

# THE SCOOP

ONEOTA  
COMMUNITY  
FOOD  
COOPERATIVE

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## Study Debunks Myths on Organic Farms

by Paul Hanley, *The Saskatoon StarPhoenix*

The results are in from a 30-year side-by-side trial of conventional and organic farming methods at Pennsylvania's Rodale Institute. Contrary to conventional wisdom, organic farming outperformed conventional farming in every measure.

There are about 1,500 organic farmers in Saskatchewan, at last count. They eschew the synthetic fertilizers and toxic sprays that are the mainstay of conventional farms. Study after study indicates the conventional thinking on farming - that we have to tolerate toxic chemicals because organic farming can't feed the world - is wrong.

In fact, studies like the Rodale trials ([www.rodaleinstitute.org/fst30years](http://www.rodaleinstitute.org/fst30years)) show that after a three-year transition period, organic yields equaled conventional yields. What is more, the study showed organic crops were more resilient. Organic corn yields were 31 per cent higher than conventional in years of drought.

These drought yields are remarkable when compared to genetically modified (GM) "drought tolerant" varieties,

which showed increases of only 6.7 per cent to 13.3 per cent over conventional (non-drought resistant) varieties.

More important than yield, from the farmer's perspective, is income, and here organic is clearly superior. The 30-year comparison showed organic systems were almost three times as profitable as the conventional systems. The average net return for the organic systems was \$558/acre/year versus just \$190/acre/year for the conventional systems. The much higher income reflects the premium organic farmers receive and consumers pay for.

But even without a price premium, the Rodale study found organic systems are competitive with the conventional systems because of marginally lower input costs.

The most profitable grain crop was the organically grown wheat netting \$835/acre/year. Interestingly, no-till conventional corn was the least profitable, netting just \$27/

acre/year. The generally poor showing of GM crops was striking; it echoed a study from the University of Minnesota that found farmers who cultivated GM varieties earned less money over a 14-year period than those who continued to grow non-GM crops.

Importantly, the Rodale study, which started in 1981, found organic farming

is more sustainable than conventional systems. They found, for example, that:

- Organic systems used 45 percent less energy than conventional.
- Production efficiency was 28 percent higher in the organic systems, with

continued on page 5



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## Searching for the Silver Bullet

by Melissa Hughes

If you were looking for a cure for cancer, a more efficient car engine, a better way to see into outer space, you might logically start in the lab. But if you were looking for a better way to grow crops and feed an increasing global population, would you start in the Petri dish?

Some scientists claim that they have found the elusive silver bullet for agriculture. Need a plant that can withstand drought? Need to provide more omega-3s in the soybean? In just a matter of time, scientists claim they will produce plants that solve a multitude of problems, plants which increase yield, are

pest and weed resistant, more nutritious, and even better for the climate. Scientists, and the companies that employ them, have invested hundreds of millions of dollars in researching genetic engineering (GE).

Working with seed breeding and hybridization is nothing new. For centuries, agriculture has used plant breeding to accentuate the characteristics needed for a certain climate or region while minimizing less attractive characteristics. Breeding using GE has the same goal, but the method is slightly—yet significantly—different. Traditional reproduction or breeding

occurs only between closely related organisms; for example, cats with cats and tomatoes with tomatoes—not tomatoes with wheat or fish. GE, on the other hand, takes gene fragments from multiple unrelated organisms and places them into the DNA of a plant, which then replicates itself in the plant and the plant's offspring. Genetic engineering takes advantage of modern technology in the laboratory to do what would not happen in nature.

There is a rising group of concerns surrounding the use of GE technology that has many questioning whether GE really represents a "silver bullet solution" to global food security, or whether we need to get out of the lab and back into the field.

### THE GREEN REVOLUTION

Every day, farmers are faced with a multitude of problems—too much rain, too little rain, poor soil, poor seeds, heat and cold, weeds and bugs. Before the mid-20th century, farmers worked with what they had by controlling irrigation, pulling weeds and using predators to manage pests.

The period after the Second World War is often referred to in agriculture as the "Green Revolution," a time when technologies used in limited areas of industrialized nations were spreading to developing countries around the world. These technologies offered some relief from the challenges faced by farmers,

continued on page 2

There's still time to reserve your seat at the table...

## 3RD ANNUAL TASTE OF THE HOLIDAYS

Thursday, November 3rd • 5:00 - 7:30 pm

a fundraiser for local food pantries

Join us at the Co-op for a full holiday meal, from appetizers through main course and finishing with your favorite holiday desserts. Live music will be heard throughout the store. Sign up now at the Customer Service Desk (382-4666) for one of five seatings between 5:00 and 7:30. Cost is a minimum donation of \$15 per person. **Please arrive 15 minutes prior to your scheduled seating** to enjoy the appetizer course. All proceeds go to purchase food for local food banks: Decorah Lutheran, First Lutheran, Northeast Iowa Community Action, and Greater Area Pantry.

Space is limited, so sign up today!

100% of the money raised will be used to stock the shelves of local food pantries.



FROM THE GM:

# Our Co-op, The Business Model of the Future?

by David Lester, General Manager

As our country struggles with our economic woes and our government wrestles with the best ways to address these difficult times, our Co-op keeps moving forward. Last year, our Co-op saw a 10.4% increase in sales. This year, we are seeing a 6.2% increase in sales through the end of September. This is great news for our Co-op during a very difficult economy for many businesses. This success got me thinking about our business model. I began thinking more about what makes us successful and why co-ops are thriving, not just surviving in this climate.



a business that promotes the development of cooperation and co-operative enterprise.

for Board elections and other benefits. Anyone can become a member-owner. This model gives a sense of ownership to a very diverse group of people in our community with the goal of supporting a locally-owned business.

We are fortunate to live in a community that values community-owned businesses and has a strong sense of place and taking care of our natural resources.

What would it be like if we could be producing more of our own vegetables, meats and other products within 100 miles of Decorah? What would it be like to have more storage



During the recessionary period of 2008 and early 2009, co-ops outperformed corporate-owned Whole Foods in sales growth by a significant margin. As the economy became more stable, corporations like Whole Foods began to outperform co-ops. The point is that co-ops' sales growth line does not tend to be as dramatic in good or bad economic times. This kind of pattern indicates more stability for the co-op business model. At our Co-op we place an emphasis on good quality, basic items that tend to be more locally sourced than our corporate competitors.

I believe people seek out the comfort of community when things get tough, and I think that is one of the explanations of our success. This also explains the recent explosion in communities seeking to start a co-op like Dubuque and West Des Moines. It is clear that investing in our community is a good thing and the cooperative business model is a sustainable one.

The co-op business model is fairly simple. Individuals can become a member-owner of the Co-op by investing in a share. A share in our Co-op is \$140, payable over seven years. This money is invested and used to make improvements in the store and provide member-owners with a store that meets their needs and attracts more customers to become member-owners. Our member-owners receive other benefits like monthly discounts, special member appreciation day sales, opportunities to participate as a working member, discounted classes, voting privileges

and processing capabilities to provide our local stores with products that we have to currently ship from hundreds, sometimes thousands of miles away? Change is happening in our community and there are individuals and businesses stepping up their commitment to make this a reality. I hope current member-owners of our Co-op engage in these new ventures and invite others to take the first step and become a member-owner as well.

Governor Branstad's recent Healthiest State Initiative is challenging Iowa communities to help the state become the healthiest in the nation. A key component to the program will include an incentive program for 10 communities in Iowa to become a "Blue Zone." These communities will be models for the rest of the state and would receive financial support from Blue Cross/Blue Shield to implement plans to improve the health of their community in various ways. In my opinion, Decorah and Winneshiek County is off to a great start. We have bike trails and a vast array of outdoor activities to choose from. We have a downtown whose storefronts are full. We have more individuals and families starting small farms. More businesses and residents are making their structures more energy efficient. Our local government is beginning to think about accommodating more than just cars on our streets. These are just some of the exciting things we have going on in our community, but we can do better. We can be the model.

## Searching for the Silver Bullet

continued from page 1

allowing them to add fertilizer to poor soil, use chemicals against weeds and pests, develop more sophisticated irrigation systems, and plant crop varieties with less dependence on rainfall. As a result, food production across the globe increased dramatically, saving millions from starvation and malnutrition. According to the Food and Agriculture Organization's (FAO) report entitled "Save and Grow," food production tripled during the second half of the century, and the proportion of undernourished in the world decreased from 26 percent to 14 percent.

However, the intensive nature of the Green Revolution resulted in natural resource depletion, groundwater pollution and devastated biodiversity. This resource degradation means it will be even more difficult to feed an increasing population into the future, as many of the developing countries have no more acreage available for food production, and the lands currently in use are so poor that additional inputs such as fertilizers and pesticides will have a lessening impact and not result in increased yield.

### THE ILLUSIVE PROMISE OF GENETIC ENGINEERING

The Green Revolution produced a much more "one-size-fits-all" attitude compared to traditional agriculture. Where, historically, crop rotations and plant varieties protected against disease and pest problems, now chemicals cured all agricultural ills. Farmers began choosing crops for their marketability and were incentivized by policies like crop insurance and subsidies to plant only certain crops—in the United States,

that means corn and soybeans. According to the National Agricultural Center of the Environmental Protection Agency, of the 382 million crop acres in the United States, nearly half of the country's acreage is planted in two crops—corn and soybeans, each grown on approximately 75 million acres. The next two crops are alfalfa (60 million acres) and wheat (53 million acres).

Not surprisingly, the companies developing GE technology have used this one-size-fits-all attitude as a springboard for its promulgation and their profit. Right now, the most successful GE crops are corn and soybeans. Approximately 95 percent of soybeans grown in the United States are Roundup Ready™ (engineered to resist the Roundup™ herbicide containing glyphosate, manufactured by Monsanto), and approximately 90

*"So while the companies marketing GE seeds have hailed the new technology as the next generation of farming, their promises of "feeding the world" and better quality—the holy grail of the farming community—have largely been empty."*

percent of corn is a combination of GE traits such as pest resistance and increased yield. In addition, a significant amount of the country's cotton plants are genetically engineered to produce a toxin that enables the

plant to resist pests. This means that, between all the commercially available crops, at least half of the acreage in the United States is planted with GE crops. With the USDA's recent approval of Roundup Ready alfalfa, this number will certainly increase. As a result of this one-size attitude, farmers across the country purchase only a few varieties of seeds, leading to a potentially devastating situation if any of these varieties succumb to a disease or bacteria. Some are even concerned that the presence of the new genes might cause the plant to be susceptible to natural attack.

More concerning for now, however, continued on page 3

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# What's Important?

by Bill Pardee, Co-op Board President

I am almost 67 years old. Twenty-five years from now, at the end of 2036, I intend to still regularly buy healthy local food at the Co-op and carry it out of the store, myself. That personal goal framed my perspective as the Co-op Board informally discussed priorities for the Co-op at the August Board meeting.

The Board, as you know, hires the General Manager (GM) to run the Co-op. The Board governs, not manages, the Co-op by a) setting limits on what the GM is allowed to do, b) defining the benefits, which we call "Ends" that the GM is to obtain, and c) verifying systematically that those Ends are achieved without violating those limits. If you like, you can read the specifics at [http://oneotacoop.com/docs/board/governance/policy\\_register/E1-Ends.pdf](http://oneotacoop.com/docs/board/governance/policy_register/E1-Ends.pdf)

The Co-op has eight defined Ends. All are important; all are being met at some level. The Board informally asked itself the question, "For which Ends would improved results have the greatest value to our members?"

Before I talk about the results of that Board Strategic Conversation, let's examine what that 25-year goal of mine requires. The Co-op must still be in business and financially healthy. That means it must have sufficient resources to pay its bills, its debts, and to make repairs, like replacing the roof this summer. It must attract new members to (at least) replace ones who depart for one reason or another.

Healthy local food must still be available in 2036. That suggests a need for sustainable practices to grow food. Topsoil washed down the river or poisoned cannot be replaced. Aquifers contaminated by surface pollution cannot be purified. Though each of us can easily become focused on this month's chores and bills, as Wendell Berry writes',

"We cannot have life or health or wealth apart from the health of the natural world—of land, water, air."

Why local food? Local food helps sustain a healthy local community. Local producers spend some of their income on local services and products, and some of that money is spent again locally, multiplying the initial impact on the economy. That healthy local economy helps keep the Co-op successful.

Secondly, local food is less sensitive to rising fossil fuel prices. It is much less vulnerable to terrorism and because the Co-op requires good food safety practices by our suppliers, it is likely to be as safe as possible.

These are summarized in the first End, which this Board agreed to be most important,

[There will be] "a retail source for food and other products that, to the greatest extent possible, are organic, sustainably produced, locally grown and/or processed, and affordable."

This End represents who we are, and success with this End provides resources and opportunities for all the other Ends.

The Board agreed on two other Ends as especially important to meeting our members' long-term needs. One was that

[The Co-op will be] "a business that encourages the expansion of sustainably grown local food sources."

This goes beyond selling sustainably produced food to actually encouraging the expansion of sustainably produced local food. Energy prices will rise, probably a lot. The climate has been changing for the last 30 years or more, and sustaining food production requires adaption to higher intensity rainfall and longer periods without rain.

The third End that the Board endorsed as especially valuable is

[There will be] "a community that is educated about food and other products that are healthy for people and the environment."

We in this Driftless Region are a community. Our actions affect each other. Consciousness of the consequences of our choices may result in more decisions that are good for all of us.

Education also helps me to meet my own goal that I be healthy and strong at age 92. In addition to good luck in the genetic lottery, which I cannot control, that goal requires healthy living. I can control major factors by eating the right foods, avoiding the wrong ones, and through other elements of healthy living, such as exercise. The Co-op's educational role helps me to learn more about how to live a healthy life.

I described this Board discussion as "informal." We did not require that the GM act on this discussion. We do believe that eight needs is too many for our fairly small organization to strengthen simultaneously. This discussion will resume. If you have comments, please write me at [oneotapardee@gmail.com](mailto:oneotapardee@gmail.com).

'Wendell Berry, *What Matters? Economics for a Renewed Commonwealth*, "Simple Solutions, Package Deals, and a 50-Year Farm Plan." (2009)



## Searching for the Silver Bullet

continued from page 2

is the fact that the primary substantive, commercially successful trait has nothing more redeeming than allowing plants to survive being sprayed with herbicide. The herbicide tolerant plant survives, while all other plants die. Therefore—and this is important to emphasize—the only operative result of GE technology to date is the increased spraying of herbicides rather than using other traditional methods of weed control. Approximately an additional 318 million pounds of herbicides have been sprayed on U.S. crop lands over the course of 13 years, according to a 2009 report<sup>1</sup> by The Organic Center. So while the companies marketing GE seeds have hailed the new technology as the next generation of farming, their promises of "feeding the world" and better quality—the holy grail of the farming community—have largely been empty. In fact, many farmers now find increasingly resistant weeds invading their fields.

"With the massive spraying of Roundup herbicide and the pollen drift of herbicide tolerance to weedy relatives, we are seeing an epidemic of tens of millions of acres that are now infested with hard to kill weeds. As a result, numerous companies are rushing in with new herbicide resistant crops as Roundup Ready crops become obsolete because of resistance," explains Andrew Kimbrell, executive director of the Center for Food Safety. Some infestations of these "superweeds" are so bad in the southeastern United States, according to The Organic Center's report, that farmers have been forced to resort to hand weeding to avoid damaging farm machinery or to abandon cropland entirely.

