

# THE SCOOP

ONEOTA  
COMMUNITY  
FOOD  
COOPERATIVE

VOLUME 38 ■ NUMBER 1 ■ JANUARY/FEBRUARY 2012 312 WEST WATER STREET ■ DECORAH ■ IOWA ■ 563.382.4666 ■ WWW.ONEOTACOOP.COM

WINTER HOURS (NOV-MAR): MON.-SAT. 8:00-8:00 ■ SUN. 10:00-7:00 ■ SUMMER HOURS (APR-OCT): MON.-SAT. 8:00-8:30 ■ SUN. 10:00-7:00

ONEOTA COMMUNITY FOOD CO-OP  
312 West Water Street  
Decorah, Iowa 52101  
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## The 100-year Diet:

### Making a Difference with Organic



by Matthew Holmes

When you ask people what's special about organic food, they generally say organic farmers do not use toxic chemical pesticides or synthetic fertilizers, hormones, antibiotics or genetically modified organisms (GMOs). That's part of the picture, but there is much more to it.

Organic agriculture offers compelling answers to the complex issues facing the world today—whether hunger, land sovereignty, environmental degradation or the threat of GMOs in the food chain.

The organic movement started as farmers, scientists and consumers began to question the long-term legacy of the post-war intensification of chemical agriculture. Sadly, many of these concerns are just as real today as they were back then.

But truly, what can a consumer do about unethical labour practices within the multinational food system; about the prevalence of cancer among farm workers; about the toxic impacts on our environment and wildlife from industrialized agriculture; about the unsustainable use of fossil-fuel-derived synthetic fertilizers which form the basis of modern agriculture; or about the GMOs and countless chemical additives we all eat without knowing it?

It's simple: you can support organic agriculture and help us grow a sustainable and positive alternative.

A lot of people are talking about the "100-mile diet"—about supporting local farmers and local economies. This concept is really important, but it goes both ways: if your local PEI potato farmer is contributing to the toxins in your water that make thousands of fish wash up dead after a major rainfall, this is not a good relationship. If your local meat producer isn't following humane animal welfare standards, what does that say about your community? If your Ontario corn and soy producer is increasing the number of GMOs that are contaminating and compromising

the future of food as we know it, why would they deserve your support?

Instead, let's talk about the 100-year diet: about sustainable ecological agriculture that contributes to the resilience of our food system and food security, which increases the biodiversity and balance in our environment, and which contributes to the health and wellbeing of our children and our communities. This is what organic offers that truly sets it apart, and makes it worthy of supporting.

It is time for Canada to re-imagine agriculture as something more than just a major trade that results in food. We need to find a way to bring agriculture, health and environment together—all three are unquestionably linked.

Some governments have already done so: providing incentives for farmers who provide ecological goods and services to their communities and society in general.

In Germany, for example, several water utilities pay farmers to switch to organic methods and certification because it costs less than removing conventional farm chemicals from water supplies. Makes sense, doesn't it? In Italy, the government requires schools to provide children with organic foods to ensure they have the best possible start in life with nutritious food from local farmers.

To make these sorts of changes here at home, it's up to you to "go organic".

When you see the Canada Organic logo on a food label, you know that product meets Canada's national organic requirements, overseen by the Canadian Food Inspection Agency. As organic certification is built on top of all other food regulations and food safety requirements, organic is the most regulated and inspected food system in the country.

But organic is not only that. When you see the Canada Organic logo on a food

## JUST LABEL IT!

We have the right to know

In a country that labels everything from cosmetics to cleaning agents; it's surprising there are no laws in the U.S. requiring labeling of genetically engineered foods. Many other countries including Japan, Australia, the European Union and even China require labeling of genetically engineered foods. Ninety-three percent of Americans believe GE foods should be labeled. The Just Label It campaign's aim is to make GE labeling required in our country. Businesses and organizations nationwide, including National Cooperative Grocers Association (and Oneota Community Food Co-op), have joined together in the Just Label It campaign to call on the Food and Drug Administration (FDA) to require labeling of GE foods. And now they're asking consumers to tell FDA the same by lending their voice to the issue.

Genetically engineered (GE) foods (also referred to as genetically modified foods, or GMOs) are, according to biotech company Monsanto, "Plants or animals that have had their genetic makeup altered to exhibit traits that are not naturally theirs." Putting anti-freeze fish genes into tomatoes designed to resist cold temperatures or corn plants with a bacterial gene that tolerates increased herbicide use are examples of genetic engineering that could not happen naturally.

Hybridization and intragenic modification are examples of plant crossing that could occur naturally and are not a target of this campaign. Hybrids are created from the mating of different plant varieties or species to form a new plant (with specific characteristics such as a high yield, resistance to disease and drought, cold tolerance, etc.) and are considered a form of traditional plant breeding. Plants developed through intragenic modification, an extension of traditional plant breeding, cross plants at the gene level, but still use genes from within their own species. Both methods result in plants that could occur naturally.

While our reasons for wanting to know what's in our food may vary, what unifies Americans is the belief that it's our right to know. Without labeling of GE foods we cannot make informed choices about the food we eat.

### Add Your Voice

You can learn more about the Just Label It campaign and sign the petition at [www.justlabelit.org/takeaction](http://www.justlabelit.org/takeaction).

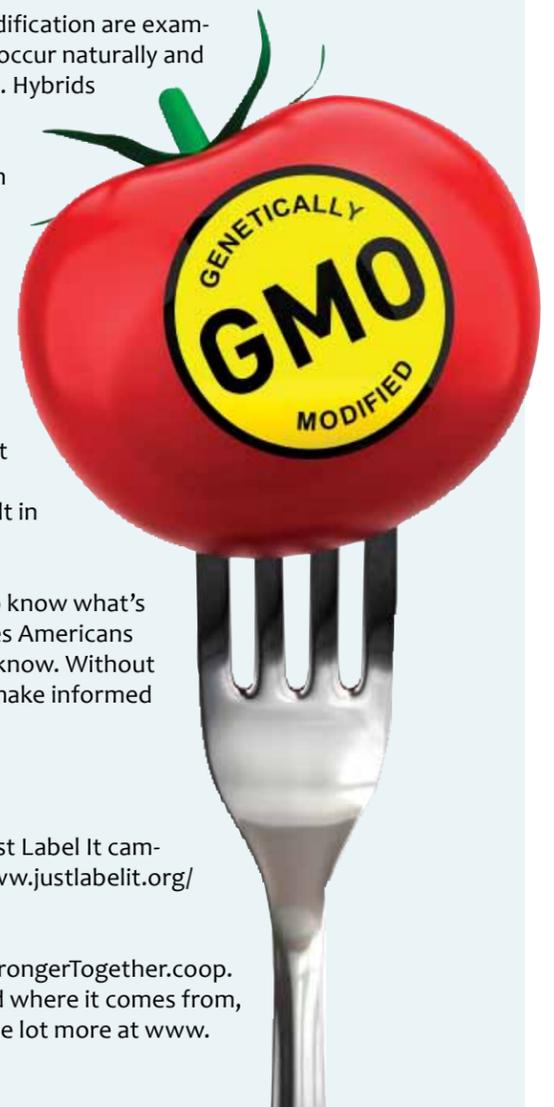
Reprinted by permission from StrongerTogether.coop. Find articles about your food and where it comes from, recipes, conversation and a whole lot more at [www.strongertogether.coop](http://www.strongertogether.coop).

product, you know that product is from an alternative food system that is supporting farmers and processors who take the long-view of agriculture, health and environment. Choosing organic really does make a difference.

Matthew Holmes is executive director of the Canada Organic Trade Association

and an elected member of the World Board of the International of the Canada Organic Trade Association and an elected member of the World Board of the International Federation of Organic Agriculture Movements. For more info: [www.organicitsworthit.org](http://www.organicitsworthit.org)

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# A visit to Aura Cacia and Frontier Natural Products Co-op

by Gretchen Fox-Schempp, Wellness Manager

This past October Carl, Oneota Co-op Bulk Buyer and I had the wonderful opportunity to visit Frontier Co-op in Norway, Iowa and the Aura Cacia Co-op in Urbana. Carl and I order weekly from Frontier and were excited at the chance to see the facilities where many of the items on our shelves are from and learn more about their sourcing.

To give you a bit of history about the companies, Frontier was born a collective in a cabin by the Cedar River in 1976 and has grown into a major supplier for the natural foods industry. Aura Cacia was founded in 1982 in Weaverville, California and was bought by Frontier in 1993. At that point Aura Cacia was well known in the industry for its aromatherapy products and Frontier was known for its high-quality testing and sourcing capabilities. Their union was destined to be one of great success and high quality.

At Aura Cacia we toured the small facility, got in on some beautiful aromas while they were mixing up some mango body cream, and witnessed a live distillation. We then were bussed to Prariewoods, a retreat and conference center dedicated to ecology and spirituality. It was the perfect setting for our catered lunch from New Pioneer Co-op and our afternoon of product making and aromatherapy training with local celebrity Tim Blakely. All of this followed first hiking the grounds and then walking the labyrinth if we wished.

Frontier's staff and management are a wonderful group of passionate and intelligent people. One of the beliefs at the core of Frontier's principles is that their staff should be treated well. They believe in access to affordable on-site child care, healthy organic food, and the opportunity for their staff to eat lunch with their children and visit them during the workday. We were fortunate to get to share in the high vibe the next day when we toured the Frontier facility and ate two delicious meals in the Frontier Co-op Café. After lunch we were invited to a tea cupping or a walk through their on-site prairie guided by Kathy Larson, Frontier's Vice President of Sustainability.

Dr. Ravin Donald (or Dr. Donald as the friendly Frontier bunch call him) is the Vice President of Quality

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

Assurance. We met him in the Gas Chromatography laboratory where we were shown test results on various essential oils on the market. "Gas chromatography (GC) is a method of measuring the volatile chemical constituents of a substance. It is one of four objective tests that Frontier uses to determine the quality, identity and purity of every essential oil. GC analysis produces a 'fingerprint' of the oil by showing the quantitative presence of each chemical compound. The results can be compared to established standards and reveal oil purity and other information (even the country of origin) which helps validate the oil quality. GC readings that are inconsistent with established standards can be the result of contamination, adulteration, the use of wrong plant parts or species, off-season harvesting, improper distillation techniques, or product enhancement practices that Frontier finds unacceptable." (Frontier glossary.) Many of the market oils tested were found to be adulterated, thus illustrating the importance of buying your essential oils from a reputable company.

