi cereal and cookies, etc. Why is this? Is it possible to have a different distributor that will bring in these products for the same prices as Quillin's, Fareway or Wal-Mart? I would like to support the Co-op by purchasing these products here, but I can't justify it when some products cost less at other stores. Sorry, it is not possible to have the same distributor as these other stores. They can offer products for less because they are part of a chain and can buy in larger quantities and often have fewer “middle people” in their distribution chain. Therefore, the Co-op has discontinued some products, such as Silk soymilk and several Kashi products because customers are purchasing them elsewhere. However, the products we still carry, a few of which are also available at Fareway or Wal-Mart, are products that people continue to purchase at the Co-op regardless of price, because they would rather support the Co-op. If you make a special trip to Wal-Mart for the cheaper price of Kashi crackers, you might instead consider special ordering them through the Co-op and you might find they are comparable in price.**

**Policy on Genetically Modified Organisms (GMO) products - I think we should strive to be GMO-free.** *“GMO-free” statements are tricky. Some Co-ops are taking the challenge to go “GMO-free,” which often requires extensive product research*

*and an abundance of letter-writing to manufacturers and distributors asking to ensure their products are GMO-free. Other Co-ops have recognized the scary reality of widespread GMO contamination in the environment and the resulting challenge of finding purely non-GMO contaminated products. Currently, guaranteed GMO-free or non-GMO statements or labels on products must come from 3<sup>rd</sup> party testing and certification. Although “organic” products are not guaranteed GMO-free, they appear to be the safest second after products with non-GMO certification. Look for more efforts and information on this in the future.*

#### Continuing the Process

The merchandising policy is in the last stages for adoption and implementation. Buyers will use the policy as a guide for purchasing and promoting products based on specific criteria. The policy's criteria will challenge buyers to seek out the very best products in the market that make sense for our Co-op and our members' needs.

The merchandising policy is on the calendar for bi-annual review and revisions to meet the changing wants and needs of our member-owners, as well as the changing markets in organic, local, fair trade, natural, whole food, artisan goods, etc. Possible ideas for continued discussion and future action include: the labeling of non-GMO goods, increasing demand and offerings of local goods, applying a carbon footprint rating for products, and better labeling of products with special attributes, to name a few.

Thank you again for all your comments and interest in this policy and process. Please continue to give feedback to your Co-op and help it grow and flourish.

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# Powerkraut: A raw, whole-food probiotic

Honestly, I just stood a bit speechless, with tears almost welling up. A customer told me something I hadn't expected in the moment. I was offering a sauerkraut and kim chi demo at a natural food store, and a gentleman approached me, asking me if I was the producer.

"Oh good," he said. "I wanted to let you know...your sauerkraut has totally changed my life. I have suffered from colitis for years, trying different medicines, with little or no relief. I started eating your kraut everyday, and it also inspired me to change my diet. I'm well now." Colitis is an inflammation of the colon's membrane lining, resulting in ulcers and often strong abdominal pain. (I do not know if this gentleman consulted a doctor or not, which I would recommend, as more doctors are focusing on food in their nutritional and preventive care programs. They can advise you as to what might be helpful for your condition.)

I was silent. People have shared many stories with me before. "I eat fresh sauerkraut when I feel a cold or flu coming on, and it works!" "I feel better when I eat a little with my main meals." "My skin is clearing up." "My digestion is better." "I am conquering Candida with kraut!" I have had my own very beneficial experiences, too. But somehow this gentleman's story stopped me in my tracks. Here was this rosy cheeked gentleman, with an easy stride and warm smile, who had suffered greatly for quite a long while and didn't anymore.

Sauerkraut and kim chi are the probiotic vegetable version of yogurt and kefir. Where yogurt and kefir are created by culturing beneficial bacteria in milk, sauerkraut and kim chi are created by culturing beneficial bacteria in grated cabbage and other sliced vegetables. The bacteria grow as they ferment the natural sugars within the produce, creating a stable pH medium of lactic acid. These

good bacteria, accompanied by lactic acid, enhance the growth of flora within our intestine, offering an abundance of benefits.