"So the dirty little secret about GE crops," continues Kimbrell, "is that they do not increase yield or nutrient value, or allow for greater drought resistance; rather, they are about chemical companies selling more chemicals. The top five corporations selling these crops are Monsanto, Dupont, Dow, Syngenta and Bayer. What do they all share? They are all chemical companies wanting to sell more herbicides."

### WHAT IF YOU DON'T BELIEVE IN THE SILVER BULLET?

Even if it's not a miracle technology, what's so bad about genetic engineering? Some accuse the anti-GE community of being anti-technology "Luddites." The concerns about GE are varied, and while they may be perceived as "Luddite," many are not founded in an anti-technology belief (which was the basis of the historical social movement), but rather a concern that GE releases a genie that cannot be put back into its bottle.

One of the biggest concerns is regarding the safety of the technology and the proliferation of GE ingredients in human foods. These foods and their effects have not been extensively studied

for safety before they were released for sale. Any examination done by the FDA or USDA is based on comparing the "new" plant to an old plant. If there are no significant differences (it looks the same, smells the same, same allergies) then according to the government, it must be safe.

Others feel that the insertion of additional DNA makes a difference on a molecular level, and that this, at the very least, must be studied before commercialization. Supporting these beliefs are a number of studies done on laboratory animals, demonstrating a variety of issues: organ damage, altered blood chemistry, reduced fertility, disrupted immune systems. But without extensive human studies, it is difficult—if not impossible—to move the government to consider reviving safety discussions on genetic engineering.

"The conventional wisdom has been, and remains, that Bt toxins in GE corn break down almost immediately in the human stomach and do not get into the bloodstream; hence, they do not pose any risks.

This rosy scenario was always based more on blind faith than science, and now one study<sup>2</sup> has found evidence of Bt toxins in the blood of women, including umbilical cord blood," said Dr. Chuck Benbrook, chief scientist for The Organic Center. "A new round of testing is urgently needed to confirm the presence of Bt toxins in human blood. If this finding is confirmed, it will force the Environmental Protection Agency to conduct a first-ever human reproductive impact risk assessment on GE corn. The agency will have to address, again for the first time, the mounting evidence that GE corn is likely contributing to childhood food allergies, along with a host of other autoimmune and developmental problems. In the interim, this new science dramatically strengthens the scientific case for all corn-based foods from GE corn to be labeled."

Other concerns are based on people's faiths, in their belief that changing genetics in the laboratory is against the natural cycle of life. Some believe that the practice of patenting new forms of organisms, as many of the companies have been allowed, is an improper use of the patent, and no one should "own" life forms. Farmers have often been placed in the unenviable position of being the patent's keeper, meaning that if they improperly use the seed, or if they allow the seed to enter a neighbor's field, they are subject to significant penalties. The contract between farmers and the company is printed on the side of the bag of seed and is formed once the farmer opens the bag. The contract is ongoing for years and even attempts to bind future owners of the land.

### BEYOND THE SILVER BULLET: AGRICULTURE IN THE FUTURE

The companies behind GE often prom-  
continued on page 14



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# CO-OP EVENTS & CLASSES

[www.oneotacoop.com/classes-and-events](http://www.oneotacoop.com/classes-and-events)

Please call ahead to register for classes. Classes without a minimum number of attendees may be cancelled.

## HOW TO BOIL WATER SERIES!

Often class suggestions and requests for recipes and food preparation ideas seem so simple to the staff here at OCC - frequently requested are "How do I make granola?" "What's the best way to prepare this squash?" But what sounds simple in the grocery aisle can become daunting in the kitchen at home. Too often we skip the dish and opt for something already prepared from the frozen aisles of the grocery store. Enter a new Co-op Class Series - How to Boil Water! Once a month a one hour class will be offered to teach "something simple." These classes are designed for newbies in the kitchens as well as those who are looking for a refresher course or new ideas. Recipes, sampling, and a bit of hands-on work will accompany each class. November offers up "Roasting Vegetables" and December brings us "Hummus."

## NOVEMBER

### Exploring Foods!

Tuesday, November 1st, 4:00 - 5:00 pm

\$8 for Member/Owners, \$10 for Community Members (no charge for adult helper)

Open to participants 3-7 years old with adult helper

Explore foods through sight, sound, smells and tactile experiences. A series of classes based on Molly Katzen's *Honest Pretzels* children's cookbooks.

### Diabetes - Stepin' Up to the Plate

Tuesday, November 1st, 6:30 pm

\$8 Member/Owners, \$10 Community Members

Class instructors: Patricia Swenka RN CDE - Pat is a certified diabetes educator with over 20 years in the field of Nursing.

Karen Foster MSA RDLD - Karen is a diabetes educator with 20 years as a registered, licensed dietitian.

Together, Pat & Karen converse with people on how to live day-to-day with diabetes. Their practical, "this can be for everyone," pair familiar foods with new ideas. It's all about taking small steps toward lifestyle changes. Whether it be for yourself or someone you care about, come learn the most current information about diabetes; converse & sample health-friendly comfort food.

### Taste of the Holidays - Annual Fundraising Event

Thursday, November 3rd, 5:00 - 7:30 pm

Cost: \$15 minimum donation to local food pantry. Pre-registration required

You are invited to attend a full holiday meal—from appetizers through dessert—prepared by the Water Street Café. Suggested donation of \$15 per person. All donations go to support local food banks. Seating will be scheduled every half hour. Please arrive 15 minutes before your scheduled seating to enjoy appetizers, beverage samples and the company of friends. Last year this event raised over \$2,000 to support local food pantries. Registration began October 1st, please call Customer Service at 563-382-4666 to sign-up for your preferred seating time. Potluck cancelled for this evening. Next scheduled potluck is December 1st.

### Welcome to the Co-op! Member/Owner Orientation

Thursday, November 10th, 6:00 pm - FREE

Enjoy a stroll through the Co-op with educated staff members and learn about products on our shelves, our store labeling system, how to shop our bulk section, member/owner benefits and more. Also a great chance to sample products as we tour through the store. Receive a \$5 store coupon for each owner household that completes the tour.

### Ladies Table Top Show

Saturday, November 12th, 10:00 am - 12:00 pm - FREE

Wellness Department, OCC

Showcasing products for inner and outer beauty, give-aways and fun! Products from Diva Cup, Mineral Make-up, Evan Healy, Juniper Ridge and Nordic Naturals will be sampled, explained and some demonstrated. Many product samples and even raffles from Giavonni and Weleda will be available throughout the department.

### Local Artist Spotlight: Wumzy Kids

Saturday, November 12th 11:00 am - 2:00 pm - FREE

Stop in at the Wellness department to meet local artist Wumzy Kids. They make the adorable tie-dye kids clothing sold at the Co-op. Shop local this holiday season with Wumzy Kids and the Co-op.

### Exploring Foods!

Tuesday, November 15th, 4:00 - 5:00 pm

\$8 for Member/Owners, \$10 for Community Members (no charge for adult helper)

Open to participants 3 - 7 years old with adult helper

Explore foods through sight, sound, smells and tactile experiences. A series of classes based on Molly Katzen's *Honest Pretzels* children's cookbooks.

## NOVEMBER, CONT.

### Beaujolais Nouveau

Thursday, November 17th, 5:00 - 7:00 pm - FREE

In keeping with the tradition that marks the autumn harvest and start of the holidays, the Co-op will be celebrating the unveiling of the first wine pressed in 2011 - Beaujolais Nouveau. You can't get this wine any earlier than 12:00 midnight on the morning of the third Thursday in November! Stop by Thursday evening and enjoy samples of this delightful wine made from Gamay grapes in the Beaujolais region of southeast France. This particular wine is a hit around the holiday season because it pairs particularly well with holiday foods such as cheese appetizers and Thanksgiving turkey or ham. Even people who don't prefer wine, typically enjoy a cool glass of Beaujolais Nouveau with their holiday meal. Pine Wilson will also be on-hand to serenade the crowd with her accordion. Bonnes vacances!

### How to Boil Water Series: How to Roast Vegetables

Monday, November 28th, 6:00 pm

\$8 for Member/Owners, \$10 for Community Members

As the chill weather changes the outside colors to brownish hues our kitchen tables begin to change colors as well. Now is the time for roasted turnips, potatoes, squash and sunchokes. Join us for the basic lessons on cutting, seasoning and roasting the best of what fall vegetables have to offer.

## DECEMBER

### Exploring Foods!

Tuesday, December 6th, 4:00 - 5:00 pm

\$8 for Member/Owners, \$10 for Community Members (no charge for adult helper)

Open to participants 3 - 7 years old with adult helper

Explore foods through sight, sound, smells and tactile experiences. A series of classes based on Molly Katzen's *Honest Pretzels* children's cookbooks.

### Welcome to the Co-op! Member/Owner Orientation

Thursday, December 8th, 6:00 pm - FREE

Enjoy a stroll through the Co-op with educated staff members and learn about products on our shelves, our store labeling system, how to shop our bulk section, member/owner benefits and more. Also a great chance to sample products as we tour through the store. Receive a \$5 store coupon for each owner household that completes the tour.

### Local Artist Spotlight: Nice Suds Soap

Saturday, December 10th, 11:00 am - 1:00 pm

Carol Daughton of Nice Suds Soap will grace our aisles with her holiday soaps.

### How to Boil Water Series: Make Your Own Hummus

Tuesday, December 13th, 6:00 pm

\$8 for Member/Owners, \$10 for Community Members

Hummus: Chickpeas, tahini, garlic and olive oil. Sounds so simple, right? This evening will show you that it really is just that simple! Just in time for the holiday party season - learn to make a dip that will have folks asking for the recipe.

# Wanted

**INSTRUCTORS & CLASS IDEAS**

for upcoming sessions.

January/February

**Interested?**

Please contact Johanna Bergan at the Co-op.  
frontend@oneotacoop.com or call 563-382-4666

### Registration Information

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

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

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

**ALL PARTICIPANTS MUST SIGN IN AT CUSTOMER SERVICE BEFORE ATTENDING CLASS.**  
(The classes offered by the Co-op do not necessarily reflect the views of the Co-op and its members.)

## COMM POST

To sign up for weekly Oneota Co-op e-mails containing news, events, sales, and the café menu, simply go online to any page of our website and click the link to sign-up for our e-newsletter. [www.oneotacoop.com/about-the-coop](http://www.oneotacoop.com/about-the-coop)

## Ends 5 (E5)

A business that promotes environmental sustainability.

by Karina Klug, Nutritional Supplements Buyer

As the Co-op endeavors to consistently achieve our Ends, it is essential that the we support, purchase from, and work with companies that align with our own mission. Nordic Naturals is one such company. I believe whole-heartedly that Nordic Naturals is a company with the finest quality and highest integrity of product as well as business practices.

Our fifth End is not just a means to an end. It is, in fact, a beginning. Remember that small daily actions, such as taking a sustainably-produced fish supplement, can create big changes in our environment. E5 has the potential to ignite in each of us the excitement that goes along with making a difference and being part of something simple and positive. I encourage all of you to become part of a different kind of environmental movement, the promotion of sustainably harvested and produced fish oil supplements world-wide. Simply switch to Nordic Naturals.

The fact is, overfishing threatens much of our oceans and endangered fish species. To adapt a well used saying, "As goes our oceans, so we go." The oceans are the lifeblood of our earth and we need to rise up and be a part, big or small, in protecting these salty waters.

Nordic Naturals uses three species of fish, none of which are endangered—Norwegian Arctic Cod (Skrei), Pacific Sardines and Peruvian Anchovies. The company only fishes from abundant waters and never from over-fished areas. In addition, sardines and anchovies are ideal from a sustainability standpoint due to their short reproductive cycles. Nordic Naturals follows the strict standards set by the Norwegian government which monitors fish harvesting. These standards include fishing in smaller boats and having GPS systems on every boat to track and monitor the harvest so that they can ensure not fishing beyond quotas. The last couple of years Norway set higher quotas on the Arctic Cod (Skrei) as the sustainable fishing practices have allowed for a growing population of this local favorite. Nordic's harvesting of Sardines and Anchovies in Peru and Salmon from Alaska are Marine Stewardship Council (MSC) certified, qualifying these fishing practices as respectful and sustainable. Additionally, Nordic Naturals products are third-party tested for purity from environmental toxins and freshness.

There is no question in my mind that Nordic Naturals strongly adheres to impeccable environmental standards. The last line in Nordic Naturals' mission statement is a testament to their commitment, "As an industry leader and innovator, Nordic Naturals strives to lead individuals to a better quality of life while maintaining a deep respect for the environment."

There are many reasons beyond supporting environmental sustainability that one may want to take fish oils. Go to [www.nordicnaturals.com](http://www.nordicnaturals.com) to get educated on such things as early signs of Omega-3 deficiency and the difference between Omega-3 in fish oil and flax oil. There are case studies, articles, videos and webinars to check out.

In honor of Nordic Naturals' Sustainability, we are putting Nordic's entire line on 20% off for the month of November. There's nothing like a great sale to inspire positive action. Join in the movement!



## Pinching Pennies Wellness Style

by Gretchen Fox Schempp, Wellness Manager

This year we had the opportunity to revamp the Wellness bulk area. It has been an exciting change for our department and for our customers. The new metro shelving allows for better displaying, increased selection, and no more kneeling on our concrete floor to refill bottles.

In the Wellness department and at the Co-op in general, we aim to make bulk shopping easy and accessible to all. Many consumers have been shopping bulk for years while others are still coming around to the idea. From time to time, we feel it is important to better illustrate the savings that are passed on to you the consumer by shopping in bulk.



a retail source for food and other products that, to the greatest extent possible, are organic, sustainably produced, locally grown and/or processed and affordable

For those of you that skip the bulk Wellness section and go right to that shiny new bottle of Dr. Bronner's castile soap or Griffin Remedy Lotion, check out the following figures. The chart that follows outlines the cost for new bottles of products and compares that to the equivalent cost to refill your used bottle or jar with new product. We've also got refillable bottles and jars for use with our bulk items – in convenient 2, 4, 8, and 16 oz sizes.

If cost alone doesn't convince you, think of the packaging you routinely throw away or at least recycle. Just like with bulk food purchases if every person or family refilled their shampoo bottles just one time, think of the landfill waste that would be averted.

As always, if you are looking for larger quantities of certain items, we are happy to special order bulk quantities. Simply ask a Wellness staff member for assistance.

### Bulk Body Care Cost Savings

Item and Size	Shelf price new bottle	Bulk price for equal ounces	Bulk price with new bottle	Your savings
Dr. Bronner's 8 oz. castile soap	\$5.99	\$3.49	\$4.48	\$1.51-\$2.50
Nature's Gate herbal shampoo or conditioner 18 oz.	\$5.99	\$4.90		\$1.09
Earth Science shampoo or conditioner 12 oz.	\$7.49	\$5.15		\$2.34
Griffin Remedy shampoo or conditioner 8 oz.	\$8.99	\$5.99	\$6.98	\$2.01-\$3.00
Griffin Remedy lotion 8 oz.	\$8.99	\$5.39	\$6.38	\$2.61-\$3.60
Aura Cacia grapeseed oil 4 oz.	\$5.99	\$2.41	\$3.40	\$2.59-\$3.58
Aura Cacia sweet almond oil 4 oz.	\$6.99	\$3.37	\$4.46	\$2.53-\$3.62
Now green clay 6 oz.	\$9.99	\$4.90		\$5.09
Redmond bentonite clay 10 oz.	\$12.59	\$9.74		\$2.85

## Study Debunks Myths on Organic Farms

continued from page 1

- the conventional no-till system being the least efficient in terms of energy usage.
- Soil health in the organic systems has increased over time while the conventional systems remain essentially unchanged. One measure of soil health is the amount of carbon contained in the soil. Carbon performs many crucial functions: acting as a reservoir of plant nutrients, binding soil particles together, maintaining soil temperature, providing a food source for microbes, binding heavy metals and pesticides, and influencing water holding capacity and aeration. The trials compared different types of organic and conventional systems; carbon increase was highest in the organic manure system, followed by the organic legume system. The conventional system has shown a loss in carbon in recent years.
- Organic fields increased groundwater recharge and reduced run-off. Water volumes percolating through the soil were 15-20 percent higher in the organic systems. Rather than running off the surface and taking soil with it, rainwater recharged groundwater reserves in the organic systems, with minimal erosion.