The Steam Safe sterilization method was another impressive part of the Frontier tour. This state-of-the-art technology allows herbs and spices to be sterilized in a fashion without ever compromising the integrity of the product or the health of the consumer.

Well Earth is Frontier's sustainable botanical sourcing program. The goal for Frontier is to provide the highest quality of organic herbs, spices, teas and essential oils that are produced responsibly and sustainably. The principles of this program include: worker treatment and safety, sustainability, community, product safety and environmental impact. Frontier has fifteen Well Earth suppliers in twelve countries. These suppliers receive technical and financial support through purchasing commitments that provide viable and stable revenue, education, training and financial support for communities. Through Well Earth they are able to source directly from the farmers.



Frontier employees travel some 500,000 miles a year to visit these farmers, and 95.4% of their products come from direct sourcing. "Being there is SO important to quality," says Cole Daily, VP of Global Sourcing.



You might say we just ate a lot of really good food, went for leisurely walks in the woods and got mellow with lots of lovely smells...and you would be right. We also spent time talking about new products, marketing and the high quality that these passionate folks work so hard to achieve and pass on to their members...just like we do to ours.

In cooperation and abundant gratitude to Frontier Co-op.



### Tim's Top Ten Oils for Traveling

- Lavender (of course)
- Peppermint (wake up)
- Rose Precious (for blending)
- Sandalwood (antimicrobial)
- Clove (antimicrobial)
- German Chamomile (back pain)
- Wintergreen (back pain)
- Sweet orange
- Ylang Ylang
- Vanilla

Through the Well Earth™ program we source directly from the farmers.



**Benefit Concert & Auction for Kinderhaus**  
**Saturday, January 14th at the Elk's Club 7pm to 11pm**  
 Silent Auction & Live Auction—9:15 p.m.  
 Music by: Absolute Hoot and John & Erik

Advance tickets: \$10 (adults), \$5 (6-18yrs)—Available at the Oneota Food Coop  
 At the door: \$15 (adults), \$5 (6-18yrs), Free (0-5yrs)  
 Donations welcome for live or silent auction, contact Betsy at 382-5274 or b\_peirce17@yahoo.com

# 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! And 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.

## JANUARY

### Exploring Foods! Veggie Dippers

Tuesday, January 3rd, 4:00 - 5:00 pm

Perfect afternoon activity to break up your Winter Break: Eating vegetables! Ever notice how much more fun and tastier it is to eat potatoes with ketchup? This class session is all about exploring other dipping options!

Instructor: Johanna Bergan

\$8 per child (no charge for adult helper)

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

Thursday, January 12th, 6:00 pm

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.

FREE

### How to Boil Water: Knife Skills 101

Thursday, January 12th, 6:00 - 7:00 pm

Learn from our very own Water Street Cafe pro how to handle your knives in the kitchen. A great hands-on experience to make cooking quicker and less stressful in your own home kitchen. Learn techniques and how to cut a chicken to make chicken soup.

Instructor: Executive Chef, Mattias Kriemelmeyer

\$8 Co-op Member/Owners, \$10 Community Members

### Exploring Foods! Pita Spirals

Tuesday, January 17th, 4:00 - 5:00 pm

Food tastes better when it looks good! Today we will take the boring old sandwich and make it sophisticated! Perfect ideas for afternoon snacks or sack lunches!

Instructor: Johanna Bergan

\$8 per child (no charge for adult helper)

### Staying Healthy! Reducing Energy & Waste through Natural Home Remedies

Thursday, January 26th, 6:00 - 7:00 pm

Take a look at how to keep yourself, your home, and the environment healthy this cold and flu season by relying upon age old wisdom and natural ingredients. In this class we will learn how to make non-toxic cleaning products, natural cold and flu remedies, and the wonders of baking soda. Using naturally derived ingredients, we can feel better, save money, and enjoy a safer home while promoting the health of the environment.

Brought to you by Green Iowa AmeriCorps.

\$3 Co-op Member/Owners, \$5 Community Members

## EXPLORING FOODS! CLASSES

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.

## FEBRUARY

### Exploring Foods! Norwegian Heart Waffles

Tuesday, February 7th, 4:00 - 5:00 pm

Get ready for Valentine's Day by having breakfast for snack time! This session will mix everyone's favorite meal—breakfast—with Decorah's Norwegian Heritage and Valentine's Day.

Instructor: Johanna Bergan

\$8 per child (no charge for adult helper)

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

Thursday, February 9th, 6:00 pm

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.

FREE

### Russian Cooking with Nikolay

Friday, February 10th, 5:30 - 7:30 pm

Warm up making crepes and enjoy Russian seasonal warm winter salads.

Instructor: Nikolay Suvorov

\$10 Co-op Member/Owners, \$15 Community Members

### Vegan Valentine Cookies

Monday, February 13th, 6:00 - 7:00 pm

Interested in how to make vegan treats? Come mix, bake and frost some Valentine's Day cookies that don't include milk, butter, refined oils, or white sugar. Great for parents and children to cook together.

Instructor: Mara Dobervich

\$8 Co-op Member/Owners, \$10 Community Members

### Exploring Foods! Salsa Fiesta

Tuesday, February 21st, 4:00 - 5:00 pm

Quesadillas and fresh salsa offer children choice. Children will be able to self-select favorite foods to make their own version of this quick and easy meal.

Instructor: Johanna Bergan

\$8 per child (no charge for adult helper)

### How to Boil Water: Pie Crust Making

Tuesday, February 7th, 6:00 - 7:00 pm

Learn from Produce Manager, Betsy Peirce, how to make a superb pie crust in just 10 minutes. (Really? Yes, really!) During the class, Betsy will show you how to make a whole pie from start to finish, including tasting the finished product.

Instructor: Betsy Peirce

\$8 Co-op Member/Owners, \$10 Community Members

### 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.)

# Wanted

## INSTRUCTORS & CLASS IDEAS

for upcoming sessions.

March/April

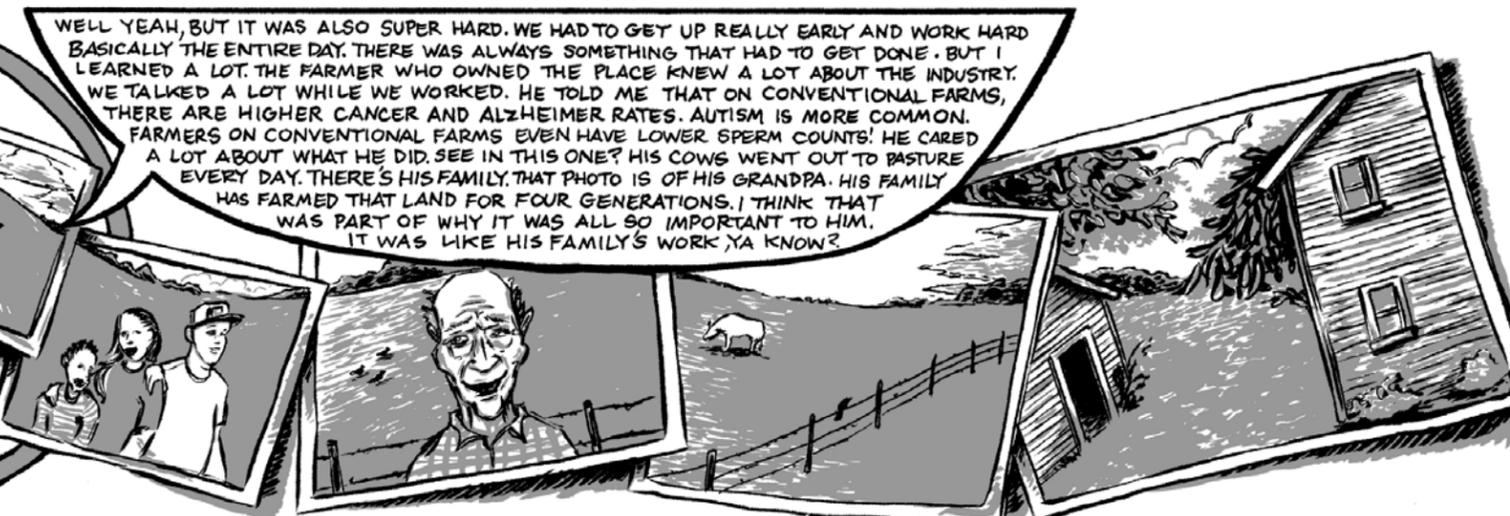
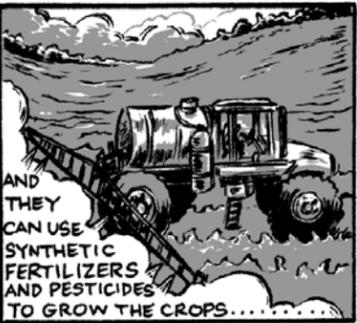
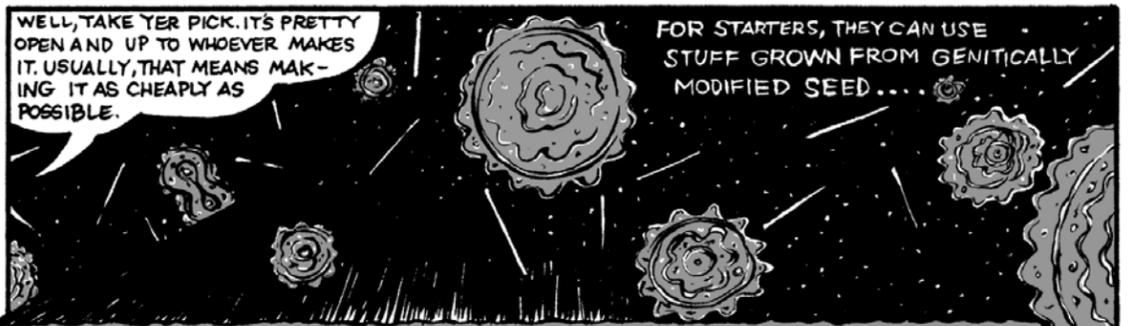
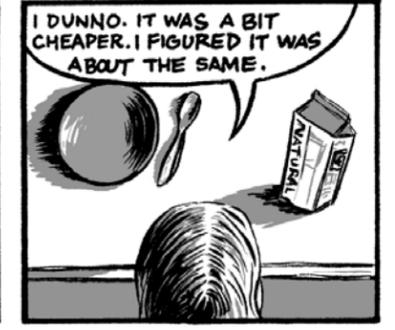
### Interested?