What are these probiotic, "pro-life" bacteria? How do they directly support our health?

Both helpful and harmful bacteria live in our environment, and we ingest them continuously through our skin, breath, water, and food. When there are enough healthy, beneficial "pro-life" bacteria on or within an organism, there is most often not enough space or nutrition available for harmful bacteria to grow.

With this principle in mind, it makes sense that soils tended with sustainable farming practices have healthy humus formation where an abundance of beneficial bacteria thrive, in the earth, air, and water. The plants that grow in that soil then carry these thriving bacterial populations, and the animals that eat the plants do too. Human beings who choose to prepare these plants and/or animals for a meal, while drinking good water and breathing fresh air, receive the beneficial bacteria they need.

Organic raw produce and animal products have not been treated with chemicals or antibiotics, and they have not been refined, pasteurized, or irradiated. All of these practices actually kill off the beneficial bacteria. Consequently organic raw foods have the most healthy nutrition and beneficial bacteria available.

Culturing and fermenting these whole foods using traditional methods with salt (not vinegar) actually increase nutritional value and pro-life bacteria, resulting in a preserved raw food product that can be sourced locally and accessible during each season, especially through the long winter months when fresh raw food is harder to come by.

Both sauerkraut and kim chi contribute to our health through strengthen-

ing our digestion and immune system. Through fermentation the pro-life bacteria (primarily lactobacillus) in sauerkraut and kim chi have already done much of the digestive work of the food for us, making the nutrients in the food easier to assimilate.

These bacteria and their lactic acid medium help balance stomach acids, assist enzymes in breaking down proteins, and deter the growth of harmful bacteria within our gut. Beneficial bacteria line up along the wall of the intestine forming a barrier that hinders such pathogens as *e. coli* and salmonella from passing into the blood stream. They create antioxidants (glutathione and super oxide dismutase) that scavenge free radicals, often precursors for cancer.

On this note, sauerkraut and kim chi also have isothiocyanates which studies show potentially inhibit the growth of cancer (particularly in the breast, colon, lung, and liver) and phytochemicals which directly boost the immune system. All this healthy probiotic activity within the intestine has been found to promote good sleep and calmer behavior.

A little sauerkraut and kim chi goes a long way. A couple of tablespoons of this whole raw food contain millions of lactobacilli and about the same amount of vitamin C as a few strawberries or orange slices. The product Powerkraut is made the traditional artisan way from organic cabbage and salt, entirely processed by hand in an eco-kitchen.

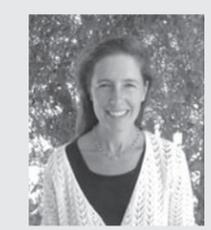
It is then cultured and fermented in small batches under specific temperatures to the proper pH and taste. Try Purple Powerkraut in your holiday cranberry relish or as a splash of color and nutrition in your favorite salad. Add a bit of olive oil and black pepper to Classic Powerkraut and you have a quick and easy side dish to help digest holiday turkey or other proteins. Lightly pour toasted sesame oil and tamari on Ocean Powerkraut with some grated carrots and scallion, and you'll convince most anyone to eat sea vegetables! Try kim chi

garnishes on omelets, stir fry, and even cheese and crackers, for extra warmth and life.

Sauerkraut and kim chi have been called the "new super foods of the 21st century" and "probiotic powerhouses". It may be true, but I hope a message these beneficial bacteria seem to offer doesn't get drowned out through loud advertising or future big business. Through their quiet existence, good bacteria create profound, necessary activity for soil, plant, animal, and human health. It is unfortunately true: We often do not realize the importance of something until it is lacking or no longer present, and we often shut down to it's suffering until it's too late. Very much like the dying of many plant and animal species, the urgent call from millions of today's suffering children, and the dwindling of creative cultural traditions around the globe, declining probiotic life calls us to connect to life and wake up to what we are destroying in our world, both outside and inside. I believe these healthy bacteria have a lot to teach us.