- Organic farming also helps sustain rural communities by creating more jobs; a UN study shows organic farms create 30 percent more jobs per hectare than nonorganic. More of the money in organic farming goes to paying local people, rather than to farm inputs.

With results like these, why does conventional wisdom favour chemical farming? Vested interests. Organic farming keeps more money on the farm and in rural communities and out of the pockets of chemical companies. As the major funders of research centres and universities, and major advertisers in the farm media, they effectively buy a pro-chemical bias.

Still, the global food security community, which focuses on poor farmers in developing countries, is shifting to an organic approach. Numerous independent studies show that small scale, organic farming is the best option for feeding the world now and in the future. In fact, agroecological farming methods, including organic farming, could double global food production in just 10 years, according to one UN report.

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563.419.5420 or [taichigrandmadi@msn.com](mailto:taichigrandmadi@msn.com)

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### Gluten Intolerance and the Water Street Café

Are you looking for gluten-free food? The Co-op has it, including fresh food from the Water Street Café.

Currently millions of people are finding out that they have allergies to gluten, the protein found in wheat and other grains such as barley, rye, spelt and triticale to name just a few.

Here at the Water Street Cafe we always have options for individuals with gluten sensitivities. We do not claim to be a gluten-free kitchen because we use wheat flours and gluten-containing products in our kitchen. However, we take precautionary measures to keep our gluten-free foods from cross contaminating with foods containing gluten. We take this responsibility very seriously, and our staff is trained about the adverse effects gluten can have on individuals who are sensitive to it.

To identify gluten-free items in our Café, simply look for the orange dot or sticker on our products and be assured that we have done our best to keep the item free of any gluten. If you have any specific questions pertaining to how we handle our gluten-free in-house produced foods, ask one of our friendly staff and we will be happy to explain our precautionary methods. As a rule, individuals with extreme sensitivities to gluten should always read the ingredient labels to double check what may appear to be a gluten free food item.

### For the Water Street Cafe, Unique Means Variety.

One thing that makes The Water Street Cafe unique is what we offer for our daily menu - variety. Here at the Water Street Cafe we want to be different from the rest. One way we do this is offer a menu that changes every day. How do we do it? First, we choose themes as a guide. Second, our highly-skilled cooks make up the daily menu based on the theme of the day using the freshest seasonal ingredients available. This method keeps store waste to a minimum while offering food at a competitive price. We use mostly organic ingredients and much of it is locally produced or grown.

For example, on Italian day you may find the following foods on the buffet line: Italian Meatball Marinara with Pasta, Fresh Tomato Basil Lasagna, Chicken Alfredo, Roasted Vegetable Ratatouille, Garlic Pesto French Bread, Caesar Salad, and Tiramisu for dessert. A huge appeal to this type of menu is that the customer can always expect something different from the day before and know that they will find a well-balanced meal that is healthy, made from scratch and tastes great. You can actually eat here every day and never have to eat the same thing more than once. We have received many compliments from our customers on the taste of our cuisine and this method of preparation. If you would like to see a weekly list of themes, check out our website at [www.oneotacoop.com/weekly-lunch-specials](http://www.oneotacoop.com/weekly-lunch-specials). See you for lunch!

### Water Street Café Hours:

#### Monday-Saturday

Breakfast (sandwiches MWF/burritos TThS)	8:00 am – 12:30 pm
Hot Bar Lunch Buffet	11:00 am – 3:00 pm
Panini – grilled sandwiches	11:00 am – 7:00 pm
Whole Roasted Amish Chickens	3:00 pm 'til sold out
Salad Bar and Soups	11:00 am – 7:00 pm
Gourmet Espresso Bar	8:00 am – 7:00 pm
Italian Sodas	8:00 am – 8:00 pm
Coffee, Tea and Cocoa	8:00 am – 8:00 pm

#### Sunday

Brunch Buffet	11:00 am – 3:00 pm
Whole Roasted Amish Chickens	3:00 pm 'til sold out
Panini – grilled sandwiches	11:00 am – 6:00 pm
Salad Bar and Soups	11:00 am – 6:00 pm
Gourmet Espresso Bar	10:00 am – 7:00 pm
Coffee, Tea and Cocoa	10:00 am – 7:00 pm

### Now Featuring our new "Green Plate" Program in the Water Street Café.

The Green Plate Program was developed by our staff to reduce our amount of waste as a business and have less of an impact on our environment. The Green Plate Program is a grass roots effort to lessen our carbon footprint and create less land-fill waste by giving the customer an option to choose a food take out container that is reusable.

Purchasing food from the Water St. Cafe to take out is a service we've offered our customers for years. Currently, we purchase "to-go" containers that are made from recycled paperboard and are endorsed by the Green Restaurant Association. We will still continue to carry these containers as an option, however, we feel the need to offer a way for customers to feel even better about purchasing Café food and packaging. This program is just a start, and with your participation will help benefit our community and world as a whole.



#### This is how the Green Plate Program works:

You buy into the program for the price of one reusable container. (The charge is minimal as we are only charging for cost plus shipping of one container). We have both compartmental hot bar/salad bar containers and soup containers.

For first-time users, we have a display of new (stickered) containers next to the hot bar. These containers are already cleaned, sealed and stickered. The sticker informs the cashier that you are a new participant in the program and they will charge you accordingly for the container the first time through. Simply take your new container from the display and fill it up with the amount of food that you desire from the hot bar and salad bar. Proceed to the cashiers up front and they will ring you through and charge you appropriately for the new container and the food that it contains.

If you are a repeat Green Plate customer, you must return your used Green Plate container before you will be allowed to use another Green Plate container. Simply bring your used container in to the Co-op, and return it to the Café counter staff. They will give you a clean and sanitized container for use this time through. (Note: you will not use the same container each time).

Repeat as often as you like!

#### Benefits to using the Green Plate Program are:

- Support the Co-op in making our world a cleaner place by reducing waste in our landfills.
- Support companies that use and produce BPA-free plastics
- A special introductory discount will be given to first-time customers of the Green Plate Program. 5% will be taken off the price of your first container of food.

By cutting our packaging costs there is an immediate effect that you the consumer can benefit from as well. We factor packaging into our prices. If we can cut a cost somewhere, then we can pass that savings on to you.

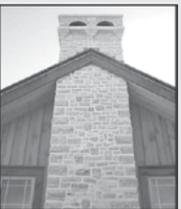
Our reusable "Green Plate" take-out containers are BPA free and dishwasher safe. We ask that customers refrain from using these containers in the microwave for longevity and safety reasons. Please remember there is technically no such thing as a microwave-safe plastic container.



Baker's Oven



Chimney



Chimney

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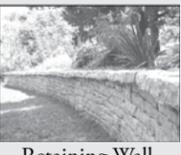
**Landscaping:** Freestanding/Retaining Wall, Pavers, Flagging

**Mortar Work:** Building Cladding, Columns, Piers, Foundations, Chimneys, Tuck Pointing

**Fireplaces:** Rumfords, Masonry Furnaces, Baker's Oven, Kits/Inserts

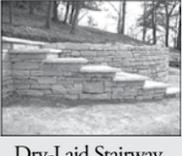


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Dry-Laid Stairway



Fireplace Insert



### The Water Street Café also offers a take-away catering menu.

Please stop in for a copy, or check it out online at [www.oneotacoop.com/docs/catering/catering\\_menu.pdf](http://www.oneotacoop.com/docs/catering/catering_menu.pdf)

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# Rolling Hills Farm

by Betsy Peirce, Produce Manager



a retail source for food and other products that, to the greatest extent possible, are organic, sustainably produced, locally grown and/or processed and affordable

properly fed and oxygenated. The Unruhs completely drain and clean the entire system once per week and start the process all over again with fresh water and nutrient mix.

They also test regularly for pathogens such as E. coli.

The environmental atmosphere in the Rolling Hills greenhouse is also carefully monitored. First of all, the computer controlled system has an alarm for each and every aspect of the process (temperature, humidity, pumps or fertilizer mix) should one or more systems fail. For environmental control, there are shade cloths to pull across the top of the structure on hot days. The shade cloths are also utilized on cold days to lower the ceiling and save on heating costs. There is a “wet wall” on one end of the structure which looks like a porous radiator. Water runs through the wet wall cooling the air as it is drawn through it. Levered vents on the other end of the structure open and close to allow air to circulate and a large fan also aids air circulation.

The Unruhs are dedicated to making their operation as sustainable as possible, given the limitations of a year-round greenhouse in Iowa. They currently have LP heating the greenhouse but are in process to convert to wood heating with an LP back-up. They use beneficial insects to control pest outbreaks by buying ladybugs and other beneficials from the Netherlands (a country that is covered in greenhouses). They use an insecticide approved by the Organic Standards for other pest outbreaks.



The Unruh's have found their produce to be quite in demand and say that they are currently filling only half of the orders that they could fill if only they could double their space. Fern stated that they need customer loyalty year round to be able to continue. They keep their prices low in the summer to be able to compete with the local pricing, but the cost of their inputs goes up in the winter, and they must raise prices in order to offset the increased costs. They are hoping to sell their Kansas farm so they can buy land to farm crops and double the greenhouse space someday, but until then the family is covering their costs and paying themselves a little.

At the end of our tour Fern began giving me samples of some of her wonderful greens. I tasted the sweetest, most delicate arugula and parsley with no bitterness. The lettuce is sweet and tender – like the first tastes of spring growth, only in September. We are certainly lucky that the Unruh's answered their call to Northeast Iowa and we hope we continue to benefit from their “Water Labors.”



“The word hydroponics comes from two Greek words, “hydro” meaning water and “ponics” meaning labor. The concept of soilless gardening, or hydroponics, has been around for thousands of years. The Hanging Gardens of Babylon and The Floating Gardens of China are two of the earliest examples of hydroponics. Scientists started experimenting with soilless gardening around 1950. Since then other countries, such as Holland, Germany and Australia have used hydroponics for crop production with amazing results.” ([http://www.hydroponics.net/learn/hydroponic\\_gardening\\_for\\_beginners.asp](http://www.hydroponics.net/learn/hydroponic_gardening_for_beginners.asp))

Eric and Fern and Jason (son) Unruh own and operate Rolling Hills Greenhouse, a nearly 10,000 sq ft facility, located NE of West Union, Iowa. They moved to Iowa in October 2010 and have been in business since March of this year, supplying the Co-op with hydroponically grown delicate salad mixes (spicy and spring) in clam shells and “living lettuce.” Living lettuce is a lettuce head with the roots still attached which helps prolong shelf life (up to 18 days).

Eric and Fern along with Jason and Titus, their sons, came to Iowa via Greensburg, Kansas. Originally Eric and Fern had come to visit their daughter who was teaching at a small rural Mennonite school in West Union. The Mennonite Community in West Union is young and small, and they felt like they could be of some use having come from a more established community in Greensburg. This, along with their longtime dream of operating a hydroponic greenhouse, caused them to simultaneously come to the realization that NE Iowa could be their new home.

While they were farming traditional crops in Greensburg (the town that was all but destroyed when a 2007 F5 tornado went through), Fern says she and Eric visited different types of greenhouses all over the US and the world (Eric does humanitarian work in Africa) long before they actually knew they were going to go with this type of hydroponics. They had definitely been interested in them ever since they first learned about them. Fern says, “I guess it was meant to be.” It is indeed apparent that the Unruhs love what they do and have thought of every aspect of their business. It is a very involved venture.

I admit that I have never been in a hydroponic greenhouse. I didn't know what to expect so it took me a bit to understand exactly how it all functions. When we walked into the very clean,

soil-free environment, I was struck by the beauty of the 15,000 colorful lettuce heads, multiple varieties in various stages of maturity happily growing in their long trays about waist high from the ground. Fern explained that in order to receive the proper nutrients in which to raise lettuce, a sample of their well water was sent to an agricultural lab where it was determined what other nutrients needed to be added to create a “perfect mix” for growing lettuce. A hydroponic nutrient solution contains all the elements that the plant normally would get from the soil. The Unruhs also grow herbs and are experimenting with some other crops like green beans and snap peas. So far they have had luck using the same nutrient mix for all their crops.

The hydroponic system they use (there are many) is called an Ebb and Flow. “The plants are all started in a growing medium called Rockwool. Horticultural Rockwool is produced from volcanic rock and limestone. These components are melted at temperatures of 2500 degrees and higher. The molten solution is poured over a spinning cylinder, comparable to the way cotton candy is made, then pressed into identical sheets, blocks or cubes. Rockwool holds 10-14 times as much water as soil and retains 20 percent air. Thus making it a very common growing medium in hydroponic production. ([http://www.hydroponics.net/learn/hydroponic\\_gardening\\_for\\_beginners.asp](http://www.hydroponics.net/learn/hydroponic_gardening_for_beginners.asp))

Each Rockwool block is planted with lettuce seeds and germinated in trays, similar to the soil blocks used in gardening. Once the seedling is big enough they are broken apart and “planted” into the long trays set at an angle where the roots are fed several times per day with the nutrient solution. The entire maturation length of the plants changes depending on the season. It takes as little as 4 weeks in the summer, 6 weeks

in the autumn and more in the shortest days of winter. All the water and nutrient solution that is used in the Rolling Hills system flows through the trays and back into the underground tank where

it is tested automatically and “rebalanced” by adding in the nutrients that were drained by the plants. A computer controls all aspects of the process. It tests the temperature, Ph balance and the fertilizer and digitally adjusts the water for the next cycle. The benefit to using an Ebb and Flow System is that it is an active recovery system. The water is constantly recycled and flooded through the trays keeping the roots



a business that encourages the expansion of sustainably grown local food sources

## What's LOCAL in the Produce Department during November & December?

See recipes, page 16

### “Fresh” items:

Brussels Sprouts from Patchwork Green Farm - always a holiday favorite.  
Beets  
Cabbage  
Kohlrabi  
Cabbage  
Kale  
Carrots

Radishes - both summer and winter storage.  
Leeks  
Apples  
Spinach  
Salad Mix  
Micro Greens from River Root Farm - will be back as long as they keep selling  
Apples  
Pears

### Storage Crops:

Many types of squash - including pie pumpkins, butternut, acorn, delicata, sweet dumpling, spaghetti, buttercup, heirloom varieties and kabocha.  
Onions  
Shallots  
Garlic  
Sweet potatoes

### Seed Savers Exchange

A non-profit organization of gardeners dedicated to saving and sharing heirloom seeds

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# Delicious Gift Giving That Fits the Bill

If there's one gift that's a sure thing, it's food. Whether it's one terrific tea or loaf of freshly baked bread or an array of artisan cheeses or fine wines, a gift of food doesn't have to be expensive to be wonderful. And, it can be easily personalized for the recipient- grilling spices or local hand crafted items for you-know-who. Make your gift lists with food in mind year round, and you can easily transform gifting stress into the joy of giving. Here are some ideas:

## Beverages

- \* Tuck a favorite tea in a lovely teacup or an assortment of teas into a teapot. Tie a ribbon in the handle. If giving bulk teas, which is an economical and more sustainable (less packaging) way to go, include a teaball or tea strainer too.
- \* Choose a Fair Trade coffee to present in a handmade coffee mug. Or, for a bigger gift, a coffeemaker or Toddy Cold Press brew system from the Co-op. Include an array of natural flavorings or a batch of homemade or Waving Grains scones.
- \* Place some mulling spice in a piece of cloth (or a little drawstring bag) and tie it to the handle of a jar of cider.
- \* Make your own cocoa mix (allrecipes.com) and place in a small jar along with directions. Use a festive ribbon to tie on a handful of cinnamon sticks for stirring.
- \* Choose a wine for the wine connoisseurs on your gift list. Slip each bottle into a cloth bag made especially for wine, or simply tie a ribbon or piece of fabric (like a tiny scarf or piece of burlap) around the neck of the bottle. For your special someone, tie a tag on a bottle of wine with a promise of an intimate dinner or massage.