Please contact Johanna Bergan at the Co-op.  
[frontend@oneotacoop.com](mailto:frontend@oneotacoop.com) or call 563-382-4666

## 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)

# ORGANIC OR NATURAL



WELL, TAKE YER PICK. IT'S PRETTY OPEN AND UP TO WHOEVER MAKES IT. USUALLY, THAT MEANS MAKING IT AS CHEAPLY AS POSSIBLE.

FOR STARTERS, THEY CAN USE STUFF GROWN FROM GENETICALLY MODIFIED SEED...

AND IN THE CASE OF DAIRY, CROPS GROWN THAT WAY GET FED TO THE COWS...

MANY OF WHOM SPEND MOST OF THEIR TIME IN HUGE FACTORY FARMS.

AND THEY CAN USE SYNTHETIC FERTILIZERS AND PESTICIDES TO GROW THE CROPS...

NOT TO MENTION THE GROWTH HORMONES OR THE ANTIBIOTICS IT TAKES TO KEEP ANIMALS HEALTHY WHEN THEY ARE THAT CLOSE TO EACH OTHER ALL THE TIME.

WELL YEAH, BUT IT WAS ALSO SUPER HARD. WE HAD TO GET UP REALLY EARLY AND WORK HARD BASICALLY THE ENTIRE DAY. THERE WAS ALWAYS SOMETHING THAT HAD TO GET DONE. BUT I LEARNED A LOT. THE FARMER WHO OWNED THE PLACE KNEW A LOT ABOUT THE INDUSTRY. WE TALKED A LOT WHILE WE WORKED. HE TOLD ME THAT ON CONVENTIONAL FARMS, THERE ARE HIGHER CANCER AND ALZHEIMER RATES. AUTISM IS MORE COMMON. FARMERS ON CONVENTIONAL FARMS EVEN HAVE LOWER SPERM COUNTS! HE CARED A LOT ABOUT WHAT HE DID. SEE IN THIS ONE? HIS COWS WENT OUT TO PASTURE EVERY DAY. THERE'S HIS FAMILY. THAT PHOTO IS OF HIS GRANDPA. HIS FAMILY HAS FARMED THAT LAND FOR FOUR GENERATIONS. I THINK THAT WAS PART OF WHY IT WAS ALL SO IMPORTANT TO HIM. IT WAS LIKE HIS FAMILY'S WORK, YA KNOW?

WAS IT FUN?

I WENT AND GOT SOME MILK.

GREAT.

WHOA, WHY DID YOU GET THAT STUFF?

I DUNNO. IT WAS A BIT CHEAPER. I FIGURED IT WAS ABOUT THE SAME.

NOT REALLY, BUT THAT'S FINE

IT'S ALMOST THE SAME AS REGULAR MILK. IT'S THAT WAY WITH MOST "NATURAL" STUFF

BUT LOOK! IT'S GOT THE HAPPY FARMER ON IT!

YEAH RIGHT. NOT SO MUCH.

SO WHAT'S THAT REASON?

MMM... NOT BY MUCH, JUST CHEAPER THAN ORGANIC. BUT THERE IS A REASON THEY ARE CHEAPER.

STILL BETTER THAN REGULAR STUFF THOUGH, RIGHT?

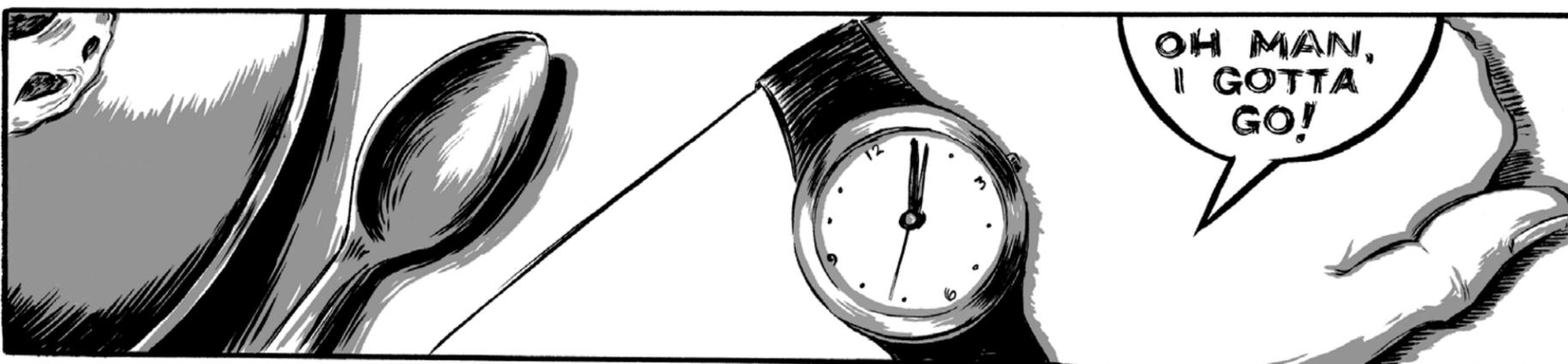
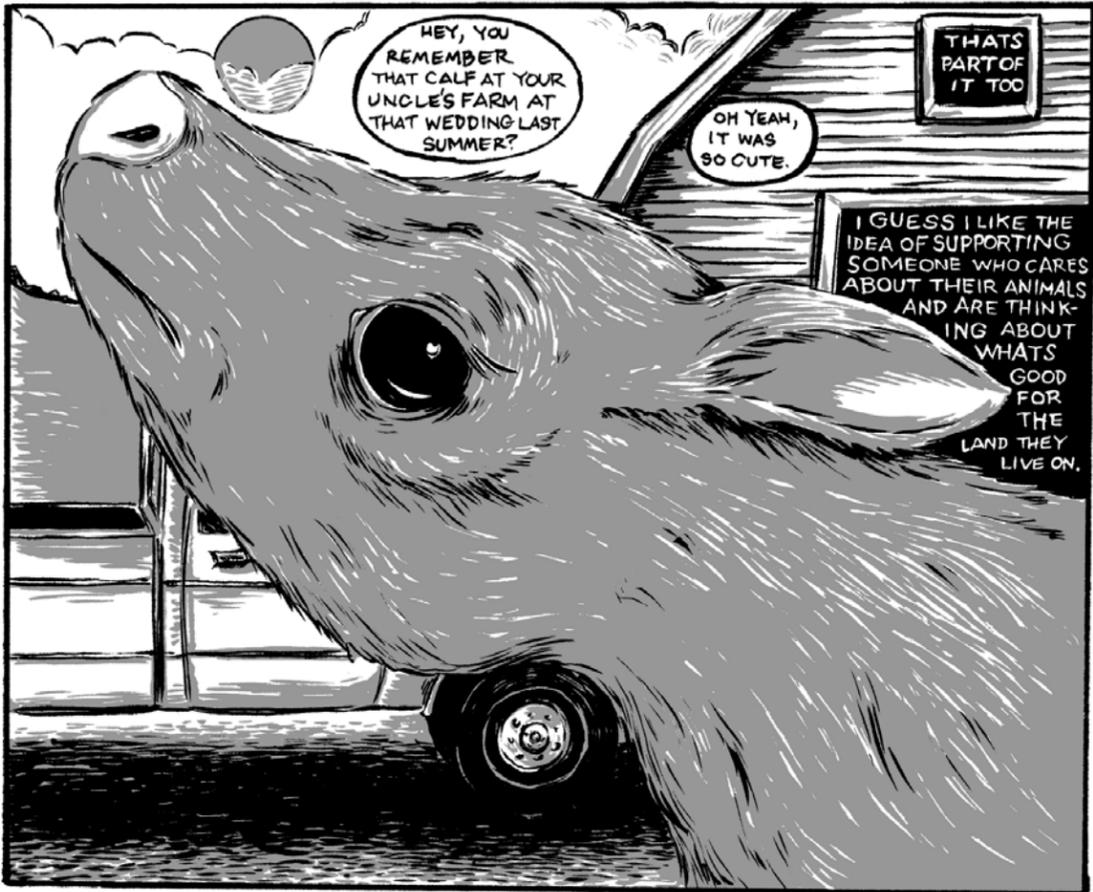
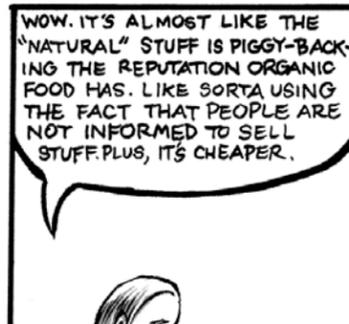
YEAH.

JEEZ.

HOW DO YOU KNOW ALL THIS STUFF?

DON'T YOU REMEMBER? THE YEAR BEFORE WE MET, I WAS AN INTERN ON AN ORGANIC FARM. HOLD ON, I HAVE THOSE PHOTOS.

P. HODAPP 2010





## Bulk Organic Cereals

by Carl Haakenstad, Bulk Buyer

At the Oneota Co-op, we are always on a mission to research and bring in high quality foods that have been sustainably grown and prepared. With these high quality standards in mind, I was excited to see the Cornucopia Institute release its new Organic Cereal Scorecard.

The Cornucopia Institute is a non-profit education and advocacy organization whose mission is defined as, "Seeking economic justice for the family-scale farming community. Through research, advocacy, and economic development our goal is to empower farmers - partnered with consumers - in support of ecologically produced local, organic and authentic food." One thing the Cornucopia Institute is known for is their "scorecards" that give food manufacturers a score based on their commitment to organic agriculture, support of small farmers, animal



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

treatment, or other criteria based on economic or environmental sustainability. These scorecards are a powerful tool for helping consumers determine whether the brands that they buy are living up to the promises that are printed on their labels.