As I work in the garden and culture and ferment in the kitchen, and I hear at least one message through their activity, based on the basic principle of probiotic life I referred to earlier. "Please bring culture back to your world. Please fill your world with as much goodness as you can, leaving little space or place for harm to grow. Then life will flourish. It works for us, and it can work for you."

*Adrienne Caldwell, the producer of the local product "Powerkraut," pioneered the first 100% organic hot lunch program in Wisconsin for grades 1 to 12 for three years. She has been living and working on her organic farm for five years, growing produce for Organic Valley. She also worked for WALA, an organic/biodynamic pharmacy based in Europe, where mother tinctures are made with specific fermentation and rhythmic processes.*



By Adrienne Caldwell

## Eat More (Vegetables in Your) Soup!

It should come as no surprise that, along with the impending arrival of another winter, it is time for an article from me extolling the virtues of eating vegetables. Making soup is in fact an excellent (and economical) way to sneak vegetables in copious quantities into your diet. If you haven't yet heard, January is National (vegetable – just kidding!) Soup Month. I still haven't bothered to find out who made the decision to establish this tradition, and I doubt I ever will. It's enough for me to know that when cold air starts a' blowin' our way, it's a good opportunity to take my best shot at waxing eloquent about just how wonderful hot (vegetable) soup is.

So here goes: Soup is really good to eat (especially if it has vegetables in it!). You do not need to eat plain old vegetable soup per se, but add as many veggies as your pot can hold to your chicken soup or beef stew. And, don't be afraid to branch out into territories unfamiliar: fennel bulb, beets, greens, fresh herbs, squash, cabbage, green beans, eggplant celeriac (instead of celery), or any root vegetable for that matter. The list could go on for as long as I have time to type. Here is my basic premise, if it grew in the ground somewhere it is fair game for your kettle.

At any rate, since I've already exhausted my ordinarily vast (ahem) reservoir of eloquence regarding soup (and the newsletter deadline is looming), just play along and pretend that I've written another four or five paragraphs talking about how wonderful and beautiful and delicious (have I mentioned vegetable?) soup is on a cold winter day, and we'll get right to the recipes.

First of all, (vegetable!) soup is an excellent method of using up leftovers. You can throw in leftover baked potatoes and whah lah! You have baked potato soup. You can add carrots, celeriac, fennel, leeks, or even chicken or sausage to this soup and it would be just as excellent. You don't even need to follow a recipe. As the pot grows add more broth or water and adjust seasonings (you may need more salt) See what you come up with. It'll be fun!



Betsy Peirce, Oneota Co-op Produce Manager



### Baked Potato Soup

- |                                |  |
|--------------------------------|--|
| 4 large potatoes               | 1 tsp. black pepper  |
| 2 Tbsp. vegetable oil          | 1 bay leaf   |
| 1 large onion                  | 1 tsp. tarragon  |
| 3 cloves garlic, minced        | Chopped fresh chives or green onions, sour cream, grated cheese. |
| 1 stalk celery                 |  |
| 2 carrots                      |  |
| 2 Tbsp. extra virgin olive oil |  |
| 1 tsp. salt                    |  |

Coat potatoes with vegetable oil, and bake at 375 degrees for one hour. Chop onion, and sauté in olive oil until transparent, then add minced garlic. Dice baked potatoes into 1-inch cubes, leaving the skins on, and add to pot. Continue to sauté for another few minutes, allowing potatoes to brown. Add about two quarts water, and bring to a boil. Add chopped celery, carrots, salt, pepper, bay leaf, and tarragon. Cook until liquid reduces and thickens, about 30 to 45 minutes. Top with chopped chives or green onions, cheese or sour cream, or all of the above, and serve.

This next soup incorporates many yummy ingredients- some of my favorites (especially the vegetables). —continued on next page.