## Cheese & Produce

- \* Tuck a selection of cheeses in a basket, along with some flavorful crackers and a jar of olives. Or present them on a cheese board, along with a cheese slicer. Keep an eye out for premade cheese gifts in our cheese case.
- \* Give the ingredients for a "grown-up grilled cheese," including fresh sourdough bread, a wedge of Havarti, an avocado, some roasted peppers and aioli (seasoned mayo).
- \* Purchase cheese made by a local dairy, and include information about the local farmers and how it's produced.
- \* Put together a fruit basket of local and/or organic fruit. You can include a note about the source, so the recipient knows what to look for when they want more.

## Bulk

- \* Our Bulk department offers a selection of nuts. Fill small jars with an assortment or a large jar with your favorite. Another option is to roast and season nuts (walnuts roasted with a drizzling of maple syrup and a pinch of cayenne or sea salt make a scrumptious gift), then package it in a jar or tin with the recipe.

## Baked Goods

- \* Freshly baked bread is always appreciated. Check the Co-op Bakery department for some loaves that are truly gift worthy. Keep an eye out for specialty holiday breads made fresh by local Waving Grains Bakery of Decorah.
- \* Make some home-baked cookies, muffins, or biscotti, and tuck them in a festive tin, fun cookie jar or Fair Trade basket.
- \* Bake a pie and deliver it in a pretty pie dish (Ace Kitchen Place, Decorah) for the recipient to keep – complete with a lovely pie server.
- \* Provide the ingredients for making your signature chocolate chip cookies along with the recipe. Put them in a pretty mixing bowl along with a wooden spoon.
- \* Pick up a small box of chocolate truffles or other candies for the perfect host gift. The Co-op has a wide range of exquisite chocolates – most of which are Fair Trade Certified.

## Herbs and Spices

- \* Gather an array of gourmet bulk peppercorns and wrap along with a peppermill.
- \* Present the "grill-master of the house" with an assortment of grilling spices and marinades, along with some new grilling tools and mitts.
- \* Gather a starter selection of spices for newlyweds or a student heading to college. Include a spice rack or lazy Susan for storage, and/or a cookbook.

## Canned Goods

- \* Put together dinner ingredients (with or without a note saying that you'll prepare). Include the makings of an Italian or Chinese dinner, for example, or a picnic lunch. (A bottle of wine wouldn't hurt, either.)
- \* Choose a handful of unusual, enticing jams and nut butters and present them in a festive basket or box.

## Gift Certificates

- \* Be creative with gift cards. A Co-op gift card, salad bowl and tongs or wooden servers might inspire a great chef's salad. You could even include the dressing (ready-made or an oil and homemade vinegar) and croutons. Or, a gift card along with a small roasting pan, a bottle of olive oil and a jar or two of seasoning (lemon pepper and garlic powder are good choices) might inspire some delicious

roasted vegetables.

- \* Give your time-pressed friend a coupon book for a number of meal deliveries fresh from your kitchen.
- \* Present your elderly neighbor with a gift certificate for homemade soup (which, of course, includes a visit).
- \* Present a gift certificate from the Oneota Co-op, where the recipient can choose his or her own favorite items, prepared dishes or, for non-members, even purchase a Co-op membership.
- \* Offer a certificate for a cooking class or tasting event (wine, cheese, or beer, for example) at the Oneota Co-op.

Of course, mixing and matching some of these ideas will give you even more options, such as a favorite cheese along with a bottle of wine and a fresh loaf of French bread – all wrapped with a pretty cloth. Perhaps a selection of teas in a basket along with a flavored honey or two will hit the spot. When it comes to food gifts, the possibilities really are endlessly delicious.



## Artisan Cheeses for Holiday Entertaining

by Beth Rotto, Cheese Buyer

Cheese always adds to any festive occasion. Oneota Co-op is a great place to get an assortment of wonderful cheese.

This year we will be bringing in a variety of artisan cheeses from

our region, those made from innovators with technical expertise in the dairy and cheesemaking industries. Artisan cheeses are often handmade or made using relatively small-scale specialty techniques in small batches. Artisan cheese captures the uniqueness and special properties of the milk used, as well as carrying the identity of the artisan who makes it.

Here's a few artisan cheeses to look for in our cheese case:

**Montchevre organic Buche Fleurie** - A soft goat's milk log from Wisconsin, and also 1 oz. goat cheese medallions from Montchevre.

**Bent River Camembert, from Mankato, Minnesota** - A semi-soft, mold-ripened french style cheese made with milk from Cedar Summit dairy.

**Marieke Foenugreek gouda and Marieke's new award-winning Smoked Cumin Gouda:** - both raw milk cheese from Holland's Family Farm.

**Carr Valley** - Look for the highly sought after Vanilla Cardona as well as the new Mellange Caso Bolo. The Mellange Caso Bolo is made with sheep, goat and cow milk, and aged two years and cut into wedges. This cheese recently took 1st place at the 2011 American Cheese Society Competition.

**Sartori** - We went crazy with all the special varieties of cheese from our favorite Sartori cheese company, makers of Bellavitano and Montamore cheese. Look for subtly flavored Bellavitano including Merlot (with berry and plum notes), Espresso (great with bagels, chocolate, and fruit beers), Balsamic (recommended with smoked turkey and crusty artisan breads), as well as their Asiago with Rosemary and Olive Oil (a good match with savory crackers or olives).

**Prairie Breeze** – Our bestseller, created using milk from small Amish farms in the traditional way by the Musser family of Milton, Iowa.

We plan to carry a number of popular imported cheeses and some from further afield as well, including White Stilton with Pear, Sage Derby, Wensleydale with Cranberries, Le Roule and Couronne Brie from France.

To crunch alongside your cheese, we have ordered several new crackers, including Raincoast Crisps in several flavors designed to go with your cheese. Also try the Amish candies, both Almond Crunch and Cashew Crunch, found near the check-out.

### Here are some entertaining tips for the holidays:

Hors d'oeuvres set the tone for your party and create a festive atmosphere. Remember, however, you don't want to spoil your guests' appetites if you are serving dinner. A selection of cheeses along with some crackers, a few bowls of interesting olives, and warm, toasted almonds is plenty to have before dinner.

Remember that presentation is important, so think about what you are serving food in. Simple dishes let the food be the feature. Don't overfill or crowd the serving dishes. Garnish with something natural, simple and possibly an ingredient in the recipe - a few grapes, snips of fresh herbs, or a drizzle of olive oil.

Don't forget, your guests are there to see you, not just the food, so get out of the kitchen and enjoy the party.

## Sweet Treats on Parade

### Oh the goodies of the holiday season.

There are so many tasty treats everywhere, tempting us with their fun shapes and holiday packaging. The Oneota Co-op has got it all this year too. Organic candy canes, Swedish peppermint sticks, flavored chocolate stirring sticks, plum pudding, stollen, German Advent calendars, chocolate Swiss army knives, special Lindt chocolate figurines, chocolate cordial cups, gingerbread houses, and organic maple sugar candy to name a few. Stuff the stockings, spiff up the hors d'oeuvres table, and be the hit of the party with sweet treats from the Oneota Co-op.



# Simply The Best...Meat

by Kristin Evenrud, Grocery Manager

This time of the year is beautiful. The leaves have fallen from the trees and the air is crisp as we gather around the holiday table with those we love. My mind always turns to food during the holiday season and meals I am going to share with my family. I want the food to be the best, so I always start with the best meat.

**1** a retail source for food and other products that, to the greatest extent possible, are organic, sustainably produced, locally grown and/or processed and affordable

## Turkey

The Oneota Co-op is carrying both fresh and frozen whole turkeys for the holiday season. We have two local producers, within a 100 mile radius as the crow flies, supplying us with turkeys this year. They are Larry Schultz Organic Farm of Owatonna, MN and Ferndale Market of Cannon Falls, MN.

Larry Schultz Organic farm is a small, family farm where Larry and Cindy have always operated organically and subsequently certified their land and poultry in 1998. The Oneota Co-op has carried Larry Schultz Organic Farms turkey and chicken products for many years. We know from experience the turkeys have thick breasts with deep delicious flavor. These are most definitely the best organic choice for the holiday table.

Ferndale Market turkey is raised by John Peterson and his family. The farm was started 70 years ago by John's grandparents, Fern and Dale Peterson. Their turkeys are free range during the warm months and all of their turkey is naturally processed, so there are no artificial ingredients or antibiotics—just delicious turkey. In addition, Ferndale Market is strongly committed to the sustainability movement and sells their product locally to reconnect consumers with high-quality, local agriculture. (I ate Ferndale turkey last year with my loved ones from Minnesota. It was delicious).

The Oneota Co-op is committed to bringing you the best turkey, either free-range & antibiotic-free or certified organic. SIGN UP EARLY (by calling Customer Service 563-382-4666) to reserve your bird, so you can be assured your holiday meals will be tasty and wholesome this year.

## Easy Herb-Roasted Turkey

recipe from [www.allrecipes.com](http://www.allrecipes.com)

- Ingredients:
- 1 (12 pound) whole turkey
  - 3/4 cup olive oil
  - 2 tablespoons garlic powder
  - 2 teaspoons dried basil
  - 1 teaspoon ground sage
  - 1 teaspoon salt
  - 1/2 teaspoon black pepper
  - 2 cups water

Directions: Preheat oven to 325 degrees F (165 degrees C). Clean turkey (discard giblets and organs) and place in a roasting pan with a lid.

In a small bowl, combine olive oil, garlic powder, dried basil, ground sage, salt, and black pepper. Using a basting brush, apply the mixture to the outside of the uncooked turkey. Pour water into the bottom of the roasting pan and cover.

Bake for 3 to 3 1/2 hours, or until the internal temperature of the thickest part of the thigh measures 180 degrees F (82 degrees C). Remove bird from oven and allow to stand for about 30 minutes before carving.



## Ham

We love Kristine and Ryan Jepsen's Grass Run Farm Uncured Ham. The hogs are raised with plenty of time to run in the grass and smell the fresh air; hence, the name "fresh air" pork. The result is truly amazing - tender meat with just the right amount of marbling. The fat not only tastes good, but you don't need to be afraid of what might be harbored in it. (Keep in mind that animals raised in confinement and given antibiotics store the nasty stuff in their fat and then when you eat it, it gets stored in you.)

This year we will also carry Garrett County spiral half hams. This pork is also raised 100 percent free of nitrates, nitrites, antibiotics, hormones, preservatives and artificial ingredients.

## Lamb

Try leg of lamb instead of the traditional fare. We carry lamb from Breezy Bluff Farm in Spring Grove, MN and Tom Beard in Decorah, IA. Both of these producers raise their lamb on organic grassland and hay and the animals are given plenty of room to roam. This meat proves succulent and juicy, braised and then slow roasted with herbs such as mint or thyme. Serve with garlic roast mashed potatoes and chickpea chermoula.

## Fish

Another great holiday meal alternative is fish. The Oneota Co-op has whole salmon fillets and smaller pieces. Our salmon is always wild caught from Bristol Bay, AK and adheres to the standards of the Marine Stewardship Council ([www.msc.org](http://www.msc.org)). The salmon we have in stock from this fishing season is beautiful, red and firm. I had a customer visiting from Seattle recently who came to find me and tell me how fantastic our salmon is. He was surprised our fish was as tasty as what he usually buys from the fresh fish market. My all time favorite salmon recipe is simple: butter, minced garlic, salt and pepper, splashed with lemon juice. Rub the fillet with butter (or olive oil), splash with lemon (fresh is the best), and rub on the garlic, salt and pepper. Next, put the fillet, skin down, on a hot grill. Flip in 5-10 minutes and cook until flaky. Garnish and serve with boiled new red potatoes, steamed green beans, and a chewy loaf of French bread.

## Beef

Though not thought of as the Midwestern holiday meal choice, beef is always yummy. From a slow cooked roast to a simmering pot of stew, beef can be an easy alternative. We carry beef from Grass Run Farm, Rock Cedar Ranch and Fairfield Farm. All the cows are out on pasture and are antibiotic free and hormone free. Rock Cedar Ranch finishes their beef with organic corn for a superb marbling. If the holidays take a casual turn, try hamburgers stuffed with cranberries, jalapeños and raw milk cheddar. Serve with waffle fries and green beans.

## Super Circle Calzone

Courtesy of Co-op member/owner Peter Jorgensen

- |  |  |
|--|--|
| Ingredients:   | 1/4 cup finely diced uncured Genoa salami (optional)                     |
| 2 packages sourdough pizza dough from Waving Grains Bakery | 1/4 cup chopped Peppadew jarred peppers                                  |
| 1 fresh mozzarella ball                                    | 1 1/2 cups fresh spinach (packed) or other fresh greens, lightly chopped |
| 3/4 cup ricotta cheese                                     | 3/4 cup caramelized onions   |
| 1 - 8 oz can Muir Glen tomato sauce                        |  |

Directions: First, caramelize a half dozen good sized onions as follows. Put some "She done me wrong" songs on the stereo as you coarsely chop the onions. No use wasting a good cry without some blues playing. Put a half cup of good olive oil in a deep frying pan and start cooking the onions over medium heat, stirring regularly to avoid burning. You can add a couple tablespoons of sugar to hasten the caramelizing if you wish. This will take about 45 minutes for the onions to get that sweet, dark, syrupy look so I make as much as the pan will hold—you can use the extra in other recipes. Put all but 3/4 cup of onions in little Ziploc and refrigerate or freeze.

Take a large piece of parchment paper and trace the outline of your pizza stone. If you don't have a pizza stone, Ace Kitchen Place has them right here in Decorah. Resist drawing a funny face in the resulting circle. Set aside.

Stretch the first package of dough out on your pizza stone, working it to the edges. Bang head against cupboard in frustration because the dough attempts to crawl up your arm until you discover you can wet your fingers occasionally to keep it from sticking to your hands. Stretch the second dough out on the parchment paper to the outline you traced - this is going to be your top crust.