When the new Organic Cereal Scorecard was released, I was very pleased to see four brands that we sell in the Bulk department ranked with the highest score of "five grains." Brands ranked as "five grains" are considered "trustworthy and committed to organics, produced by true heroes in the organic industry." The Bulk department carries these cereals and granolas from the following five-grain ranked companies.

**Grandy Oats** - An independently-owned company marketing 100% organic granolas out of Brownfield, Maine.

- *Classic Granola, Swiss Style Muesli, and Low-Fat Cranberry Chew Granola*

**Great River Milling** - An independently-owned milling company marketing all-organic flours, cereals, and pancake mixes. Great River Milling purchases Green-e certified renewable energy to offset 100% of their electricity used in Fountain City, WI.

- *Seven Grain Cereal (though their pancake mixes are great for breakfast also!)*

**Nature's Path** - A family-run, independent company that has been committed to organics and sustainability for 25 years. They are also a founding partner of the non-GMO Project.

- *Hemp Plus Granola and Ginger Zing Granola*

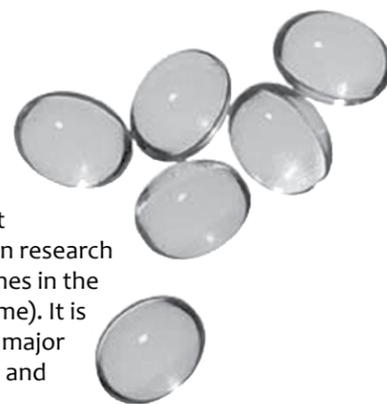
**Tierra Farm** - An independent, employee-owned company from the Finger Lakes region of New York. On-site solar panels supply 70% of their electricity needs.

- *Triple Berry Granola, Pistachio Mulberry Granola, Strawberry Currant Banana Granola, and Apple Cinnamon Walnut Granola*

The full report can be found online at [www.cornucopia.org/cereal-scorecard/](http://www.cornucopia.org/cereal-scorecard/). While you are there, check out all of their other scorecards and reports and see how well some of your favorite brands live up to their promises.

## Understanding Vitamin D

by Michael T. Murray, N.D.



Technically, vitamin D is not a "vitamin" but rather a valuable hormone. Vitamin D is not only essential for healthy bones, but modern research shows that vitamin D targets over 2,000 genes in the human body (about 10% of the human genome). It is now known that low levels of vitamin D is a major factor in the development of both common and serious health conditions.

Troubling statistics on vitamin D states that 40% of the U.S. population is vitamin D deficient as well as:

- 76% of pregnant mothers
- 48% of young girls (9-11 years old)
- 60% of all hospital patients

In a landmark study it was shown that participants who took vitamin D supplements had a 7% lower risk of death compared to those that did not. This is not surprising, given vitamin D's overall support for healthy and normal cell tissue renewal in the breast and prostate as well as its protective effects against serious health conditions.

Vitamin D is also thought to slow aging by increasing the length of telomeres, the section of a chromosome that shortens each time a cell replicates. The shorter the telomere gets, the more it affects gene expression. This results in cellular aging. Obesity, smoking and lack of physical activity can shorten the telomere length, but researchers found that increasing vitamin D levels overcame these effects. What this means is that a 70 year old woman with higher vitamin D levels could have the biological age of 65 years.

If you want to know for certain if you are getting enough vitamin D, get a blood test for 25-hydroxyvitamin D. The acceptable level is between 50 and 80 ng/ml because at levels below 50 ng/ml the body uses up vitamin D as fast as you can make it, or take it. The world's leading authorities now recommend supplementing with at least 5,000 units (IU) of vitamin D daily unless you are spending a considerable amount of time out in direct sunlight. That dosage of 5,000 IU may seem like a huge amount, but keep in mind that the skin produces approximately 10,000 IU vitamin D in response to 20-30 minutes of summer sun exposure. By comparison, 5,000 IU is a nominal amount of vitamin D. To obtain 5,000 IU from milk you would need to consume 50 glasses.



### Tai Chi of Decorah

Movement for Health and Well-Being

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



## LaRana

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## The Yoga Studio

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For information about classes and registration please call 419-2329  
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# REAL, NUTRITIOUS, MUSIC.

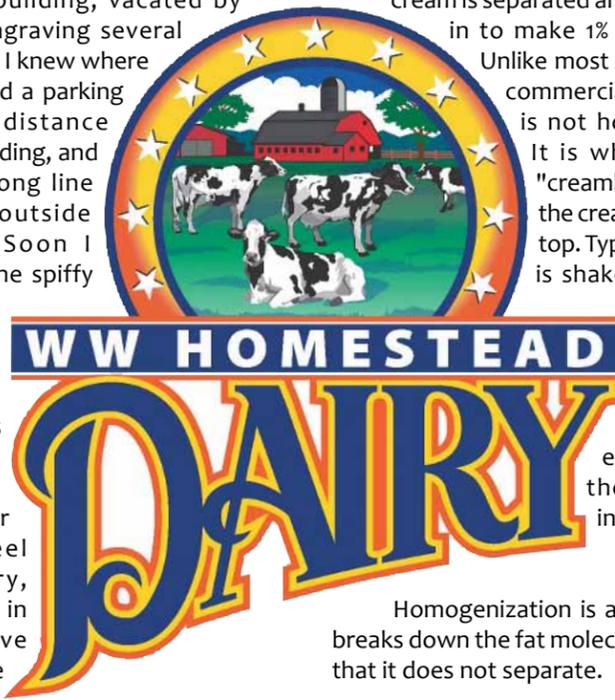


**LOCALLY OWNED. INDEPENDENT RADIO.**

# A Grand Opening for Local Creamery, WW Homestead Dairy

by Beth Rotto, Chill Buyer

Recently I attended the grand opening of a new creamery in Waukon, Iowa. The venture, WW Homestead Dairy, is housed in a renovated building, vacated by Northern Engraving several years ago, so I knew where to go. I found a parking place at a distance from the building, and got into a long line extending outside the door. Soon I was inside the spiffy retail space, decorated with the great, close-up paintings of cows done by Valerie Miller of the Steel Cow Gallery, also located in Waukon. (I've noticed some of these cow



process and pointed out the path the milk takes once it enters the dairy. Milk is pasteurized using the HTST method (high temperature, short time.) The cream is separated and added back in to make 1% and 2% milk. Unlike most milk available commercially, this milk is not homogenized. It is what is called "creamline" milk, and the cream rises to the top. Typically the milk is shaken up by the consumer before pouring, unless they want that extra cream on their cereal or in their coffee.

portraits in miniature at Agora Arts in Decorah done as Christmas tree ornaments as well as clocks and prints. Do you know the ones I'm talking about?) Chomping on their fresh cheese curds, I made it through an office area and descended the stairs into an observatory hall. There, everyone was greeted by the three owners of the business, Tom Weighner, his brother Paul Weighner, and their friend Tom Walleser (Do you see where the WW part of the name WW Homestead Dairy comes from?) Although the shiny, stainless steel machines were not in operation, the men explained the

Homogenization is a process that breaks down the fat molecules in milk so that it does not separate. Many people believe that non-homogenized milk is healthier and tastes better than homogenized. (One of my early memories is of being four years old and fetching milk bottles in from the milk box on our back steps, where a delivery person had left them very early in the morning. On this day, I was awake before my parents and I decided to make my own breakfast. I poured cereal in the bowl, pulled the cap off a bottle of milk and poured it on top. I didn't know to shake it, so I got all that thick cream. I guess my mother had kept this special, top-of-the-bottle serving for the adults in the house. Anyway, I do remember her

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disappointment that I had wasted that good cream on my kid-style sugar-laden cereal and didn't really appreciate it.)

I thanked the owners and turned down another hall. I couldn't see the front of the line or the end of the line. It seemed like the whole community was there, including everyone I know from Waukon. Everyone seemed excited about a local dairy and wanted to see where their milk was going to come from...and perhaps they heard there was a free lunch. Just a couple more turns down long corridors, and we were in a large room set up for dining. It was a dairy feast - more cheese curds, big glasses of milk, fresh butter on crackers, ice cream, and burgers. Later Tom Weighner told me that they served over 900 sandwiches that day. It was definitely a "grand" opening.

Milk for the dairy comes from the Walleser and Weighner farms. Both farms milk around 100 cows. The animals are fed home-grown feed, a total mixed ration of corn, hay and haylage (chopped hay).

While young and dry cows are pastured outdoors, milking cows are kept indoors in a sand bedded, free stall where they are free to move about, not tethered as in some dairy operations. The stall floor is sand, which is raked and cleaned and is comfortable for the cows to lie on. The partners are committed to caring for their animals and in producing high quality milk and milk products.

Milk and fresh cheese curds from WW Homestead Dairy are delivered to our co-op each week (currently on Thursdays.) Watch for other dairy products as well!

**e2** a business that encourages the expansion of sustainably grown local food sources

# Healthful Homemade Snacks

Kids and adults need refueling - or to satisfy a food craving now and then - in the course of a day. Preparing healthy snacks ahead of time can help you and your family make easy, healthful choices when hunger strikes. In fact, developing a repertoire of healthy snacks provides the opportunity for you to boost nutrition while satisfying hunger. If your preschooler ordinarily won't touch fruit, for example, offering her a banana smoothie or apple slices with yogurt dip when she comes home from school famished might just convince her. If your high schooler hasn't gotten his share of calcium today, a yogurt parfait or some string cheese can be added to his tally during the course of the day.