## Luther Students Promote Sustainability

By Heidi Hunt, Luther College Student and Oneota Co-op Member-Owner

Luther college students have taken a new initiative to promote campus sustainability. It began last year, with a trip to the PowerShift 2007 conference in Washington D.C. At this conference, students learned about global warming and what campuses around the country are doing to spread the message of sustainability.

After returning from this trip, I started to wonder what Luther could do to further educate students about global warming and the actions they can take to fight it. I collaborated with sustainability director Caleb Mattison (also a Co-op employee), and other Luther students to create a workshop about sustainability for incoming students.

The "Live Green" workshop, held during orientation, attracted 60 first year students. The workshop educated students about how to reduce their waste and greenhouse gas emissions from transportation and energy.

Since the workshop, the leaders have decided to form a new group at Luther that focuses on collaborating with groups across campus to create sustainability events. Students will be exposed to ideas about buying local, alternative energy, reducing waste, and other elements of sustainability.

A couple of events are in the works. One event is a "Waste Day." The event



Luther Students gathered for "Waste Day."

will educate students about the impact of their waste on the environment and provide them with opportunities to recycle unwanted clothing and other items. Also, the group is planning a day to encourage students to come downtown and buy local for their holiday gift shopping.

Ultimately, the group's hope is that through partnering with groups across campus, whether they are environmentally focused or not, the message of sustainability will spread.

## ELSEWHERE IN THE AREA

A partial listing of food, farming, and sustainability events in our region

**Seed Savers Exchange Holiday Open House**, Saturday Dec. 20, 11 a.m. to 2 p.m., Lillian Goldman Visitors Center, Decorah. Celebrate the season with a free horse-drawn wagon (or sleigh ride) down the valley at Heritage Farm. Warm up after your ride with free refreshments including cookies, hot cider and coffee. Bring your family and neighbors for this special event and also take advantage of holiday sales and hourly gift certificate drawings. The visitors center will still be open until 5 p.m. for your shopping convenience. For more information about Seed Savers Exchange visit [www.seedsavers.org](http://www.seedsavers.org)

**"The Biological Harvest," Practical Farmers of Iowa annual conference**. Jan. 9 and 10, Marshalltown. We work hard to build a supportive and affirming environment where our members' creativity and knowledge can come to full fruit. This event includes keynote presentation, workshops, and plenty of networking opportunities. Sessions address saving energy, value-added products, season extension, and more. For more information, call Suzi at (515) 232-5661 ext. 101 or e-mail [suzi@practicalfarmers.org](mailto:suzi@practicalfarmers.org)

**Midwest Value-Added Agriculture Conference**. Jan. 22 and 23, Rochester, Minn. "Farm and Home Added Value: Profiting from Renewable Energy and Regional Food" is the theme for the 11th annual conference. Learn how to profit from the growing market for local food and renewable energy. Visit the trade show, participate in round table discussions and eat your fill of great locally grown food. Contact: Hiawatha Valley RC&D (507) 281-1959 ext. 4, or [www.rivercountryrcd.org](http://www.rivercountryrcd.org)

**Iowa Farmers Market Workshop** Jan, 31, Des Moines. This workshop is being held in conjunction with the Iowa Fruit and Vegetable Growers Assn. Conference. Topics are geared for experienced as well as new marketers. Sessions will cover food handling and packaging; scales, weights and measures; food safety at markets; and customer service. A trade show will feature the latest equipment and services available to producers and marketers.

**Annual Iowa Network for Community Agriculture conference**, Feb. 6 and 7, Mason City. Presenters, discussion points, and break-out sessions. A wonderful opportunity to learn about local and sustainable food systems. Topics include growing, processing, sourcing, purchasing, and public policy. Most of all, the annual conference provides opportunities to network with other concerned producers and consumers and share an always-tasty and eclectic potluck lunch that all attendees contribute to! Contact: INCA, c/o Kelly Foss, 700 Locust St. Suite 100, Des Moines, IA 50309 or [info@growinginca.org](mailto:info@growinginca.org). Information at <http://www.growinginca.org/>

**Dairy and Meat Goat Informational Meeting**. 730 p.m. Dec. 9 at the Northeast Iowa Dairy Foundation, 1 mile south of Calmar on Highway 150. Snow date is Dec. 11. Dairy and meat goat numbers have increased dramatically in Northeast Iowa recently. Many producers are new to these enterprises and are looking for information to help them. Topics at the meeting include: dry doe care, kidding, colostrum care, milk replacers for goats and kid feed. There is no registration required for this program and it will conclude by 9 p.m. For more information contact your local county extension office or Dale Thoreson at (319) 267-2707.