Spread the ricotta cheese on the bottom crust (which is on the stone) leaving a 3/4 inch space around the edges. Do the same with the sauce. Eat some of the salami. Add the remaining ingredients with the fresh greens going on last.

Pick up the dough that's on the parchment paper and carefully invert it onto the assembled bottom crust. The dough will stick to the paper so you can easily lay it down over the bottom crust. Now the tricky part. Avoid banging head on cupboard as it hurts more the second time. Drink some wine instead. Using a table fork, start around the edges, crimping the two crusts together. Once you've gotten all the way around, use the fork to carefully pull the paper from the top, easing it off a little at a time. Don't rush or you'll tear it. Drink some more wine. Finally, using a very sharp knife, cut four or five small slits in the top crust to serve as vents.

Preheat the oven to 400 degrees and place the calzone in the middle or top middle shelf. Bake for about 45 minutes or until edges start to lift from the stone and the crust turns a light golden brown. Remove from oven and allow to cool for 15 minutes before cutting. Serve with a robust Zinfandel or Malbec. Bon appetit!

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# Doctor Prescribes Nutrition for Kids' Health



According to Carolyn Dean, MD, ND, life-threatening diseases such as diabetes once consigned to adults are becoming alarmingly common in childhood. Asthma, allergies, endocrine irregularities, behavioral problems and a host of other maladies in children have reached epidemic proportions. Nonetheless, Dr. Dean argues, prevention and reversal are possible with sound nutrition and common sense.

## Sugar, sugar everywhere...

The facts Dr. Dean presents are hard to swallow. She relates that a staggering 1,000% more children today are diagnosed with diabetes compared to 1990, and that "...over 80% of type 2 diabetes is related to being overweight." According to Dr. Dean, the Institute of Medicine (IOM) recommendations sanction up to 25% of calories in one's daily diet from added sugar, amounting to approximately 33 teaspoons of sugar in a daily diet of 2,000 calories. However, the USDA states that the average annual sugar consumption per person has increased from 123.3 pounds in 1970 to 170.5 pounds in 2008, amounting to 50.5 teaspoons of sugar a day, exceeding the IOM limits by over 17 teaspoons every day.

Health risks associated with sugar consumption are legendary: hypoglycemia, adrenal stress, insulin resistance leading to diabetes, tooth decay, candida (yeast) and behavior disorders; sugar can also precipitate hypertension and high cholesterol in later life. So who gains from this dwindling spiral? As Dr. Dean points out in Kids' Health, the refined sugar industry cultivates millions of acres of corn, sugarcane and beets annually. Companies that produce artificial sweeteners and additives also have a big stake in the game, as does the fast food industry, as do the advertising media, as do the pharmaceutical companies that manufacture insulin, drugs to treat ADHD, Prozac and other psychiatric drugs and medicines,

as do the hospitals that treat those who have become too frail as a result of this vicious cycle.

## The role of diet in ADHD...

How do children behave when certain foods are eliminated from their diets? In Kids' Health Dr. Dean cites several studies that found striking improvements in mood, learning ability and social skills among public school students, children diagnosed with hyperactivity, ADD and other behavioral problems, and even juvenile delinquents. In these studies, children were taken off sugar, high-carbohydrate junk foods, foods with additives and common foods such as milk, eggs, wheat and citrus. Dr. Dean's own patients, including children with ADHD and autism, have improved when they stopped consuming sugar, gluten, casein, soy, MSG and artificial sweeteners.

The booklet steps mightily into a current arena of controversy, challenging the medical and pharmaceutical establishment's penchant for medicating children with powerful psychiatric drugs. Dr. Dean writes: "It has been said of conventional medicine that 'when all you have is a hammer, everything looks like a nail.' When doctors are allowed to treat ADHD with drugs without looking at the greater picture of diet and supplements, our children become the nails. But hammering them with medication doesn't address the root problem. It just makes matters worse."

## Sensible nutrition...

Kids' Health presents practical guidance for parents. Dean stresses the importance of including vegetables and fruits grown without pesticides and herbicides (organic), meats without added hormones or antibiotics, and nutrient-dense, high-fiber whole grains. She admits that orchestrating such a diet may not be easy for busy parents, but it is critical to the health, development and well-being of their children.

Dr. Dean is an outspoken advocate for

magnesium, a mineral essential for muscles and nerves to relax. She quotes from her book, *The Magnesium Miracle*: "It's not just adults who get anxious because they are on magnesium-deficient diets... ADHD, autism, juvenile delinquency and childhood depression are associated with magnesium deficiency, and some say these conditions can be caused by it." In a market flooded with supplements, there is only one that she endorses for children, meeting all of her criteria for magnesium, zinc, essential fatty acids (EPA and DHA), B vitamins, vitamin C and trace minerals: Kids Natural Calm Multi from Peter Gillham's Natural Vitality. As Dr. Dean writes in Kids' Health, "...[it] provides a good tasting liquid supplement using organic flavors and organic non-sugar sweeteners... plus they've added a blend of 24 organic vegetables and fruits most kids don't get in their current diet."

## Real changes...

Kids' Health steers parents away from accepted norms that favor big-dollar, low-nutrient consumption, healthcare and drugs. Dr. Dean writes: "You may be relieved to discover that there are environmental and dietary reasons that explain your child's health or behavior... Awareness is certainly the first step toward change. Once we become aware, we can begin educating ourselves toward a better future for all of our children."

To order copies of Kids' Health—A Doctor's Guide for Parents (\$4.95), visit Amazon.com

For information about Kids Natural Calm Multi see <http://www.naturalvitalitykids.com>

## THE COLLAGEN CONNECTION

Your body's "health and beauty" protein

You want to be healthier and look younger. Who doesn't? Fortunately, you now have advantages your mother and grandmother could not even imagine.

Molecular biologists have pinpointed the key structural protein integrally involved in creating smooth skin, thick and strong hair, strong flexible bones, and bone mineral density. Its name? Collagen.

Surprised? You're not alone. Say the word collagen to most people, and they conjure up images of Goldie Hawn's lips in the movie "The First Wife's Club." Collagen and plastic surgeons seem to go together like ham and eggs. But the medical effects of generating your body's own collagen are quite profound.

In fact, scientists call collagen the most important building block in the human body. It makes up 70% of your skin and 30% of your bones. Collagen prevents wrinkles from forming. It is integrally involved in vital skin elasticity. Collagen, along with keratin helps create thick, strong hair. Inside your bones, collagen acts as the "binding sites" for calcium. Clinical trials have shown impressive results in promoting bone health with one specific collagen-generating mineral density compound, known as ch-OSA®. Go to [www.biosilusa.com](http://www.biosilusa.com) for details on the studies.

New research has even related the

condition of youth and beauty to your body's collagen content.

But in humans, collagen production begins to diminish by age 18. By age 30 the signs become visible.

- Look at the statistics on collagen loss.
- Collagen production decreases 1% per year, starting at age 18.
- A woman's skin decreases in thickness (created by collagen) by 7% every ten years.

Following menopause...

- Skin thickness declines as much as 1.13% annually.
- In the first 5 years, women lose as much as 30% of their skin collagen.
- The decrease in skin collagen can impact bone health.
- Skin elasticity declines 0.55% per year.

Astounding statistics, for sure. Yet few Americans are aware of even one of them.

But clinical trials now prove that ch-OSA, can indeed generate collagen. ch-OSA produced genuine "end point" benefits such as reducing existing fine lines and wrinkles, thickening and strengthening hair, and promoting healthy bones.

There's one company that makes a collagen-generating product with the clinically proven ingredient ch-OSA. It's called BioSil®. You can find it at Oneota Community Food Co-op.

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\*Based upon clinical testing on the forearm and forehead.



## I'll stick to soaking my beans in water.

by Kristin Evenrud, Grocery Manager

I recently watched the Cornucopia Institute's video - "Dirty Little Secret in the Natural Soyfoods Industry..." (<http://youtu.be/gxDkDpUJ6ug>). This is a short video about the food industry's use of n-hexane. Hexanes are hydrocarbons and are significant constituents of gasoline. Furthermore, in their raw form they have a gasoline-like odor and are relatively inexpensive since they are a by-product of the manufacture of gasoline.

The concern is that some manufacturers in, and for, the natural foods industry are using n-hexane to extract oil and proteins from soy, safflower, flax and cotton. For example, non-organic processing of soybeans can require a "bath" in hexane to separate the oil or protein from the bean. When is the last time you soaked your beans in cleaning solvent?

The largest ingredients of concern are soy protein isolate, soy protein concentrate and textured vegetable proteins (TVP) which can be extracted using hexane.

These ingredients are commonly used in meat alternatives and nutrition bars. A written report by Cornucopia in 2007 also points out that hexane can persist in the final food product. In a sample of processed soy, the processed soy oil contained 10 ppm, the soy meal 21 ppm and the soy grits 14 ppm of hexane. The video is a couple of minutes long and of course has jammed a lot of info into the two-plus minutes. I thought hmmm...what more do I need to know?

What I found out by digging a bit is that hexane is a component of gasoline, breaks down quickly when exposed to air, floats on top of ground water and then dissipates into the air. It is not readily stored or concentrated in plants, animals or fish. This doesn't sound so bad. However, industries that use n-hexane use a lot of it and end up landfilling the waste from the processing of products. This can mean a lot of spent n-hexane going into the ground and evaporating into the air.

By far, the biggest risk in using hexane is to the workers doing the extraction. The long-term toxicity of hexane in humans is well known in the industry. Exposure levels ranging from 400 ppm to as great as 2,500 ppm can cause tingling and cramps in the arms and legs, general muscle weakness, loss of coordination and blurred vision. Chronic intoxication from hexane occurs most often in recreational solvent abusers, workers in shoe manufacturing, furniture restoration and automobile construction industries, plastic recyclers and assemblers and cleaners of touch screen devices.

The risk to consumers due to eating a product where hexane was used in its extraction process is incrementally small. However, this is a toxic chemical that has been banned by the Organic Industry. Yet, all-too-often n-hexane processed ingredients are used by "natural" foods industry manufacturers. Even though the consumer health risk is low from eating meat alternatives and nutrition bars, you may choose



a community that is educated about food and other products that are healthy for people and the environment

## Heirloom Rice is MORE than nice.

by Carl Haakenstad, Bulk Buyer

Seed Savers has done incredible work preserving heirloom vegetable, fruit, and flower seeds for future generations. In addition, they continue to educate us all on the importance of heirloom seeds in agriculture. We sell Seed Savers Exchange seed packets in the spring, and heirloom-variety local items in the Produce department. However, did you know that you can get heirloom varieties of rice in the Bulk department at the Oneota Co-op? We carry two heirloom varieties of rice: Forbidden Rice and Madagascar Pink Rice. Just like the heirlooms at Seed Savers, both of these rices are distinct varieties bred to grow in specific areas.

These unique rice varieties are marketed by Lotus Foods, a company that is also working hard to spread the word about an amazing development in rice farming: the System of Rice Intensification (SRI). SRI is a change in the techniques of rice farming that have been developed in Madagascar by Fr. Henri de Laulanie. Fr. Laulanie was interested in helping the Malagasy farmers increase their yields in order for them to have greater food security and stop their slash and burn agriculture that was taking away the island's endangered rainforest.

SRI methods have been shown to increase rice yields from 20 to 200 percent. This increase in yield is part

of what makes the SRI methods so appealing. With higher yields, presumably, farmers will have to farm less land. The SRI methods also allow farmers to use 90 percent less seed, 50 percent less water and little to no chemical fertilizers. The SRI system is based on six major changes in the traditional rice growing methods:

- Seedlings are planted early, 8-15 days
- Seedlings are planted singularly instead of in clumps
- Wide spacing of seedlings in a grid pattern
- Soil should be moist but not flooded
- Fields should be weeded 2-3 times a season
- Increased use of organic fertilizers (compost or manure)

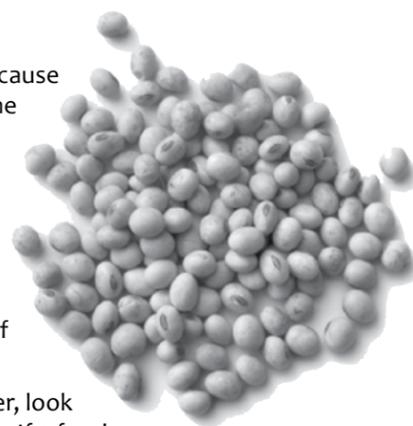
All of these changes add up to healthier plants and increased yields. For many years rice paddies have been flooded in order to control weeds. Even though rice plants can survive their roots being submerged it will cause the plant to be less healthy and less productive. However, this does mean that rice farmers need to weed their fields. Consequently, this adds benefit with the aerating of the soil and the decomposing weeds provide organic matter. These growing methods also allow the farmers more independence by reducing their seed and chemical fertilizer purchases and increasing the use of organic fertilizers that can be made on their farms.



to avoid eating products that use n-hexane because of your environmental values or concern for the workers who may come into contact with the liquid.

The Cornucopia Institute website is full of good information on this subject, including guides illustrating which companies are using n-hexane and its processed parts and which manufacturers have opted for greener, but costlier forms of extraction.

Yet again, if you are looking for the easy answer, look for the 100% Certified Organic seal on the label. If a food product bears this seal it cannot contain hexane-extracted ingredients.



### Nutritional Bars the Co-op carries that are FREE of hexane processed ingredients:

Kind Plus (only the Antioxidant Bars)  
Larabars  
Pure Bars  
Raw Revolution Bars

### Nutritional Bars the Co-op carries CONTAINING ingredients treated with hexane:

Clif Bar  
Clif Builder's Bar  
Clif Mojo Bars  
Kind Plus only the Protein bars  
Luna Protein Bars  
Think Thin Protein and Crunch Bars

### Meat Alternatives at the Co-op that are FREE of hexane extracted soy:

Amy's Kitchen  
Boca "made with organic soy" patties, burgers and links  
Field Roast Grain meat  
Gardenburger we carry only Sun Dried Tomato Basil variety  
Tofurky  
Wildwood  
Fantastic Foods only the Vegetarian Sloppy Joe, Vegetarian Chili, and Taco Filling Mix

### Meat Alternatives at the Co-op that CONTAIN hexane-extracted soy:

Gardein  
Gardenburger - we carry only the Black Bean Chipotle  
Yves Veggie Cuisine

To see the full guide go to <http://www.cornucopia.org/2010/11/hexane-soy/>

Changes to techniques of rice cultivation are important because rice is the second most cultivated crop in the world (corn is number one). Rice accounts for over 20 percent of all calories consumed by humans worldwide. Since rice is grown on such a massive scale, think of how much more rice could be grown on the same amount, or even less land. How many more people would have greater food security, and how much less fresh water would have to be used for rice irrigation? I encourage you to visit Lotus Foods website ([www.lotusfoods.com](http://www.lotusfoods.com))



a retail source for food and other products that, to the greatest extent possible, are organic, sustainably produced, locally grown and/or processed and affordable

to learn more about the System of Rice Intensification (SRI) and to support the work they are doing to promote rice varieties grown with SRI methods.

For a twist on a classic holiday dish, try the following stuffing recipe made with Madagascar Pink Rice. Enjoy!