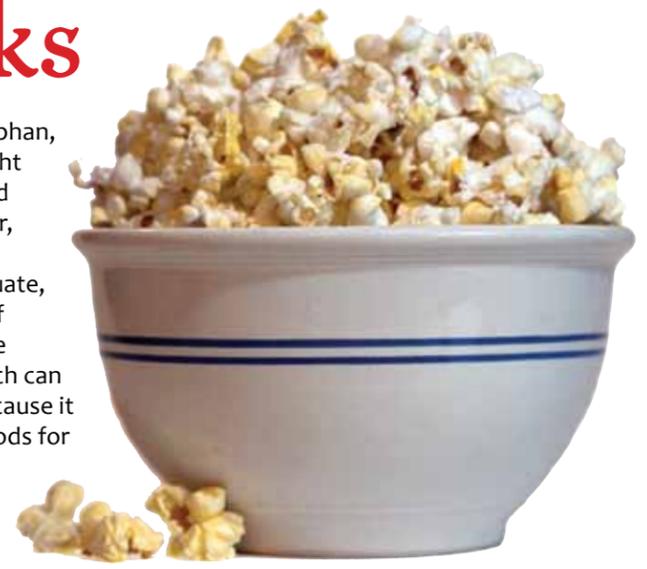
Keeping energy levels up requires

frequent, healthful nourishment. Kids, in particular, need to eat often because they have smaller stomachs and quicker metabolisms than adults. For energy, choose snacks that are high in complex carbohydrates, like whole grains, and combine them with protein foods, like nut butters, cheese slices, and low-fat yogurt. Nuts are also good for a quick energy boost. Fruits, which are easily digestible, can provide energy in a flash, too.

Of course, there are times when energy isn't what you're looking for. Some snacks can actually help you sleep better. For bedtime snacks, choose those with healthful carbohydrates, such as fruits and whole grains, and calcium, such as milk or cheese. (Dairy is also a good choice

because it contains tryptophan, an amino acid that's thought to be sleep inducing.) Avoid foods that are high in sugar, because these can cause blood sugar levels to fluctuate, making it harder to nod off and stay asleep. And a little protein is fine, but too much can interfere with sleeping because it takes longer than some foods for your body to digest. Good bedtime options include a whole grain cereal with milk, a glass of warm milk with fruit, and cheese and whole grain crackers.

Snacks also provide the perfect opportunity for exploring unfamiliar foods like fruits (pomegranate or



persimmon, anyone?), nuts and nut butters (expand your horizons beyond peanut butter!) and cheese (Gruyere or Edam), for example.

## Here are some ideas for snacks that deliver great flavor and nutrition:

- \* Air-popped popcorn. It needn't be naked to be good for you, though. Sprinkle generously with nutritional yeast, Parmesan cheese, garlic powder, or a natural Ranch dressing mix.
- \* Fruit kebabs. Include fruits like berries, melon, and pineapple. Serve with a dip, such as softened cream cheese sweetened with just a drizzle of honey and a drop of vanilla. Or slide on cheese slices (cut into fun shapes, like stars or hearts for young kids).
- \* Dips. Kids and adults alike love to dip, so serve up some hummus or white bean dip alongside some fresh veggies or whole grain crackers.
- \* Whole grain waffles. Transform them into finger food by slicing them in quarters and topping with cream cheese and fruit spread.
- \* Homemade cookies. Cookies are hard to resist and some are more nutritious than others, so think about choosing recipes that include more wholesome ingredients like oats, dried fruit, and nuts.
- \* Frozen fruit. There's something alluring about a frozen grape or berry. (And preparing a snack couldn't be easier!) Or skewer a banana on a stick, roll it in peanut butter and nuts, and then freeze for a few hours.
- \* Extra-ordinary nut butter and jelly sandwich. Transform the usual PB&J by using a variety of nut butters and fruit spreads (rather than high-sugar jellies). Use whole grain bread. Or simply serve a nut butter with fruit slices on rice cakes or whole grain crackers.
- \* Fortified fruit crisp. Make a fruit crisp (sweetened with just a little honey or maple syrup), topped with wheat germ or granola and a dollop of yogurt.
- \* Smoothie sensations. Use any combination of fruit, yogurt, milk, soymilk, and fruit juice to make instant snacks in your blender. Add protein by including a spoonful of peanut butter (especially good with banana, and vanilla yogurt!). Add extra heft and calcium by including some milk powder. Toss in a couple of ice cubes to make the drink frothy.
- \* Squirrel food. Make your own trail mix with an array of nuts and seeds, dried fruits and, if you like, whole grain cereal. Add a few chocolate or carob chips to for a sweet treat.
- \* Ice pops. Pour unsweetened fruit juice and/or leftover smoothies into molds or ice cube trays. Include fruit, like raspberries or blueberries, and yogurt for a dairy boost. You can even blend in a little peanut butter for protein.
- \* Perfect pitas. Make your own pita chips: Cut into triangles, brush with a little olive oil, sprinkle with a little something (like Italian seasoning, garlic powder, or nutritional yeast). Bake until lightly browned. Dip in hummus. Or stuff pita bread with scrambled eggs or tofu salad.
- \* Parfaits. Always a visual treat, parfaits can be made by layering any yogurt or cottage cheese with any fruit slices. Top with granola or chopped nuts.
- \* Mini pizzas. Use whole grain English muffins to make mini-pizzas. Simply spread with sauce and cheese -- and veggies such as green peppers and mushrooms -- and pop in oven until cheese is melted.
- \* Granola bars. The nutritional content of some prepackaged granola bars might surprise you. Be sure to check the labels or make homemade, low-sugar granola bars with dried fruit and oats. Check out the recipe for Almond-Honey Power Bars in this publication.
- \* Fruit pinwheels. Spread cream cheese or nut butter on soft, whole grain tortillas. Add fresh fruit slices (or dried fruit pieces), then roll and slice.
- \* Quesadillas. Use whole grain tortillas to make quesadillas packed with cheese, beans, corn and tomatoes. Add cooked tempeh cubes or leftover cooked meat or poultry pieces, if you wish.

- \* Fruit and veggie muffins. Substitute applesauce for some or most of the sweetener in any muffin recipe. Banana can often be substituted for eggs and it's easy to 'smuggle in' zucchini or carrots for a produce boost.
- \* Stuffed fruit. Core an apple or pear (or, if you don't have an apple corer, simply cut the fruit in half, remove the seeds) and fill it with peanut butter and raisins.
- \* Fruit leather: Cut very ripe fruit into pieces and puree in blender or food processor. Add honey or maple syrup to citrus fruits (no need to sweeten other fruits). Pour into a cookie sheet that's lined with waxed paper. Spread to edges. Bake in a warm (140 degree) oven for about four hours.
- \* Mini sandwiches. Whether or not you serve tea (an herbal iced tea would be nice!), offer mini sandwiches because they're special. Cut whole grain bread slices with a cookie cutter, top with hummus and a cherry tomato (or cream cheese and a cucumber slice), and serve open faced.

## Citrus Berry Smoothie

[www.strongertogether.coop/recipes/citrus-berry-smoothie/](http://www.strongertogether.coop/recipes/citrus-berry-smoothie/)

### Ingredients

1 1/4 cups fresh berries	1 tablespoon toasted wheat germ
3/4 cup low-fat plain yogurt	1 tablespoon honey
1/2 cup orange juice	1/2 teaspoon vanilla extract
2 tablespoons nonfat dry milk	

Preparation- Place berries, yogurt, orange juice, dry milk, wheat germ, honey and vanilla in a blender and blend until smooth

## Maple Chipotle Spiced Nuts

<http://strongertogether.coop/recipes/maple-chipotle-spiced-nuts/>

### Ingredients:

1 pound unsalted mixed nuts, preferably raw: almonds, walnuts, pecan halves, peanuts	2 tsp chipotle powder
	1 tsp salt
1/4 cup maple syrup	1 tsp ground black pepper

Preparation: Preheat oven to 325 degrees F. In a small bowl, combine the maple syrup, chipotle powder, salt, and pepper. Add the nuts to the mixture and toss well to coat. Spread the coated nuts in a single layer on a parchment-lined baking sheet and bake for 5 to 7 minutes; then stir and roast another 5 to 7 minutes, remove to a heat-proof bowl and allow to cool. Break up any nuts that are stuck together.

Serving Suggestion: Serve with fruit, cheese, and sparkling cider.



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## Almond-Honey Power Bar

<http://strongertogether.coop/recipes/almond-honey-power-bar/>

Ingredients:	1/3 cup currants
1 cup old-fashioned rolled oats	1/3 cup chopped dried apricots
1/4 cup slivered almonds	1/3 cup chopped golden raisins
1/4 cup sunflower seeds	1/4 cup creamy almond butter, (see Note)
1 tablespoon flaxseeds, preferably golden	1/4 cup turbinado sugar, (see Note)
1 tablespoon sesame seeds	1/4 cup honey
1 cup unsweetened whole-grain puffed cereal, (see Note)	1/2 teaspoon vanilla extract
	1/8 teaspoon salt

**Preparation:** Preheat oven to 350°F. Coat an 8-inch-square pan with cooking spray. Spread oats, almonds, sunflower seeds, flaxseeds and sesame seeds on a large, rimmed baking sheet. Bake until the oats are lightly toasted and the nuts are fragrant, shaking the pan halfway through, about 10 minutes. Transfer to a large bowl. Add cereal, currants, apricots and raisins; toss to combine. Combine almond butter, sugar, honey, vanilla and salt in a small saucepan. Heat over medium-low, stirring frequently, until the mixture bubbles lightly, 2 to 5 minutes. Immediately pour the almond butter mixture over the dry ingredients and mix with a spoon or spatula until no dry spots remain. Transfer to the prepared pan. Lightly coat your hands with cooking spray and press the mixture down firmly to make an even layer (wait until the mixture cools slightly if necessary). Refrigerate until firm, about 30 minutes; cut into 8 bars.

**Tips & Notes:** Ingredient notes: For this recipe, we like unsweetened puffed multi-grain cereal, such as Kashi's 7 Whole Grain Puffs.

Almond butter can be found near the peanut butter in the grocery aisles, as well as in the Bulk department.

Turbinado sugar is steam-cleaned raw cane sugar. It's coarse-grained and light brown in color, with a slight molasses flavor. Find it in the Co-op's Bulk department.

**Make Ahead Tips:** Store in an airtight container at room temperature or in the refrigerator for up to 1 week or freeze for up to 1 month; thaw at room temperature.