### CLASSIFIEDS

*Classifieds ads are free to Oneota Co-op members. Deadline is the 15th of the month prior for the following month's Scoop. Deliver typed or legibly written ad to Liz Rog at the Co-op, or email [liz@oneotacoop.com](mailto:liz@oneotacoop.com). Limit of 25 words. We reserve the right to refuse or edit ads.*

**For Sale** : 9'X7' beige 40 weight carpet plus pad, excellent condition. Call 563-387-6400.

**For Sale**: large birdhouse squash. Call 382-3492, leave message.

**For Sale**: Healing Touch/Jin Shin Jyutsu Home Study Program, 15 DVDs, Books, see at [www.jinshininstitute.com](http://www.jinshininstitute.com). Paid \$550, sell for \$400 OBO. [livingthmeaningfullife@yahoo.com](mailto:livingthmeaningfullife@yahoo.com), 563-203-0879

### White Bean, Kale and Roasted Vegetable Soup

Bon Appétit | January 2000

Many dark, leafy greens, like kale, contain calcium. The beans have it, too.

Yield: Makes 6 servings

#### Ingredients:

Nonstick vegetable oil spray	6 garlic cloves, unpeeled
3 medium carrots, peeled, quartered lengthwise	1 tablespoon olive oil
2 large tomatoes, quartered	6 cups (or more) canned vegetable broth
1 large onion, cut into 8 wedges	4 cups finely chopped kale
1/2 small butternut squash, peeled, seeded, cut lengthwise into 1/2-inch-thick wedges	3 large fresh thyme sprigs
	1 bay leaf
	1 15-ounce can Great Northern beans, drained

Preheat oven to 400°F. Spray rimmed baking sheet with oil spray. Arrange carrots, tomatoes, onion, squash and garlic on sheet. Drizzle with oil. Sprinkle with salt and pepper. Toss to coat. Bake until vegetables are brown and tender, stirring occasionally, about 45 minutes.

Transfer carrots and squash to work surface. Cut into 1/2-inch pieces; set aside. Peel garlic cloves; place in processor. Add tomatoes and onion; puree until almost smooth. Pour 1/2 cup broth onto baking sheet; scrape up any browned bits. Transfer broth and vegetable puree to large pot. Add 5 1/2 cups broth, kale, thyme and bay leaf to pot; bring to boil. Reduce heat; simmer uncovered until kale is tender, about 30 minutes.

Add beans and reserved carrots and squash to soup. Simmer 8 minutes to blend flavors, adding more broth to thin soup if necessary. Season with salt and pepper. Discard thyme sprigs and bay leaf. (Can be made 1 day ahead. Cover and chill. Bring to simmer before serving.)

#### Nutritional information

Per serving: calories, 191; total fat, 4 g; saturated fat, 0.5 g; cholesterol, 0  
Nutritional analysis provided by Self

### Local resource bank begins—Can you help?

Are you excited about promoting local sustainability and efforts to live better in place?

A small group of dedicated "localphiles" has grown out of a September Conversation Cafe at the Co-op and is beginning efforts to map many of our local assets that facilitate living in place. We are looking for people interested in joining us to collect the information that would go into building an asset data base. This includes the establishment an oversight of a barter community.

Such a list would be a treasure trove of information and contacts for countless ways of building community and "doing it locally." Here one could find out about local food growers and suppliers, theater classes, local publications, yoga classes, book

groups, pre-school classes, alternative education groups, the Zen center, area choirs, and on and on.