## Madagascar Pink Rice Stuffing

1 cup Madagascar Pink Rice  
3 tablespoons olive oil  
2 cup diced onions  
1 tablespoon minced orange zest  
1 tablespoon minced garlic  
1/2 cup fresh orange juice  
2 tablespoons soy sauce  
1/2 cup natural (skins on) almonds, toasted\*, coarsely chopped

1 jalapeno, trimmed and finely chopped (1-2 tablespoons)

**Poultry Basting Sauce:**  
1 cup orange juice  
1/4 cup honey  
2 tablespoons soy sauce

### Directions:

Cook the rice in 1-1/2 cups boiling salted water until water is absorbed and rice is tender, about 20 minutes. Set aside. Heat the olive oil in a large skillet. Add onions and cook, stirring, over medium heat until onion is golden, about 10 minutes. Stir in the orange zest and garlic and cook 2 minutes.

Add the cooked rice (there will be about 3-1/2 cups), orange juice, soy sauce, almonds and jalapeno. Stir to blend. Cover and cook just until heated through.

Serve as a side dish with turkey, chicken, duck or Cornish hens or use as a stuffing\*\* for poultry or vegetables.

\*Toast almonds in 350°F oven for 15 minutes

\*\*Let rice stuffing cool before stuffing turkey or other poultry

### Poultry Basting Sauce:

Combine the orange juice, honey and soy sauce in a small saucepan and heat to boiling. Simmer until reduced by half. Separate into two portions, one for basting poultry the other for serving with the meal. Always remember to discard any sauce that has come into contact with raw meat.

## Oneota Community Food Co-op

### Mission

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.

### Ends Policy

As a member-owned consumer co-operative, the organizational goals of the Oneota Community Co-op originate from our commitment to the seven internationally recognized Principles of Cooperation and reflect our concern for our community.

The Oneota Community Co-op serves primarily members, customers, and the OCC staff, but also its service extends outward to the following:

- vendors and suppliers,
- the larger community of cooperatives,
- the wider regional community.

Because the Oneota Community Co-op exists as an institution grounded in the cooperative principles, there will be the following:

1. a retail source for food and other products that, to the greatest extent possible, are organic, sustainably produced, locally grown and/or processed, and affordable.
2. a business that encourages the expansion of sustainably grown local food sources.
3. a business that promotes the development of cooperation and co-operative enterprise.
4. a community that is educated about food and other products that are healthy for people and the environment.
5. a business that promotes environmental sustainability.
6. employment in a work place that provides the personal satisfaction of collaborative work directed toward common goals.
7. a local community whose fabric is strengthened through caring, and sharing gifts of time, energy, and resources.
8. an institution that respects and encourages the diversity of its membership.

## Oneota Community Food Co-op Staff

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 Johnice Cross..... oneotacross@gmail.com  
 Robert Fitton, Vice President..... oneotarobert@gmail.com  
 Gary Hensley..... oneotahensley@gmail.com  
 Jon Jensen..... oneotajensen@gmail.com  
 Lyle Luzum, Secretary..... oneotalyle@gmail.com  
 Steve McCargar, Treasurer..... oneotamccargar@gmail.com  
 Bill Pardee, President..... oneotapardee@gmail.com

## Welcome to these new member-owners:

Marilyn Armentrout	Gary Guyer	Janell Ludens	Ann Sheahan
Sonja Arneson-Ecklund	Kelly Harris	Elizabeth Makarewicz	Caitlin Shoemaker
Sarah Bieber	Kristianna Harris	Whitney McEachran	Jeanne Skillings
Jeffrey Birth	Linda Heit	John Brian McQueen	Michelle Smith
Carly Blazing	Ginivra Herr	Abby Mesnik	Nina Smock
Jordan Buchholtz	Eric Holthaus	Collin Meyer	Jamie Stallman
Lindsey Calderwood	Joseph Jacobs	Shodi Moris	Melanie Stewart
Leah Chapman	Emily Jacobsen	Andrea Oldfield	Kelly Tagtow
Karen Davison	Koby Jeschkeit-Hagen	Meghan Owens	Emilie Taylor
Kirsten De Jarlais	G.R. Jo Johannesen	Barbara Pen-a	Erin Tuecke
Becca Dugdale	Michona Johns	Kristin Propson	Abigail Wacholz
Ross Frei	Jason Knight	Hailey Punke	Tina Yates
Sally JO Gehrke	Marlene Knutson	Tessa Romanski	Jenna Yeakle
Erik Grayson	Teddie Lensing	Alison Sancken	Annie Zylstra
Laura Greene	Clara Lind	Hannah Selmon	
Helen Van Der Griend	Matt Lind	Ellen Sexton	

## The Statement of 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

## Why Join the Co-op?

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

### Member-ownership

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

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

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

- Help to sustain a locally-owned business.
- Share in the success of the Co-op through your annual member patronage dividend in the years where there is sufficient profit, at the discretion of the Board.
- Get a free subscription to The Scoop, our bi-monthly newsletter.
- Once each month, ask for your 5% discount on an unlimited number of purchases.
- Become a volunteer and receive an additional discount of 4 to 8% at the register.
- Get additional discounts on specified "member-only sale" items each month
- Receive discounts on classes at the store.
- Receive a 5% discount on Mondays if you are 60 years of age or older
- Write checks for up to \$20 over purchase for cash back
- 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.

## Wellness Wednesday

The FIRST Wednesday of every month  
**members receive 5% off Wellness products**  
 (excludes already marked down Co+op Deals sale items)

## Senior Citizen Discount Monday

Every Monday members who qualify for the senior discount  
**(60 years of age or older) receive an extra 5% off most purchases.**  
 (excludes already marked down Co+op Deals sale items)

## Working Members - August/September 2011

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

Johnice Cross	Lynda Sutherland	Jerry Aulwes
Robert Fitton	Julie Fischer	Stephanie Conant
Gary Hensley	Rob Fischer	Elyse Hawthorn
Jon Jensen	Mary Hart	Karin Martin-Hiner
Lyle Luzum	Jan Heikes	Emily Neal
Steve McCargar	Lee Zook	Jeff Scott
Bill Pardee	Pam Kester	Deneb Woods
Arllys Adelman	Dave Kester	David Paquette
Janet Alexander	Georgie Klevar	Laura Hennessee
Louise Hagen	Rita Lyngaas	Shodi Moris
Carol Bentley-Iverson	Onita Mohr	Andrew Ellingsen
Judy Bruening	Jerry Skoda	Jeanine Scheffert
Brenda Burke	Perry-O Sliwa	Kelly Skoda
Mwara Muriuri	David Sliwa	Rick Scheffert
Dennis Carter	Wendy Stevens	Sheryl Scheffert
Ellen Cutting	Jim Stevens	Reed Fitton
Laura Demuth	Christine Gowdy-Jaehnig	Andrew Wood

If you are interested in learning about the working member program at the Co-op, please contact us at workingmember@oneotacoop.com.

# MEMBER DEALS

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



# MEMBER DEALS NOV. 2 - 29

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Frozen</b>			
Food for Life Ezekiel Bread 4:9 Sprouted OG	\$5.19	\$4.29	\$0.90
Food for Life Ezekiel Bread 4:9 Cinnamon Raisin OG	\$5.89	\$4.99	\$0.90
Fillo Factory Fillo Dough OG	\$4.29	\$3.49	\$0.80
Luna & Larry's Coconut Bliss Coconut Ice Cream OG Coconut	\$6.49	\$4.99	\$1.50
Luna & Larry's Coconut Bliss Coconut Ice Cream OG Dark Chocolate	\$6.49	\$4.99	\$1.50
Luna & Larry's Coconut Bliss Coconut Ice Cream OG Vanilla Island	\$6.49	\$4.99	\$1.50
Luna & Larry's Coconut Bliss Coconut Ice Cream OG Chocolate Hazelnut	\$6.49	\$4.99	\$1.50
Luna & Larry's Coconut Bliss Coconut Ice Cream OG Chocolate Peanut Butter	\$6.49	\$4.99	\$1.50
Luna & Larry's Coconut Bliss Coconut Bar OG Naked Coconut	\$5.99	\$4.49	\$1.50
Nate's Meatball Classic Vegan	\$4.99	\$3.99	\$1.00
Tandoor Chef Naan, Bread Garlic	\$3.19	\$2.79	\$0.40
Tandoor Chef Naan, Bread Tandoori	\$3.19	\$2.79	\$0.40

## Grocery

Angies Kettle Corn	\$3.49	\$2.79	\$.90
Annie's Bunny Grahams 10oz	\$3.99	\$2.99	\$1.00
Better than Bouillon Broth Bases, Organic	\$5.99	\$4.49	\$1.50
Crown Prince Pink Salmon, Low Sodium	\$3.69	\$2.79	\$.90
Divine Chocolate Bar, 3.5oz	\$3.59	\$3.49	\$.10
Good Health Avocado Chips, 5oz	\$3.19	\$2.29	\$.90
Hain Sea Salt	\$1.99	\$1.49	\$.50
Health Valley Cream Soups, 14.5oz	\$3.19	\$2.29	\$.90
Native Forest Canned Fruit, Organic	\$3.79	\$2.79	\$1.10
Native Forest Canned Baby Corn or Bamboo Shoots	\$2.59	\$1.79	\$.80
Native Forest Artichoke Hearts, Quartered	\$3.79	\$2.79	\$1.00
Native Forest Artichoke Hearts, Marinated	\$2.99	\$2.19	\$.80
Newmans Mints, 1.76oz Tins	\$2.49	\$1.79	\$.70
Pamela Simple Bites - NEW!	\$3.49	\$2.79	\$.70
Pamela Select Mixes - Pancake, Cornbread or Bread	4.69-7.39	\$3.49-\$5.49	\$1.20-\$1.90
Real Salt Kosher Salt or Seasoned Salt	\$3.99	\$2.79	\$1.20
Seeds Of Change Simmer Sauces	\$4.69	\$3.29	\$1.40
Sweetleaf Liquid Stevia, 2oz	\$12.79	\$9.49	\$3.30
Yummy Earth Candy Drops, Organic	\$2.49	\$1.79	\$.70
Earth Balance Organic Buttery Spread	\$4.59	\$3.49	\$1.10
Earth Balance Buttery Sticks	\$4.59	\$3.49	\$1.10
Earth Balance Buttery Spread- 45 oz.	\$8.99	\$7.99	\$1.00
Kalona Organic Cottage Cheese	\$4.49	\$3.99	\$.50
Kalona Organic Milk- Half Gallon	\$4.29	\$3.99	\$.30
Organic Valley Organic Cream Cheese Bars	\$2.99	\$2.79	\$.20
Organic Valley Organic Neufchatel Cheese Bars	\$2.99	\$2.79	\$.20
Organic Valley Organic Half and Half	\$3.89	\$3.79	\$.10
Organic Valley Organic Sour Cream, Full Fat	\$3.39	\$3.29	\$.10
Organic Valley Organic Sour Cream, Lowfat	\$3.39	\$3.29	\$.10
Organic Valley Organic Soy Creamer, French Vanilla	\$2.39	\$2.29	\$.10
Organic Valley Organic Heavy Whipping Cream	\$3.59	\$2.99	\$.60
So Delicious Organic Coconut Milk Nog For the Holidays	\$2.59		
So Delicious Organic Coconut Milk Strawberry Kefir	\$4.39	\$3.99	\$.40
So Delicious Coconut Milk Creamers	\$2.39	\$1.99	\$.40

## Cheese

Gourmet Artisan Feta Cheese Crumbles	\$7.99	\$3.99	\$4.00
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## NonFood

Ecover All Purpose Cleaner	\$5.59	\$3.99	\$1.60
Ecover Toilet Cleaner, 25oz	\$4.19	\$2.99	\$1.20
Twist Cleaning Sponges	\$2.69-4.99	\$1.29-\$2.99	\$1.40-\$2.00
World Centric Compostable Dishware	\$2.29-5.79	\$1.19-\$3.99	\$1.10-\$1.80

## Body Care & Gifts

Baraka Neti Pots, Salts and Sinus Oils	25% off	varying	
Burt's Bee's Line Drive all items	20% off	varying	

## Nutritional Supplements

Source Naturals Vitamin D-3 2,000IU 100 caps	\$7.79	\$5.89	\$1.90
Source Naturals GABA 750mg 90 caps	\$17.99	\$13.49	\$4.50
Source Naturals Night Rest 100 tab	\$20.99	\$15.79	\$5.20

# MEMBER DEALS NOV. 30 - JAN. 3

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Frozen</b>			
Alden's OG Blackberry	\$6.89	\$4.99	\$1.90
Alden's OG Chocolate Chocolate Chip	\$6.89	\$4.99	\$1.90
Alden's OG Cookies n Cream	\$6.89	\$4.99	\$1.90
Alden's OG Mint Chocolate Chip	\$6.89	\$4.99	\$1.90
Alden's OG Strawberry	\$6.89	\$4.99	\$1.90
Alden's OG Vanilla Bean	\$6.89	\$4.99	\$1.90
Alden's OG Peanut Butter n Chip	\$6.89	\$4.99	\$1.90
Alden's OG Butter Brittle	\$6.89	\$4.99	\$1.90
Amy's OG Vegetable Pot Pie	\$3.69	\$2.99	\$0.70
Amy's OG Broccoli n Cheese Pot Pie	\$3.69	\$2.99	\$0.70
GardenBurger Black Bean Chipolte	\$4.59	\$2.99	\$1.60
GardenBurger Sun Dried Tomatoe	\$4.59	\$2.99	\$1.60
TruWhip Natural Whipped Topping	\$3.79	\$3.29	\$0.50
Udi's Blueberry Muffins GF	\$6.59	\$4.79	\$1.80
Udi's Double Chocolate Muffins GF	\$6.59	\$4.79	\$1.80
Wholly Wholesome OG gin Traditional Pie Shell	\$4.49	\$3.49	\$1.00

## Grocery

Angies Kettle Corn	\$3.49	\$2.79	\$.70
Better Than Bouillon Broth Bases, Organic	\$5.99	\$4.49	\$1.50
Celestial Seasoning Holiday Teas	\$3.59	\$2.69	\$.90
Edward & Sons Breadcrumbs or Panko	\$4.99	\$3.79	\$1.20
Food For Life Ezekial Cereal	\$5.79-\$6.29	\$4.49	\$1.30-\$1.80
Ghirardelli Baking Chocolate Bar	\$3.29	\$2.39	\$1.00
Hain Sea Salt	\$1.99	\$1.49	\$.50
Little Bear Crunchitos Snack	\$2.99	\$2.29	\$.70
Newman's Pretzels, 8oz	\$3.39	\$2.49	\$.90
Newman's Cookie O's, 13oz, Organic	\$4.69	\$3.49	\$1.20
Pamela's Cake & Frosting Mix, Gluten Free	\$4.79-\$5.99	\$3.79-4.89	\$1.00-\$1.10
Panda Licorice Bars, 1.125 oz	\$0.79	\$0.50	\$.29
Popcorn Indiana Holiday Kettle Corn	\$3.79	\$2.99	\$.80
Santini Evaporated Milk	\$1.89	\$1.29	\$.60
Santini Sweetened Condensed Milk, Organic	\$3.79	\$2.49	\$1.30
Spectrum Spray Oils	\$5.89-\$9.69	\$4.49-7.49	\$1.40-\$2.20
Theo Holiday Chocolate Bars, 3 oz	\$3.59	\$2.49	\$1.10
Chill Nancy's Organic 32 oz. Yogurts	\$3.99	\$3.49	\$.50
Nancy's Organic 64 oz. Yogurts	\$6.99	\$5.99	\$1.00
Nancy's Organic Cottage Cheese	\$3.99	\$3.49	\$.50
Organic Valley Organic Egg Nog for the holidays	\$4.29		

## Cheese

Organic Valley Organic Raw Milk Cheese- 8 oz	\$5.59-\$5.99	\$4.59	
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## Nonfood

Newman's Dog Biscuits, 10 oz	\$4.49	\$3.29	\$1.20
Twist Cleaning Sponges	\$3.99-\$4.99	\$2.79-3.49	\$1.20-\$1.50

## Body Care & Gifts

Soothing Touch Bath Salts, Massage and Body Oils and Lip Balms	20% off		
Badger 2oz Balms	20% off	7.99-8.99	5.99-6.99
Sleep Balm, Winter Wonder Balm, Cheerful Mind, Headache Balm, Yoga and Meditation, Stress Balm			

## Nutritional Supplements

Source Naturals Apple Cider Vinegar 500mg 90 tabs	\$13.99		
Source Naturals Omega 3 Fish Oil 800mg 60 tabs	\$18.99	\$14.29	\$4.70
Source Naturals Coconut Oil 60 mg	\$10.99	\$8.29	\$2.70

## NUTS!

### PEANUT AND ALMOND PRICES CLIMB HIGH AND STAY THERE.

We feel that it is important for consumers to be aware of current and impending price increases impacting products that contain peanuts and almonds.