## What's Eating Your Child?

By Kelly Dorfman, MS, LND  
Review by Johanna Bergan, Front End Manager

We all know a child – be it one in our children's school, our co-workers daughter or even our grandchildren – who has developed food sensitivities and allergies. Oftentimes our thoughts around this go something like this 'Oh, that's too bad. Why are there are all these allergies nowadays? Holidays must be hard – what with cookie baking and all.' But for those of us who have children with allergies in our families – we think of allergens, and the search to find them, as a beautiful answer. No more are we worried about stunted growth, behavioral challenges, asthma, hives and tummy aches.

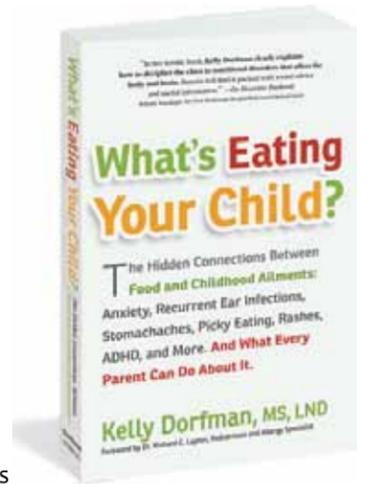
"What's Eating Your Child," by Kelly Dorfman is laid out as a detective novel. Dorfman shares the story of a child and then helps the reader connect the dots to find the solution – which involves some sort of food sensitivity!

This book serves as a resource for families with intolerances already identified. Simply flip straight to the chapter that describes your family and read on. Dorfman will help in choosing a multi-vitamin, selecting a probiotic and overcoming picky eating all while avoiding the select foods which cause problems.

If your family is in a place of watchfulness, then I suggest reading the book cover to cover. Perhaps there is a food irritant in your midst? The oftentimes complicated language of doctors is broken down into plain English by Dorfman. Worried about the conversations that will happen between your child's doctor and other family members? Don't worry, because this book covers them. The advice throughout the book applies not only to children with food allergies but to all children - and adults too.

Even if these wonderings have never crossed your mind, I suggest that you read this book anyway. It may just happen that symptoms, and their dietary connections, 'click' together in your mind.

Copies are available for sale in the Co-op for \$13.95



## Fruit baskets from the Produce department – perfect any time of year.

by Betsy Peirce, Produce Manager

Oneota's gift baskets may be one of Decorah's best-kept secrets. We pride ourselves in tasting every produce item that comes across our loading dock so we can choose what is at the absolute peak of flavor and sure to "wow" any recipient. Thanksgiving and Christmas are only the beginning because a fruit basket is the perfect gift any time of the year. With Valentine's Day approaching, imagine how loved you would feel receiving an all-organic fruit basket from your sweetie. Check out the specifics below.

Baskets can be customized specifically to your wishes, or you can simply give us a price point and we will make something up for you – minimum \$25 per basket.

We have theme suggestions ranging from traditional baskets with fruits like apples, oranges, and bananas; to gourmet baskets studded with whole pineapples, mangoes, kiwis, and pomegranates. Virtually anything "in-season" and delicious is here to make the perfect basket. One popular favorite is a seasonal citrus basket—with a mix of Satsumas, Clementines, and blood oranges. A basket like this is a ray of sunshine during the bleak midwinter.

If you want to get creative on your own, you are welcome to shop the store for specific items for your sweetie. Perhaps a mug and a bag of coffee or tea, and some chocolate bars. Or maybe a basket with some dry pasta, garlic bulbs, onions, a high quality sauce and fantastic bottle of red wine. You can be as innovative as you like, and we'll help you put it all together.

Hometown Taxi is available to deliver your basket for an added fee. Or you can arrange to pick up your basket at the Customer Service Desk at the Co-op.

We request a minimum 24 hours advance notice for all basket orders.



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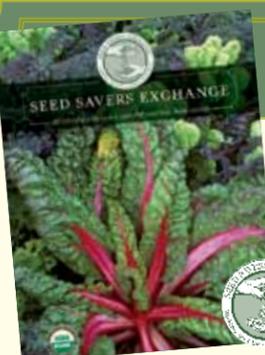
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# On the news. In the aisles.



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

by Kristin Evenrud, Grocery Manager and Meat Buyer

In the past several months there have been a lot of interesting food-related topics coming to the forefront of mainstream news programs. Originally I planned on writing about just one of these topics. However, I think it is important to talk briefly about several of the stories, giving you the consumer valuable insight. These hot topics include: honey from China, pesticides in "natural" products, BPA-lined cans and meat-glued meat.

Quality honey takes quality bees. The bees need to be tended and cared for to produce the antioxidant-rich, golden, sweet food that we love. It requires people to don protective suits to harvest, process, and store the honey. This takes time and a lot of effort. The honey we stock here at the Co-op is full of Northeast Iowa pollen and is amazingly sweet and thick. Best of all, it is alive! Three of our four local producers keep all their honey raw.

The honey that sits on conventional store shelves and carries a national brand name (possibly as much as 76% according to Food Safety News) is more likely than not to have been stripped of its pollen. Why would that be? The reason is most likely that typical conventional honey comes from China. Chinese honey is subject to hefty tariffs when imported to the U.S. China is believed to sidestep the tariffs by stripping out the pollen which can be used to trace the honey back to its place of origin and even flower type. Stripping the pollen allows a manufacturer to funnel the honey through neighboring countries that are approved to sell honey in the US. You might wonder why the U.S. places a tariff on Chinese honey in particular. It is because of residues of heavy metals and antibiotics that



are routinely found in this particular honey. There are some great articles out on the web about recent testing of supermarket honey. <http://www.pri.org/stories/science/environment/when-it-comes-to-honey-in-many-stores-you-re-not-getting-what-you-think-7309.html>, <http://www.foodsafetynews.com/2011/11/tests-show-most-store-honey-isnt-honey/>

One of the questions I hear most often relates to "sticker shock" and the subject of higher costs of certified organic foods. After all, natural and organic are the same thing, right? Wrong. I will leave the complete discussion of "natural" versus Certified Organic for another article. But, suffice it to say, it costs money and requires new levels of commitment to be

Certified Organic. Chris Blanchard of Rock Spring Farm gives a look into organic certification in his article on page 14 of this publication.

A recent study by the Cornucopia Institute found pesticide residue in many natural cereals. Some brands tested were once organic but had dropped the certification due to cost.

Remember, as with any purchase, when you reach for the box of cereal, you cast a vote. A purchase of a certified organic product is a vote for sustaining

the organic movement and letting the companies know that you don't want pesticide residues and GMO grain entering you or your children. You can find a great list of cereal companies that the Cornucopia Institute has put together here: <http://www.cornucopia.org/2011/10/natural-vs-organic-cereal/> The story of Bisphenol A (BPA) is not new. We've heard, and passed on, that one should not to cook in plastic containers and that bottled water (among other things) can contain BPA.

At the Co-op, we do our best to avoid it. However, canned soups, vegetables and even beer can come in BPA-lined cans. A metal can that contains food or drink always contains a liner that stands between the metal can and the contents inside. Most often this liner is plastic. A recent study by the Journal of the American Medical Association found that people who consumed one serving of canned soup per day for five days had more than a 1,000 percent increase in urinary BPA compared to people who consumed fresh soup for the same amount of time.



that even experts have a hard time telling the fake from the real thing. From a bacterial perspective, the use of meat glue can be dangerous. Every time meat is cut and exposed to air, bacteria can form on the surface. If that meat is then glued back together, putting the once exterior surfaces on the inside of the "cut of meat", the potential for bacterial growth is much greater. In such cases, it is particularly important that the meat be cooked thoroughly to prevent any harm to the consumer.

At the Co-op we carry meat from sources we know and trust—beef from Grass

Rest assured that not all cans contain BPA. As can be seen by national and mainstream coverage of the BPA in canned goods topic, companies are becoming increasingly aware of consumer unrest concerning BPA in their canned goods. However, one company - Eden Foods - has been leading the way in BPA-free can lining. Since 1999, Eden Foods, has used a product called Oleoresin which is a mixture of oil and resin extracted from various plants such as pine or balsam fir. Eden claims this alternative resin increases the cost of their cans by roughly 14 percent. This makes their retail products more expensive but they are committed to keeping BPA out of their can liners.

Run Farms, Rock Cedar Ranch and Fairfield Farm; lamb from Tom Beard and Breezy Bluff; pork from Grass Run Farms, Fairfield Farm, and Farmer Pete's Pasture Raised Meat; bison from Buffalo Hills Bison and Blake's Family Farm; and poultry from producers like Larry Schultz Organic, Ferndale Market, Gerber's and Just Bare.

As Grocery Manager of the Co-op, and mother of three young boys, I cannot stress enough the importance of knowing your farmer and asking questions. When it comes to food, you are what you eat. And though local and organic may sometimes be more expensive, you almost always get what you pay for.

Finally we come to transglutaminase, otherwise known as meat glue. The meat industry, and some restaurants (as revealed by the French Culinary Institute), routinely takes inexpensive bits and pieces of meat and glues them together to make, what appears to be, a nice whole cut of meat. The final product cooks and tastes almost identical to the prime cut of meat it is impersonating. It is said



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FROM THE GM

# Bleakspeak

by David Lester, General Manager

I think I am reading too many newspaper headlines and magazine articles lately that paint a bleak future for our world. After a few hours of taking in this information, I find myself with a heightened heart rate, tightened muscles, and I begin to interact with people in a way that has barriers and not a lot of connection. I've fallen victim to the new language of our day I like to call Bleakspeak.

Our co-op is weathering some difficult times right now. With critical, external uncertainties like rising fuel and food costs, unpredictable issues around food safety and food politics, product supplies due to climate change and the general downward trajectory of the world economy, we have our work cut out for us in our little store. The next year will definitely have its challenges, but the staff and I are constantly working on creating more opportunities for local producers and investing more in the community. We are also trying to do more work to connect people with their food and getting back to the basics. An example of this is our new basic cooking class series, "How to Boil Water." We have had an overwhelming response to these classes that teach people how to use basic cooking techniques to make easy, healthy dishes at home.