We want to have as broad a vision as possible of what counts as a local asset, provided that it enriches our local culture and sustainable living. Volunteers would be asked to help us brainstorm categories of assets, and then contact individuals and organizations to see if they would like to be included in the list.

Our goal is to make the list available both electronically and in hard copy, possibly even as part of a mural on the side of the Co-op.

If you would be interested in helping create this initial local assets data base, please contact Liz at the Co-op (see contact info, pg. 2)

### BECOMING THUNDER MOUNTAIN

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## Review: The Queen Of Fats

### Why Omega-3 Fatty Acids Were Removed From The Western Diet and What We Can Do To Replace Them

by Susan Allport

Susan Allport has written an excellent history of the discovery of the essential fatty acids in our diet, outlining their importance for our health and chronicling their disappearance from much of the food sold to us.



By Hal Amsbaugh MD, Member-Owner of Oneota Community Co-op

First of all some organic chemistry must be introduced. Fatty acids are designated Omega-3 and Omega-6, based on the position of the first double bond from the non-carboxyl end of the molecule. Omega-3 fatty acids have their first double bond between the 3<sup>rd</sup> and 4<sup>th</sup> carbon atoms from the non-carboxyl end of the molecule; Omega-6 fatty acids have their first double bond between the 6<sup>th</sup> and the 7<sup>th</sup> carbon atoms from the non-carboxyl end of the molecule.

Omega-3 fatty acids act in a number of ways that are beneficial for good health. First of all, they tend to decrease the tendency of blood to clot, thus leading to a lower incidence

of heart attacks and strokes. Second, the Omega-3 fatty acids are essential for brain development in infancy. Lastly, the Omega-3 fatty acids act to stabilize heart rhythm and prevent the development of abnormal heart rhythms, that are a major cause of heart attacks.

The principal Omega-3 fatty acids are:

1. Alpha linolenic acid or ALA
2. Eicosapentanoic acid or EPA
3. Docahexaenoic acid or DHA

ALA is present in green leafy plants as well as flaxseed. ALA is found in the chloroplasts of plants, the small organelles that are involved in photosynthesis. While humans can convert ALA to EPA and DHA, this conversion can be inefficient. The efficiency in the conversion depends on the ratio of Omega-6 to Omega-3 fatty acids in our diet. As we consume a higher ratio of Omega-6 to Omega-3 fatty acids, we become less efficient at this conversion. The optimum ratio for this conversion is 2.3 to 1, or 2.3 times more Omega-6 fatty acids than Omega-3 fatty acids. The typical American diet is is the

range of 15 to 1.

EPA and DHA sources include a variety of green leafy plants, as well as the meat of animals that have been allowed to forage for their food on grasslands rather than having been grain-fed. Fish caught from the ocean rather than farm-raised fish are another important source of EPA and DHA.

The principal Omega-6 fatty acids are linoleic acid and arachidonic acid. Omega-6 fatty acids act to promote the tendency of blood to clot, thus predisposing us to heart attacks and strokes. Omega-6 fatty acids also act to increase the inflammatory response, and inflammation is now implicated as a major contributing factor to heart disease. The principal sources of Omega-6 fatty acids are the seeds of plants such as wheat, soybeans and corn.

Omega-6 fatty acids are more stable than Omega-3 fatty acids and for this reason food manufacturers have steadily increased the ratio of Omega-6 to Omega-3 fatty acids in their products in order to extend their shelf life.

Allport's book gives detailed information regarding the ratios of

Omega-6 to Omega-3 fatty acids in various foods and oils. This is a summary of her information as regards to cooking oils.

Canola Oil	2:1
Soybean Oil	7:1
Olive Oil	12:1
Corn Oil	46:1
Safflower Oil	No Omega-3 fatty acids.

Lastly Allport gives a number of common sense suggestions as to how to increase the ratio of Omega-3 fatty acids in our diet.