According to United Natural Foods, Inc (UNFI) nut consumption was up dramatically at 13 percent ahead of last year. The current peanut crop supply is minimal due to extreme weather in major production areas. Yields are projected to be 30 percent less than expected with organic production being very limited. Costs are expected to rise substantially as availability and input costs look to be a very major issue for this year.

Both conventional and organic almond harvests are running late due to weather. Export demand remains very strong and continues to drive the costs up as well. Export trade to Europe is at an all-time high. The almond crop is said to be the largest ever at a projected 1.9 billion pounds. However, the strong worldwide demand keeps prices high.

Please be aware that these price changes affect everything from peanut and almond butters to cookies, snacks and crackers with these nut ingredients.



## Gone Bananas...In a Good Way.

For the last two years we have kept the price of organic bananas at the Co-op stable at an everyday low price of \$.99/lb. In the past few years the world market for bananas has been rather unstable and the wholesale costs have been increasing, therefore our profit margin on bananas has been steadily shrinking. At the same time, we are always looking for ways we can support our local producers and encourage the expansion of sustainably-grown local food sources. This is a balancing act.

We are going to try a new sales strategy beginning November 1st and calling it a "Banana Tax." However, technically we are not taxing consumers; we are simply raising our margin on bananas to be more in line with the rest of the Produce department. The increased money made on the "banana tax" will allow us to create everyday low prices on a few key local items - both supporting our local producers and offering a lower price on some staple local items. At this point, we are thinking a couple of these items will be local Yukon Gold potatoes and yellow onions.

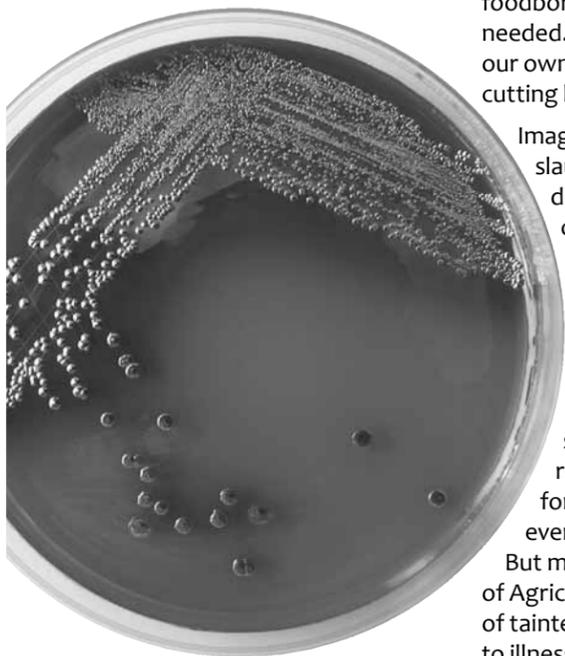


# Sampling in the Aisles

Stop in and try something new—  
every Friday from 3:00 - 5:00 pm

# Foodborne Illness: An Overview

by Wendy Gordon



a sanitary water supply. In the case of foodborne illness, systemic changes are needed. We can't solve this problem in our own kitchens with bleach-sanitized cutting boards.

Imagine how many turkeys are slaughtered in a plant that produces thirty-six million pounds of ground meat. Dangerous bacteria are found in animal intestines. In such a crowded environment it's inevitable that contaminated matter will end up in the meat. The FDA regulates 80% of the US food supply and can mandate food recalls if a product tests positive for a disease-causing pathogen, even if no illness has been reported. But meat is regulated by the US Dept. of Agriculture, which can't force recalls of tainted products until a definitive link to illness has been made.

In the case of the ground turkey, inspectors found evidence of contamination in early March. Cargill admits they knew about the problem even earlier. Over spring and early summer the outbreak sickened people throughout the country, but no action was taken until August. Antibiotic-resistant *E. coli* 0151 (unlike salmonella) is officially defined as an "adulterant," so tainted product can be recalled immediately upon identification. But that identification can prove tricky: budget cuts have slashed the number of inspectors, and approval of regulations for *E. coli* inspection of both meat and produce have stalled in the White House Office of Management and Budget. Complicating matters, the USDA and FDA often overlap in their duties. Any food containing both animal products and produce (such as frozen pizza) is inspected by both, delaying response to any potential crisis.

The Food Safety Modernization Act (FSMA), passed in January 2011, improves coordination between the government agencies, and strengthens the FDA's authority to enforce food safety standards for both domestic and imported foods. Unfortunately, the US House of Representatives has cut FDA funding so drastically that there's no money to enact these new laws.

The elephant on the plate is how agricultural antibiotic use contributes to foodborne illness. The Center for a Livable Future, using FDA data, estimates that 80% of the antibiotics sold in the United States each year goes to animals. This is a direct function of factory farming. Overcrowded animals are more prone to disease. Antibiotics are also used to promote growth, to ready animals more quickly for market and even to treat diseases in cherries, peaches and nuts.

Most of the drugs used in animal agriculture and human medicine are functionally identical. When an organism such as *E. coli* or salmonella becomes resistant to an animal antibiotic it will have the same resistance in a human host. A 2007 Cornell University study isolated salmonella and *E. coli* in cattle, finding that 78% of the salmonella strains and 40% of the *E. coli* strains showed resistance to at least one antibiotic. Eight percent of the *E. coli* strains were resistant to three antibiotics, and a small but significant percentage were resistant to six. The "Kentucky" variety that caused the European outbreak was resistant to virtually every known antibiotic.

Grain-fed animals are more prone to *E. coli* contamination of any sort. A 2008 Colorado State University study found

nine times as much *E. coli* in grain-fed as opposed to grass-fed cattle. Long-distance transport from feedlot to slaughterhouse doubles the risk of contamination, as does a higher level of animal emotional stress.

Eating grass-fed free range meat and locally grown organic produce decreases your risk of foodborne illness but does not eliminate it. Our world is too interconnected for that.

Even organic produce can be contaminated by an infected animal, irrigation water, fertilizer, or human handler. Spices, often hailing from countries with poor sanitation (where agribusiness corporations have been busy hawking animal antibiotics) are another potential source of infection. If the contamination comes from an antibiotic-resistant bacterium, you are out of luck.

A disturbing study at the University of Minnesota shows that root vegetables

## Searching for the Silver Bullet

continued from page 3

ise to be the ones to feed the world in 2050. Focusing on the prediction that the population in 2050 will be nine billion people (the United Nations actually expects it to reach that mark in 2045), the companies have successfully made the question of "Who will feed them?" the forefront of agricultural policy. Any speech today on agricultural policy mentions 2050, USDA Secretary Vilsack routinely invokes 2050, and indeed, both the September 2009 and January 2011 issues of National Geographic mention the future of food and this bogeyman of feeding the world.

As a result of this mindset, current policies which exemplify the "production paradigm"—increased yield with little regard for ongoing sustainability or impact—are given the benefit of the doubt, and research is done on an ongoing basis to support the policies. Where a farming method demonstrates that it increases yield, it is incentivized without studying wider, ongoing impacts or whether that yield can be achieved through other methods. Rather than doing research first and using the findings to shape policy, certain methods are often advocated for by companies seeking to sell more products—in the case of GE companies, seed and chemicals.

Those who question this "approve now and research later" method are often accused of being elitist (only those with money and time question where or how their food is grown). Everyone else is just happy to have food. While, of course, the problem of famine and widespread malnutrition is devastating, many believe the long-term solution lies in a holistic approach to agriculture.

Advocated in the FAO's "Save and Grow" report, the holistic approach seeks to create a new paradigm by "produc[ing] more from the same area of land while conserving resources, reducing negative impacts on the environment and enhancing natural capital and the flow of ecosystem services." This is not the silver bullet approach. This "ecosystem approach" uses "inputs, such as land, water, seed and fertilizer, to complement the natural processes that support plant growth, including pollination, natural predation for pest control, and the action of

and greens absorb antibiotics when grown in soil fertilized with commercial livestock manure.

The strawberry farm implicated in Oregon's most recent *E. coli* incident, at 35-acres, hardly qualifies as agribusiness. Their berries were sold at roadside stands and farmers markets. An investigation has found no carelessness on the part of the farmer; the cause is thought to be infected deer who wandered onto the fields. Maybe those deer drank from a stream infected with runoff from antibiotic-fed cattle.

It's great to eat locally, but in the case of foodborne illness you have to think globally.

Wendy Gordon is a freelance writer with an MS in Clinical Nutrition from the University of Chicago. She lives in Portland, Oregon with her husband and four children and is an avid cook and gardener.

soil biota that allows plants to access nutrients."

This approach is a revolution following the Green Revolution—a revolution which they say will meet the dual challenge of feeding the world's burgeoning population and saving the planet's natural resources. The report clearly says there is no single blueprint to solve problems; rather, a range of farming practices and technologies will have to be developed or reinvigorated. Many in the anti-GE community believe that relying on the "silver bullet" ideology will only lead to disaster, and it is critical to adopt this more holistic approach.

No one wants to be right about what they fear, especially when it involves continued world hunger or epidemics of food-borne illness. For the scientists working on GE crops, they passionately hope to develop traits that will increase

yield or nutrition and that world food needs will be met. For the anti-GE community, they desperately hope that superweeds will not become

more rampant and that the GE components of human food will not cause health effects.

With more than half of the world's population under the age of 30 years old (U.S. Census Bureau, 2010), many will live to see the world's population reach the predicted nine billion by 2050. With food as we know it on the line and a sense that time is running out, many people will fight passionately for what they believe in. But since no one knows whether GE will ever successfully create increased yields, let alone whether GE-caused health effects will emerge later in life, it may make the most sense to not bite the silver bullet and, instead, plan beyond 2050 and GE.

1 Benbrook, Charles. "Impacts of Genetically Engineered Crops on Pesticide Use in the United States: The First Thirteen Years." The Organic Center. Nov 2009. [organic-center.org/science.tocreports.html#cir](http://organic-center.org/science.tocreports.html#cir)

2 Aris A, Leblanc S. "Maternal and fetal exposure to pesticides associated to genetically modified foods in Eastern Townships of Quebec, Canada." *Reproductive Toxicology*. May 2011. 31(4):528-33. Epub 2011 Feb 18. [ncbi.nlm.nih.gov/pubmed/21338670](http://ncbi.nlm.nih.gov/pubmed/21338670)

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This summer, the US Dept. of Agriculture found the culprit in the nationwide outbreak of Salmonella Heidelberg, a strain resistant to commonly used antibiotics. The USDA recalled a stunning 36 million pounds of ground turkey, all from a Cargill plant in Arkansas. It was the third largest recall in US history and the biggest Class I recall ("...a health hazard situation in which there is a reasonable probability that eating the food will cause illness or death").

This was not the only food poisoning outbreak making headlines this year. A devastating *E. coli* outbreak spread throughout Europe. After several false accusations, the origin seemed to be sprouted fenugreek, lentil, and bean sprouts imported from Egypt and purchased by a German company. In the Pacific Northwest, an *E. coli* outbreak traced to strawberries has sickened at least 16 people and killed one.

Foodborne disease affects approximately 48 million people in the United States each year. It usually causes nausea, vomiting, diarrhea, fever and cramps within 12–72 hours of eating the contaminated substance. Since people write these symptoms off as a "stomach virus," the incidence of foodborne disease is grossly under-reported. Persons with healthy immune systems usually recover without medical intervention but the elderly, the very young and those with compromised immune systems may become very ill. *E. coli* can cause kidney failure in sensitive individuals.

*E. coli* gets the headlines because of its great potential for life-threatening side effects, but other bacteria—campylobacter, toxoplasma, listeria, and salmonella—are more common. The incidence of salmonella infections alone has increased 20% since 1997. Poultry is the worst offender, with pork, deli meats, dairy products, beef, eggs and fresh produce contributing their share.

The mainstream response to this situation has been to throw the responsibility back on the consumer. Individuals are urged to clean their hands and all cooking surfaces; to keep raw proteins away from other foods; to cook meat thoroughly; to keep cold foods cold and hot foods hot; and not to prepare food for others when suffering from a gastrointestinal illness. This advice is tantamount to cautioning travelers in a Third World country not to drink the water or eat raw vegetables; these are wise precautions for an individual but they don't eliminate the need for

# GOVERNMENT OF, FOR AND BY...MONSANTO

by Ronnie Cummins, Organic Consumers Association



The United States is rapidly devolving into what can only be described as Monsanto Nation. Despite Barack Obama (and Hillary Clinton's) campaigns publicly stating support for mandatory labels for GMOs, we haven't heard a word from them since. Like the Bush and Clinton Administrations before him, Obama has created a "revolving door" for Monsanto operatives. Starting with his choice for USDA Secretary, the pro-biotech former governor of Iowa, Tom Vilsack, President Obama has let Monsanto and the biotech industry know they'll have plenty of friends and supporters within his administration.

U.S. Department Of Monsanto. Government for and by Monsanto; a few examples:

- Michael Taylor, former Monsanto Vice President, is now the FDA Deputy Commissioner for Foods.
- Roger Beachy, former director of the Monsanto-funded Danforth Plant Science Center, is now the director of the USDA National Institute of Food and Agriculture.
- Islam Siddiqui, Vice President of the Monsanto and Dupont-funded pesticide-promoting lobbying group, CropLife, is now the Agriculture Negotiator for the US Trade Representative.
- Rajiv Shah former agricultural-development director for the pro-biotech Gates Foundation (a frequent Monsanto partner), served as Obama's USDA UnderSecretary for Research Education and Economics and Chief Scientist and is now head of USAID.
- Elena Kagan, who, as President Obama's Solicitor General, took Monsanto's side against organic farmers in the Roundup Ready alfalfa case, is now on the Supreme Court.
- Ramona Romero, corporate counsel to DuPont, has been nominated by President Obama to serve as General Counsel for the USDA.

## INDENTURED CONGRESS

Of course, America's indentured Congress is no better than the White House when it comes to promoting sane and sustainable public policy. According to Food and Water Watch, Monsanto and the biotech industry have spent more than half a billion dollars (\$547 million) lobbying Congress since 1999. In 2009 alone Monsanto and the biotech lobby spent \$71 million.