I hope you enjoy our Board President, Bill Pardee's column this issue called, "A Profitable Cooperative?" We are getting closer to a year when offering a patronage refund will be a reality for our Co-op. We still have debt to pay, but the cooperative business model is such a sustainable one that should weather tougher economic times by investing our profits to our community and its members. I read an intriguing article recently in the Des Moines Register about a new startup company in Des Moines. The company uses a new high-tech process that

saves polyethylene-lined containers that are used for milk, juices, etc. from the landfill by transforming them into wallboard and other building materials. It is the only plant of its kind in the United States. It is an amazing story of how one individual found a way to improve our world and follow his personal mantra of "People, Planet, Profit." Businesses like this and like ours which are committed to improving the world and finding solutions to some of the problems created by over-consumerism must lead the way into the future.

Some New Year resolutions that I intend to work on for the year range from the very small, like looking people in the eye when having a conversation and carefully listening to bigger challenges, like creating some space in my workday to get outside and raise my heartbeat in a beneficial way.

The future does look bleak indeed, but I still like my chances living in the Oneota Valley. By no means are we insulated from what is going on in the rest of the world, but we have many options that connect us to the natural world and what it means to be human. I like my chances living in a community that builds bike trails, maintains beautiful and inspiring parks and has the motivation to create a healthier community through wellness initiatives. I like my chances living in a community that supports others when they're down. I have seen this done through fundraisers, the gift of homemade meals and repairing a home that needed fixing. This community sings songs for people, cares about our way of life, and gives gifts of time and love for people.

Enough Bleakspeak. Let's speak more of the language that connects us to what it means to be human and live in such an inspiring place, and rise up to the challenges to keep it that way.

## The Green Plate Program just got easier.

As published in our last Scoop, the Water Street Café now offers the option of a reusable take-out container. These containers are made of BPA-free plastic and are returned to the Café staff for cleaning after being used. We have heard feedback from customers wanting to be able to return their used containers at any time, without taking a new container if they weren't planning on using it right away. We've heard your comments and have implemented an alternative for the "off and on" Green Plate Program consumer. Now, Green Plate containers can be returned to the Café at any time. If consumers do not want a new Green Plate container right away, the Café staff will give you a card that will easily fit in your pocket, wallet, or purse that can be exchanged in the future for a clean Green Plate container.



# A Profitable Cooperative?

by Bill Pardee, Oneota Community Co-op Board President

Recent news has reported large profits by some corporations while the same corporations refrain from hiring. Some in our community disapprove of profits, leading to several important questions. For example, in the years when OCC makes a profit, has it over-charged its members? Should OCC even try to make a profit? My answers are "No," and "Absolutely!" I'll explain my answers, because those answers clarify the meaning of membership in OCC.

A cooperative has similarities to and differences from a corporation. Like a corporation, we have stock. Unlike a corporation, each owner (member) invests the same amount and has the same vote (one). Unlike a corporation, members own the profits, if any, based on how much they purchased, not on how much they invested. That is, when the Co-op has a profit, that profit belongs to the member-owners, unlike a purchasing club like Sam's Club or Costco, where profits are reinvested or paid to the investors, not the club members.

When a corporation expands, success increases the value of the investor's shares. Your Co-op share remains constant in value; expansion doesn't increase your share value. Expansion benefits you if it enables the Co-op to buy at lower prices or increases the range or quality of goods and services it can offer. But expansion has a cost. The capital must come from borrowing or profits, and, in either case, you pay for that expansion. The ideal balance between the benefits and cost of expansion depends on what's important to you, our member-owners. The Board has the difficult responsibility to estimate that balance as decisions arise.

Because our shares don't increase in value, a co-op cannot raise capital as directly as a corporation. The tax law has recognized that difference by allowing special treatment of co-op profits. Co-op's are allowed to declare a patronage dividend, thereby eliminating taxes on that profit, but to retain up to 80% of that dividend in the member-owner's name as equity. That equity helps fund repairs, improvements, and expansion.

If you leave the Co-op, your share purchase will be refunded. The equity that may have accumulated, though retained in your name, may not be paid to you. That retained equity usually builds community resources that strengthen the co-op for all members. It paid for part of the new roof, for the new HVAC units, and so on. That's no more refundable than the tax dollars used to build roads and schools.

Should the Co-op be profitable? We try to make a minimum profit of at least one half of one percent. We need that minimum profit to be reasonably confident that we won't lose money. We have bills and wages and debts to pay, and we have no deep pockets to cover losses. If we exceed that minimum level and achieve a 1% or larger profit, tax law makes it better for the Co-op to declare a patronage dividend, paying at least 20% of it to you, than it is to pay taxes. We look forward to declaring and paying a patronage dividend in coming years.

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Dry-Laid Stairway



Fireplace Insert

Hawthorn Masonry

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606 W. Main St., Decorah, IA 52101  
www.oneotastonecrafters.com

## 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

**General Manager**, David Lester..... gm@oneotacoop.com  
**Marketing Manager**, Nate Furler..... nate@oneotacoop.com  
**Financial Manager**, Larry Neuzil..... larry@oneotacoop.com  
**HR Coordinator/Office Manager**, Deb Reiling..... deb@oneotacoop.com  
**IT Specialist**, Niki Mosier..... it@oneotacoop.com  
**Produce Manager**, Betsy Peirce..... produce@oneotacoop.com  
**Grocery Manager**, Kristin Evenrud..... grocery@oneotacoop.com  
**Cafe Manager**, Mattias Kriemelmeyer..... deli@oneotacoop.com  
**Front End Manager**, Johanna Bergan..... frontend@oneotacoop.com  
**Wellness Manager**, Gretchen Schempp..... gretchen@oneotacoop.com  
**Bulk Buyer**, Carl Haakenstad..... bulkfoods@oneotacoop.com  
**Grocery Buyer**, Frances Kittleson..... frances@oneotacoop.com  
**Freezer Buyer**, Carrie Johanningmeier..... carrie@oneotacoop.com  
**Wellness Buyer**, Karina Klug..... karina@oneotacoop.com  
**Meat Buyer**, Kristin Evenrud..... meat@oneotacoop.com  
**Bakery, Cheese & Dairy Buyer**, Beth Rotto..... beth@oneotacoop.com  
**Wine and Beer Buyer**, Barrett Kepfield..... barrett@oneotacoop.com  
**Working Member Coordinator**, Cerrisa Snethen.. workingmembers@oneotacoop.com  
**Customer Service**, general inquiries..... customerservice@oneotacoop.com

### "The Scoop" Newsletter Staff

**Editor**..... Nate Furler  
**Design/Layout**..... Deb Paulson/Zelda Productions  
**Proofing**..... Andrew Ellingsen  
 The Scoop is published every other month and distributed to 10,000+ residents and members. If you are interested in advertising in The Scoop, please contact Nate Furler at the Co-op - 563.382.4666 or nate@oneotacoop.com.

### 2011-2012 Co-op Board of Directors

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

Susan Askren	Ken Geiger	Mari Lewey	Tonyia Seiler
Andrea Becker	Country Girl	Sandra Maug	Grete Sikorski
Linda Canton	Carol Hageman	Casey McBride	Sharon Sobolik
Katherine Claude	Harriet Hayes	Lana McDermott	Bryan Stuart
Brookelyn Conway	Joseph Henry	Celeste McGreal	Michelle Tulk
Lisa Erickson	Paul Hjelle	Steffen Mirsky	Justin Velske
Stacey Erickson	Thomas Johnson	Chantel Olufsen	Marilyn Wahlberg
Jessica Flanscha	Offer Lavon	Maren Quanbeck	Bruce Workman

## 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 - October/November 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	Mary Hart	Shodi Moris
Robert Fitton	Jon Hart	Cynthia Lantz
Gary Hensley	Kari Fordice	Mark Wilharm
Jon Jensen	Jan Heikes	Julie Fischer
Lyle Luzum	Lee Zook	Rob Fischer
Steve McCargar	Pam Kester	Onita Mohr
Bill Pardee	Dave Kester	Deneb Woods
Arlyls Adelman	Georgie Klevar	David Paquette
Janet Alexander	Rita Lyngaas	Emily Cochrane
Louise Hagen	Karin Martin-Hiner	Mara Dobervich
Carol Bentley-Iverson	Emily Neal	Elizabeth Makarewicz
Brenda Burke	Jeff Scott	Amanda Pambin
Mwara Muriuri	Perry-O Sliwa	Jason Trout
Dennis Carter	David Sliwa	LeAnn Popenhagen
Ellen Cutting	Andrew Ellingsen	Hannah Breckbill
Lynda Sutherland	Kelly Skoda	Clara Bergan

If you are interested in learning about the working member program at the Co-op, please contact us at workingmembers@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**

Kettle  
Krinkle Cut Potato Chips  
limit 2 bags per customer

**\$3.89**

## MEMBER DEALS 01/04/12 - 01/31/12

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Freezer</b>			
Amy's OG Pot Pie Vegetable	\$3.69	\$2.99	\$0.70
Amy's OG Pot Pie Broccoli & Cheese	\$3.69	\$2.99	\$0.70
Amy's OG Pocket Sandwich Cheese Pizza	\$2.89	\$2.49	\$0.40
Amy's OG Pocket Sandwich Vegetable Pie	\$2.89	\$2.49	\$0.40
French Meadows OG Bread YF, DF, Sunflower & Flax	\$6.09	\$4.99	\$1.10
French Meadows Bread, Sprouted Grain	\$4.59	\$3.79	\$0.80
French Meadows Bread Sprouted Cinnamon Raisin	\$4.59	\$3.79	\$0.80
French Meadows Bread Sprouted 16 Grain & Seed	\$4.69	\$3.79	\$0.90
<b>Bulk</b>			
Equal Exchange Coffee Midnight Sun	\$10.99	\$9.99	\$1.00
Equal Exchange Coffee Love Buzz	\$10.99	\$9.99	\$1.00
Grandy Oats Swiss Style Muesli	\$5.49	\$3.89	\$1.60
Frontier Org. Medium Grind Pepper	\$13.89	\$12.79	\$1.10
Frontier Org. Whole Black Peppercorns	\$15.89	\$9.99	\$5.90
Frontier Org. Ground Ginger	\$18.99	\$12.49	\$6.50
Frontier Org. Ground Cumin	\$15.19	\$11.79	\$3.40
Frontier Org. Garlic Granules	\$18.99	\$11.39	\$7.60
Frontier Org. Ground Cinnamon	\$10.99	\$5.39	\$5.60
Frontier Poppy Seeds	\$9.19	\$5.79	\$3.40
Frontier Cinnamon Sticks	\$10.39	\$5.89	\$4.50
Frontier Chili Powder Fiesta	\$14.29	\$7.89	\$6.40