1. No surprise, eat lots of leafy green vegetables and fruit.
2. Consume oils that have a healthy balance between Omega-6 and Omega-3 fatty acids.
3. Try to include a source of Omega-3 fatty acids in every meal.
4. Avoid hydrogenated and partially hydrogenated oils.
5. Try to eat meat and chicken where the animals have foraged on grassland.
6. Cut down on saturated fats.

Reviewed by Harold Amsbaugh

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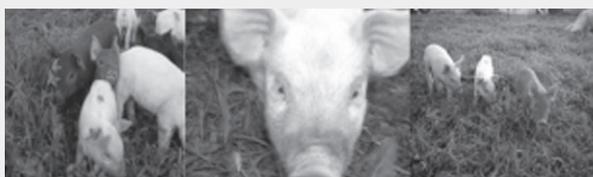
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## MEMBER BONUS BUYS

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, look at the store for the sale flyer right by the Customer Service Desk, or look around the store for the sale signs.



## DECEMBER MEMBER BONUS BUYS

Regular prices subject to change

	December Member Price
<b>Bulk</b>	
<b>Almonds</b> ,sliced	4.79/#
<b>Peas Split</b> ,og,green	1.59/#
<b>Grocery</b>	
<b>Yummy Earth</b> Organic Candy Drops, 3.3oz pouch	\$1.79
<b>Amy's</b> Lasagna Entrees	\$4.39
<b>Amy's</b> Macaroni and Cheese Organic Entrees	\$2.89
<b>Amy's</b> Rice Macaroni & Cheese Entrees	\$3.29
<b>Green &amp; Black's</b> Organic Ice Cream, Pint	\$3.79
<b>Nature's Choice</b> Organic Sorbets, Pint	\$3.29
<b>Organic Valley</b> Half & Half, 16 oz	\$2.29
<b>Body Care</b>	
<b>Avalon Organics</b> shower gels, hand soaps, and lotions	25% off
<b>Alba</b> facial care line	25% off
<b>Aura Cacia</b> essential oils .5 oz and 2 oz. lavender, eucalyptus, tea tree and peppermint	25% off
<b>Griffin Remedy</b> all items	25% off

**Watch for weekly member produce sales**

## JANUARY MEMBER BONUS BUYS

Regular prices subject to change

	January Member Price
<b>Grocery</b>	
<b>Annie's Naturals</b> BBQ Sauce	\$2.79
<b>Annie's Naturals</b> Ketchup, Organic	\$2.99
<b>Annie's Naturals</b> Worcestershire Sauce, Organic	\$2.79
<b>Ecover</b> Auto Dishwashing Powder	\$5.39
<b>Ecover</b> Dishwashing Liquid	\$3.59
<b>Fantastic Foods</b> Soup Mix	\$3.49
<b>Fantastic Foods</b> Entree or Side Mixes	\$1.59
<b>Ginger People</b> Ready to Drink Ginger beverages, 32oz	\$3.19
<b>Green Mountain Gringo</b> Tortilla Strips	\$2.29
<b>Madhava</b> Agave Nectar	20% off
<b>Newman's</b> Fig Newmans	\$3.39
<b>Organic Valley</b> Aseptic Milk, 8oz/4packs	\$4.29
<b>Stretch Island</b> Fruit Leather	\$0.39
<b>Think Thin</b> Snack Bar	\$1.39
<b>Twist</b> Cleaning Cloths and Sponges	20% off
<b>Bulk</b>	
<b>French Couscous</b> , Organic	\$2.49/#
<b>Rolled Oats</b> , Organic	\$1.09/#
<b>Steel Cut Oats</b> , Organic	\$1.09/#
<b>Pinto Beans</b> , Organic	\$1.79/#
<b>Green Lentils</b> , Organic	\$1.59/#
<b>Golden Flax Seed</b> , Organic	\$1.59/#
<b>PJ's</b> Enchilada Meal, Organic	\$3.69
<b>PJ's</b> Tamale Meal, Organic	\$3.79
<b>Rising Moon</b> Ravioli or Tortelloni, Organic	\$3.29
<b>Organic Valley</b> Whipped Butter	\$3.49
<b>Organic Valley</b> Ricotta Cheese	\$5.39
<b>Body Care</b>	
<b>Tea Tree Therapy</b> Mouthwash 12 oz, Tea tree oil 1 oz. Tea tree chest rub 2 oz.	20% off
<b>Aura Cacia</b> all massage oils jojoba oil, organic jojoba, sweet almond, grapeseed, tranquility, lavender harvest, massage cream	20% off
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# WHAT'S UP AT THE CO-OP