Although Congressman Dennis Kucinich (Democrat, Ohio) recently introduced a bill in Congress calling for mandatory labeling and safety testing for GMOs, don't hold your breath. Since the 2010 Supreme Court decision in the "Citizens United" case gave big corporations like Monsanto the right to spend unlimited amounts of money (and remain anonymous as they do so) to buy elections, our chances of passing federal GMO labeling laws against the wishes of Monsanto and Food Inc. are all but non-

existent. Keep in mind that one of the decisive Supreme Court swing votes in the "Citizen's United" case was cast by the infamous Justice Clarence Thomas, former General Counsel for Monsanto.

## MONSANTO'S MINIONS: AGRIBUSINESS

The unfortunate bottom line is that most North American agribusiness "commodity farmers" have planted Monsanto's Roundup-resistant or Bt-spliced crops (soybeans, corn, cotton, canola, sugar beets, or alfalfa) GMO crops on over 150 million acres, approximately onethird of all USA cropland. With GE alfalfa they'll be planting millions of acres more and contaminating our meat and dairy supply.

Twenty-five percent of GMOs end up in unlabeled, nonorganic processed food, the so-called conventional or "natural" foods sold in grocery stores or restaurants, while the remaining 75% are forced to animals on nonorganic farms, factory farms, CAFOs (Confined Animal Feedlot Operations), or else sold internationally, often without the informed consent of overseas consumers.

## PEOPLE POWER: MILLIONS AGAINST MONSANTO

The only guaranteed way to avoid GMOs is to buy organic foods or to grow your own, and stay away from restaurants (unless they are organic) and fast food outlets. Otherwise, if you are contemplating the purchase of a conventional or "natural" food read the ingredients panel carefully. Avoid all non-organic products that contain soy, soy lecithin, corn, corn sweetener, canola, cottonseed oil, and sugar beet sweetener.

We must draw hope from the fact that Monsanto is not invincible. A growing number of published scientific studies indicate that GE foods pose serious human health threats. Federal judges are finally starting to acknowledge what organic farmers and consumers have said all along: uncontrollable and unpredictable GMO crops spread their mutant genes onto organic farms and into non-GMO varieties and plant relatives, and should be halted. In just one year, Monsanto has moved from being Forbes' "Company of the Year" to the Worst Stock of the Year. The Biotech Bully of St. Louis has become one of the most hated corporations on Earth.

Join in the fight to take on Monsanto and their Minions. Our life and our children's 'right to a future' depend upon the outcome of this monumental battle.

PLEASE SIGN UP NOW AS A VOLUNTEER grassroots coordinator for OCA's MILLIONS AGAINST MONSANTO AND FACTORY FARMS, TRUTH-INLABELING CAMPAIGN: [www.organicconsumers.org/oqa-volunteer/](http://www.organicconsumers.org/oqa-volunteer/)

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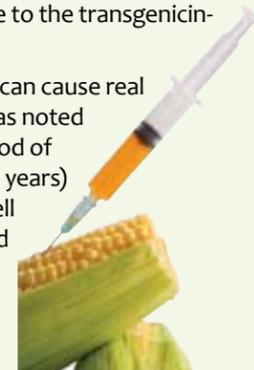
## Monsanto's Folly: The Environmental Expense

by Rob Moore

In 1991, Monsanto introduced a revolution in farming. Genetic material from the bacterium *Bacillus thuringiensis* was grafted into corn, specifically to impact the larvae of the European corn borer worm. The idea was that Bt corn would fight attacks by the pest and eliminate the need for costly pesticides and (the argument went) dangerous runoff from the use of such pesticides.

Food observers and activists were aghast and most farmers were wary; what was the unknown, unproven long-term impact of using bacteria DNA to fight an agricultural pest? What would the effects be on people who ate the corn? What would happen if the worms or other pests developed a resistance to the transgenic-infused crop?

Evidence is mounting that transgenic crops including corn can cause real damage to liver and kidney tissue, and a study in Canada has noted the appearance of GMO-transmitted Bt material in the blood of pregnant women and fetuses. The long-term (as in 30-plus years) impact is not yet fully understood, but will have much to tell us about the power of GMO interference and human greed and hubris. The third question, though, has been answered: if a pest develops a resistance to transgenic corn, lots of trouble ensues.



## Resistant Rootworms

Twenty years after the adoption of Bt corn, a new blight of rootworms has emerged, and this generation has no problem consuming (and destroying) the corn that was engineered specifically to stop them. In July, an Iowa State University etymologist published a study demonstrating that rootworms with specific resistance to Bt have been found in four Bt-infused corn fields in Iowa. To compound the trouble, the resistant rootworm is spreading into adjacent Midwestern corn cultivations, including plantings that have not had any transgenic material included. Much of the current outbreak can be linked to what is drily called "low-compliance or effectiveness" of pest-management methods.

Previous methods for controlling pest populations included using "refuges" in planting. Refuges are areas planted with non-transgenic crops, specifically so that pests susceptible to Bt could survive to interbreed with pests developing resistance. This interbreeding helps "dilute" the population of resistant pests and maintain the effectiveness of the transgenic planting. The new wave of pests began developing resistance to Bt a few years ago, as farmers began to see infestations that were short-lived. Even with the use of refuge techniques, waves of rootworm attacks increased. After close study, farmers and agricultural scientists realized resistance to transgenic Bt corn was spreading, just as it would in nature. The Frankenstein crop of corn designed to destroy a naturally-occurring pest has instead enabled that pest to become an even harder foe.

Farmers tracking the problem have been forced to use more aggressive (read "toxic") pesticides in heavier sprayings to fight to protect their crops, and farmers who have previously avoided the use of Bt corn are now faced with an infestation from a pest resistant to their pest-management regimes as well as a Brave New World scenario of an engineered crop that no longer does what it was made to do but that nonetheless is spreading genetic material throughout parts of the Midwest.

Expect to see more reports about the spread of resistant pests as fall gives way to winter and farmers, researchers, and Agribusiness scientists try to gain some grasp on what is both a crop-threat and a public-relations debacle in the making. For the rest of us, we can take a lesson once again in how the lofty promises of trans-species genetic engineering prove to be empty promises. Foolish and scary stuff, and just in time, ironically, for Halloween.

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## Working Member Spotlight:

## The Service of Barb Ettleson

by Cerrisa Snethen

“Many hands make light work.”

So goes the old saying. And it goes without saying, that it took many busy hands to build the Co-op we have today. Some of those hands have been around building the place for decades, yielding a gradually tremendous impact.

And then there are the hands of Barb Ettleson.

Barb's purposeful hands arrived on the scene in 2005. They sculpted steadfast and furious, accomplishing an astonishing amount in six years, and you oughtta know her fingerprints, are everywhere. A woman who lived her principles and beliefs, and lived her life with great integrity, Barb was a shining light for us all.



Tragically, Barb passed away, due to cancer, in July. As many of you know, her loss has reverberated around the community. I recently had the privilege of sitting down with Barb's spouse since 2009 and partner of 31 years, Pat Brockett. We talked about Barb - her love of creating community, her altruism, and her incredible service to the Co-op and the town she loved so much.

The search for an off-the-grid house led Barb and Pat to Decorah from Des Moines. The presence of the Co-op helped clinch their decision to call our community home. Barb believed strongly that the only way to eat was local and organic. It showed. Pat and Barb shopped exclusively at our store, something Pat emphasized. “We bought everything here,” she said, as we sat in the Water Street Cafe. Despite Barb's exceptional record of volunteering at the store in various capacities, Pat seemed to feel that shopping exclusively at the Co-op was how Barb most fervently showed her support for the organization and its mission.

Barb's devotion to spending her hard-earned dollars at the Co-op is indeed an inspiration and a testament to her support, but her volunteer actions are certainly nothing to sneeze at. She used her 25 year background in entrepreneurial consulting to help the Co-op in numerous capacities. Did you know Barb was the first candidate elected to the Oneota Co-op board who was nominated by petition? That's right. It wasn't the board who nominated Barb to the position, but members, a lovely example of the organization's truly democratic principles, something Barb valued. Democracy being a “use it or lose it” kind of system, Barb chose to use it, reminding many of the tools in our cooperative tool box.

Barb also once spearheaded a training for Co-op management. She planned and facilitated the last Co-op strategic planning meeting which resulted in our current strategic plan. She had the ability to easily read financial statements, and her grasp of the numbers and figures within them (which tends to read like Greek to many of us) was remarkable. I personally remember marveling at Barb's comments at a Co-op potluck several years ago, as she spoke articulately about the store's financial position at the time, statements in hand. Says Pat, “she had an uncanny ability to quickly identify problem areas and find solutions to those problems.” Indeed.

Pat went on to refer to Barb as the “consummate Co-op member-owner,” citing her willingness to roll up her sleeves, not just push paper. “She had lots to offer on a high strategic level but also really enjoyed crawling around on the floor

stocking shelves,” Pat grinned. She then went on to describe how at the store's last dinner held to honor working members, the couple's volunteer hours numbered around 170, more than twice as high as the next person. Even with those hours split between the two of them, the number is exceptionally high.

But Barb's tireless efforts toward creating a more just and sustainable future didn't stop with the Oneota Food Co-op. She co-chaired the Democratic party in Winneshiek county during the 2008 election, setting up committees and “marching people to a goal,” as Pat described. Due in part to her efforts, Winneshiek county led the state in percentage of votes for Barack Obama, second only to Johnson County. Barb also served on Upper Iowa Explorerland, the nonprofit Regional Planning Commission. She was also instrumental in Decorah signing the Kyoto Protocol, a UN initiative to curb emissions, setting Decorah apart as a community actively seeking a more sustainable future. Barb lived outside of the Decorah city limits, but she still strove to galvanize town residents to act toward this end. Yet another example of her heartfelt determination to act as a steward of the earth, attempting to tread carefully on the land she knew she was merely borrowing from those who would come after. Barb served as one of five on a recent Iowa redistricting committee. She started a spay and neuter program for the Decorah area PAW organization, landing a \$5,000 grant from the DJ&T foundation, Bob Barker's creation (yes, I'm talking about the one, the only “Price's Right” guy).

There's more. Many of us relished in the numerous inspiring and motivating activities of digIN last September. A weekend of green innovation including home tours, seminars, activities, music and film screenings. DigIN has established itself as a popular event with townies and tourists alike. Even if you didn't join in on the action, countless area businesses (and therefore probably you whether directly or indirectly) profited from the tourism it brought to town.

Did I mention it was Barb's idea?

She went to the Decorah Chamber of Commerce and urged them to use the collective green energy of Decorah growers, artists and businesses to start something amazing. And it worked. With this action, Barb connected the dots for all of us, culminating in a truly wonderful event that brings so many inventive, creative and progressive folks together. Beautiful. In addition to all of this, Barb was an active member of PFLAG, (Parents, Families, and Friends of Lesbians and Gays), and she and Pat were one of the first same-sex couples to be married when Iowa law changed to give equal marriage rights to all.

Wow. Such a remarkable life. So I had to ask, “What would Barb have wanted us to do now?” Pat's next points seemed so simple, so important, so salient. “Barb was happy with the Co-op now,” she emphasized. “She would have wanted the Co-op to continue to be a leader in the community and to really strengthen the ability of local growers to make it financially and be successful. She wouldn't have wanted the Co-op to lose sight of the fact that they're not a grocery store in the conventional use of the term - that they're an alternative, in the best sense of the word, and shouldn't lose sight of that.”

I asked about Barb's life philosophy. What exactly led and inspired her to do all she did for the store and beyond? Pat sums it up succinctly, “The world is changed, maintained, moved forward by people being involved in it. And that applies to the Co-op. It's only as strong as its members, and that is the reason she was so active in the Co-op.”

So thank you Barb. Not just for your busy and capable hands, but for your head and your heart as well. Our Co-op and our world are better for having known you. In the spirit of service and gratitude, humility and community, we salute you.



a local community whose fabric is strengthened through caring, and sharing gifts of time, energy, and resources

## What's LOCAL in the Produce department during November and December?

continued from page 7

### Carrots and Brussels Sprouts

Gourmet | February 2008 Ian Knauer

Who knew? These two humble winter staples actually have a natural affinity, playing off each other's best qualities.

Yield: Makes 6 servings Active Time: 15 min  
Total Time: 20 min

2 tablespoons chopped shallot (from 1 medium)  
3 tablespoons unsalted butter, divided  
1 pound carrots, cut diagonally into 1/2-inch-thick pieces  
1 pound Brussels sprouts, halved lengthwise  
1/3 cup water  
1 tablespoon cider vinegar

Cook shallot in 2 tablespoons butter in a 12-inch heavy skillet over medium-high heat, stirring occasionally, until softened, 1 to 2 minutes. Add carrots, Brussels sprouts, 3/4 teaspoon salt, and 1/2 teaspoon pepper and cook, stirring occasionally, until vegetables begin to brown, 3 to 4 minutes.

Add water and cover skillet, then cook over medium-high heat until vegetables are tender, 5 to 8 minutes. Stir in vinegar, remaining tablespoon of butter, salt and pepper to taste. Cooks' note: Vegetables can be cut 1 hour ahead and kept at room temperature.

### Roasted Vegetables with Pecan Gremolata

Bon Appétit | November 2006

Traditionally, gremolata is made with parsley, lemon peel, and garlic. Here, Parmesan adds richness and pecans add crunch.

Yield: Makes 8 servings

1 pound medium carrots, peeled, halved lengthwise, then crosswise  
1 pound medium parsnips, peeled, cut in half lengthwise, then crosswise  
1 pound turnips, peeled, halved, cut into 1-inch-thick wedges  
1 1/4 pounds brussels sprouts, trimmed, halved  
6 tablespoons olive oil, divided  
3/4 cup pecans  
1/4 cup grated Parmesan cheese (about 1 ounce)  
1/4 cup finely chopped fresh parsley  
2 tablespoons fresh lemon juice, divided  
1 tablespoon finely grated lemon peel  
1 small garlic clove, minced

Preheat oven to 425°F. Toss carrots, parsnips, turnips, and brussels sprouts in large bowl with 3 tablespoons oil. Transfer to rimmed baking sheet; sprinkle with salt and pepper. Roast until vegetables are tender, tossing often, about 1 hour. Transfer vegetables to large platter; cool.

Using on/off turns, chop pecans in processor until coarsely ground. Transfer ground pecans to small bowl; stir in grated cheese, parsley, 1 tablespoon lemon juice, lemon peel, garlic, and 1 tablespoon oil. Season gremolata to taste with salt. Drizzle vegetables with remaining 2 tablespoons oil and remaining 1 tablespoon lemon juice. Sprinkle gremolata over vegetables just before serving.



### Mixed Greens with Mustard Dressing

Bon Appétit | March 2011 by Marlena Spieler

Yield: Makes 6 servings Active Time: 20 minutes  
Total Time: 20 minutes

2 tablespoons white wine vinegar  
2 tablespoons whole grain dijon mustard  
2 tablespoons minced shallot  
1 garlic clove, minced  
1/4 cup extra-virgin olive oil  
1 clamshell of Rolling Hills Salad Mix  
2 tablespoons chopped fresh chives  
2 tablespoons coarsely chopped fresh cilantro  
2 tablespoons fresh tarragon leaves  
Whisk vinegar, mustard, shallot, and garlic in small bowl. Gradually whisk in oil. Season dressing with salt and pepper.

Toss Salad and all remaining ingredients in large bowl. Add dressing; toss to coat. Season with salt and pepper.