These local tomatoes will soon be ripe and available at the co-op.



Olivia and Jack are neighbors and have a budding friendship. When it comes to the co-op, they see eye-to-eye.



Come to the co-op on Friday nights for live local music, 6:30 - 7:30! Pine Wilson and Aimee Ringle will be featured Friday, December 5. For the names of upcoming performers see page 3.



Congratulations to Jennifer Riley of New Hampton, the winner of the Muir Glen Gift Basket Our Muir Glen gift basket.

Our Gluten Free sampling day, held Oct. 25th was busy and exciting. Thanks to the volunteers who helped sample out the food, all went smoothly. Pictured is Melanie Heindl with some delicious gluten-free cookies.

## More Good Reasons to Support Cooperatives Even and Especially in times of Economic Difficulties

Paul Hazen, CEO of our National Cooperative Business Association, addressed a United Nations panel earlier this year. Here are a few highlights from his comments.

Co-ops are not simply an alternative business model. They are a better business model. Let me give you some reasons why.

- Cooperatives distribute capital widely among average Americans, while stock companies make the rich richer. Surplus revenues earned by cooperatives are either reinvested in the business or returned to members. With more than 130 million cooperative members nationwide, this distributes co-op revenues broadly among average Americans. Investor-owned businesses, on the other hand, distribute profits to shareholders based on how much stock they own. That means those with the most shares generally wealthy investors receive the most, while average Americans get little.
- Cooperatives keep capital in the community where it was generated, while stock companies export capital elsewhere. Since they give surplus revenue back to their members, cooperatives keep wealth in their communities. Stock companies do the reverse. By distributing profits to shareholders, they take capital out of the community.
- Cooperatives exemplify the Ownership Society, while stock companies concentrate ownership among the investor class. Cooperatives are owned by those who buy their goods or use their services. Ownership of stock companies, on the other hand, is concentrated among a small group of outside investors.
- Cooperative governance is open and democratic, while stock company governance is closed and easily manipulated. Cooperatives are run democratically, on a one-member, one-vote basis. Board members do not have a business relationship with the co-op, other than being customers of it. In a stock company, boards include members of management and those with financial ties to the organization, such as major contracts.
- Cooperatives have both economic and social goals, while stock companies are motivated solely by the need to maximize shareholder returns. This has positive consequences for co-ops and negative ones for stock companies. Cooperatives have multiple bottom lines. In addition to meeting the economic needs of their members, they often have social objectives, such as widening participation in the economic system or promoting sustainable development. Stock companies' focus on shareholder returns often leads to negative outcomes.
- Cooperatives largely police themselves while government must provide extensive oversight and control over stock companies. Members provide oversight of cooperatives, assuring that the business adheres to good business practices and cooperative principles. Stock companies must be highly regulated to protect their customers. Still, the stock company world is plagued with scandals, while co-ops are virtually scandal free.
- One of the persistent myths about America is that rugged individualism built this country. Don't you believe it. If you look at the critical moments in our history, starting with the Revolutionary War and the writing of our Constitution, it's when we came together that we have been most successful. People working together built our schools and our religious institutions. People working together built our industries, defended us in two world wars, and sent men to the moon.
- Cooperatives are part of this. They built our farms, brought power and light to our rural areas, and provided a place to deposit money in the 1930s when the banking system failed.
- Rugged individualism didn't build America—cooperation did. And it's needed now more than ever.