### Packaged Foods

Annie Chun Rice Noodles, 8 oz	\$3.29	\$2.29	\$1.00
Annie's Deluxe Elbows & Cheese	\$4.39	\$3.19	\$1.20
Bob's Soup Mixes	\$4.89-5.39	\$3.49-3.89	1.40 - 1.50
Edward & Son Rice Snap Crackers	\$3.39-3.79	2.49-2.79	.90 - 1.00
Enjoy Life Perky Rice or Flax Cereal	\$3.89	\$2.99	\$0.90
Honest Tea Ready to Drink Teas, 16 oz	\$1.59	\$1.19	\$0.40
Late July Snack Chips	\$2.99	\$1.99	\$1.00
Napa Valley Organic Olive Oil, 16.9 oz	\$11.59	\$7.89	\$3.70
Napa Valley Organic Balsamic Vinegar	\$6.59	\$4.49	\$2.10
Natural Brew Soda, 4/pk	\$5.49	\$3.99	\$1.50
Pamela Oat Bars, 6/pk, Gluten-Free	\$4.99	\$3.79	\$1.20
Rapunzel Bouillon Cubes	\$3.19	\$2.29	\$0.90
Raw Revolution Raw Snack Bars, 2.2 oz	\$1.99	\$1.49	\$0.50
Real Salt Kosher Sea Salt, 8 oz	\$3.99	\$2.89	\$1.10
Real Salt Kosher Sea Salt, 16oz	\$6.99	\$5.29	\$1.70
Thai Kitchen Fish Sauce, 7 oz	\$3.89	\$2.79	\$1.10

### Household

Biokleen Bathroom Cleaner, 32 oz	\$8.49	\$5.79	\$2.70
Biokleen Bac Out Stain & Odor Eliminator, 32 oz	\$8.99	\$5.99	\$3.00
Biokleen Liquid Laundry Soap, 64 oz	\$13.39	\$8.99	\$4.40

### Body Care

Griffin Remedy Shampoo, Conditioner, Lotions and Bulk Products	20% off
Baraka Sinus Support Products	20% off

### Nutritional Supplements

Eclectic Saw Palmetto 600mg 120 caps	\$18.39	\$14.69	\$3.70
Eclectic Milk Thistle 600mg 120 caps	\$10.99	\$8.79	\$2.20
Eclectic Turmeric 395mg 90caps	\$16.39	\$13.19	\$3.20

## Rock Cedar Ranch

by Jeanett Hansen

My name is Jeanett Hansen. My husband and I run Rock Cedar Ranch and sell our All Natural Beef here at the Co-op. I am writing this to correct some possible misconceptions of our product that may have arisen from how it was described in the November/December edition of The Scoop.

In the article "Simply the Best... Meat" our beef is stated as being "finished on" organic corn. In the cattle industry, "finished on" means what the cattle's diet consists of immediately prior to going to slaughter. To be completely correct, our cattle are born on our pastures and raised there their entire life. The steers and heifers are finished on those same pastures along with hay and a small amount of ground organic ear corn, both of which are raised by us. The corn is fed to them, by hand, twice a day. We do this not only to enhance the taste and quality of the meat, but also to reduce the stress level in the cattle by having them become accustomed to our presence amongst them.

The other thing I would like to address is that it was stated in the article that we feed corn to achieve "superb marbling." I have worked in the meat processing and marketing business for over 35 years. Marbling in meat is achieved through good animal health and a good diet. The surest indicator of good animal health is its liver. A liver with even the smallest blemish or indication of a parasitic infection cannot be saved for resale to customers. As far as a good diet goes, as a butcher I have seen superb marbling on animals finished on corn, soy meal and yes, even fresh grass. Hay or dried grass will not achieve this because it has a lower nutritional value than fresh grass. Ask a dairy farmer.

There has been much publicity lately of cattle being finished on a strict corn diet and the negative effects of this type of operation on the cattle themselves. This is why we want to be perfectly clear about how we feed and finish our cattle and why we felt if necessary to write this article. If anyone has any questions about our beef or our operation, please feel free to contact me either at my home 563-382-5406, or email me at rockcedarranch@yahoo.com. Thank you!



## MEMBER DEALS 02/01/12 - 02/28/12

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Freezer</b>			
Rising Moon OG Ravioli Four Cheese	\$7.09	\$5.29	\$1.80
Rising Moon OG Ravioli Butternut Squash	\$7.09	\$5.29	\$1.80
Rising Moon OG Ravioli Basil Asiago & Pine Nut	\$7.09	\$5.29	\$1.80
Tofuti Vanilla Cuties	\$4.59	\$3.59	\$1.00
Udi's GF Blueberry Muffins	\$6.59	\$4.99	\$1.60
Udi's GF Double Chocolate Muffins	\$6.59	\$4.99	\$1.60
Yves Veggie Dog	\$3.99	\$3.29	\$0.70
<b>Bulk</b>			
Org. Navy Beans	\$1.99	\$1.49	\$0.50
Org. Pearled Barley	\$1.39	\$0.89	\$0.50

### Packaged Food

Alter Eco Fair Trade Chocolate Bar, 3.5 oz	\$4.39	\$2.99	\$1.40
Arrowhead Mills Organic Gluten Free Baking Mix 28 oz	\$6.99	\$5.29	\$1.70
Annie Chun Gochujang Sauce, 10 oz	\$3.49	\$2.39	\$1.10
Annie Chun Spicy Chicken Heat & Eat Ramen	\$1.99	\$1.29	\$0.70
Back To Nature Granola, 12 oz	\$5.59	\$3.99	\$1.60
Braggs Liquid Aminos, 16 oz	\$4.99	\$3.79	\$1.20
Braggs Liquid Aminos, 32 oz	\$8.39	\$6.29	\$2.10
Braggs Apple Cider Vinegar, 16 oz	\$3.79	\$2.79	\$1.00
Braggs Apple Cider Vinegar, 32 oz	\$5.99	\$4.79	\$1.20
Crown Prince Anchovy Paste, 1.75 oz	\$2.39	\$1.89	\$0.50
Crown Prince Smoked Oysters in Olive Oil	\$3.39	\$2.49	\$0.90
Crown Prince Pink Salmon, Low Sodium, 7.5 oz	\$3.79	\$2.89	\$0.90
Dessert Pepper Salsa, 16 oz	\$4.99	\$3.79	\$1.20
Divine Valentine's Candy, 3.5 oz	\$5.99	\$5.49	\$0.50
Drews Salad Dressing, 12 oz	\$3.59	\$2.39	\$1.20
Edwards & Son Bread Crumbs or Panko	\$4.99	\$3.79	\$1.20
Emperor Chopped Garlic, 4.5 oz	\$3.39	\$2.19	\$1.20
Endangered Species Chocolate Bug Bites	\$0.69	\$0.49	\$0.20
Equal Exchange Baking Cocoa, Organic, 8 oz	\$8.39	\$6.99	\$1.40
Good Health Avocado Chips, 5 oz	\$2.99	\$2.29	\$0.70
Ginger People Ginger Spread	\$3.49	\$2.49	\$1.00
Gutino Lemon Wafers, Gluten-Free	\$4.59	\$3.79	\$0.80
Guayaki Yerbamate, Loose Leaf, 8 oz	\$8.99	\$6.49	\$2.50
Guayaki Box Tea, 16 ct	\$6.99	\$4.99	\$2.00
Hatch Enchilada Sauce, 14 oz	\$4.49	\$3.99	\$0.50
Justin's Nut Butter Peanut Butter Cup, 1.4 oz	\$1.99	\$1.33	\$0.66
Lotus Foods Bhutanese Red or Forbidden Black Rice	\$4.19	\$3.29	\$0.90
Natural Sea Albacore Tuna	\$3.29	\$2.39	\$0.90
Natural Sea Yellowfin Tuna	\$2.99	\$2.29	\$0.70
Pamela's Select Baking Mixes	\$4.89-6.39	\$3.49-4.79	1.40 - 1.60
Panda Licorice Chews, Box	\$3.39	\$2.79	\$0.60
Pretzel Crisp Pretzels, 6 oz	\$3.29	\$2.49	\$0.80
Popcorn Indiana Chipins, 7.25 oz	\$4.29	\$2.99	\$1.30
Ancient Harvest Quinoa, 12 oz	\$4.79	\$3.49	\$1.30
Rapunzel Organic Cornstarch, 8 oz	\$3.79	\$2.79	\$1.00
Seeds of Change Simmer Sauce, 12 oz	\$4.69	\$3.29	\$1.40
Simply Organic Dip Mixes	\$1.59	\$1.19	\$0.40
Spectrum Wine Vinegar, 16.9 oz	\$7.49	\$5.49	\$2.00
Spectrum Balsamic Vinegar, 16.9 oz	\$9.19	\$6.79	\$2.40
Sweet Leaf Flavored Liquid Stevia, 2 oz	\$12.79	\$9.99	\$2.80
Yummy Earth Lollipop, 3 oz pouch	\$2.49	\$1.79	\$0.70

### Household

Biokleen Bac Out Stain & Odor Remover, 16 oz	\$6.99	\$4.49	\$2.50
Biokleen Oxygen Bleach Plus, 2#	\$6.79	\$4.49	\$2.30
Earth Friendly Drain Opener	\$10.99	\$7.99	\$3.00
Earth Friendly Window Cleaner, 22 oz	\$3.89	\$2.99	\$0.90
Earth Friendly Furniture Polish, 22 oz	\$5.79	\$3.99	\$1.80
Earth Friendly Laundry Liquid, 50 oz	\$8.39	\$5.99	\$2.40
Ecover Toilet Cleaner, 25 oz	\$4.39	\$3.29	\$1.10
Ecover All Purpose Cleaner, 32 oz	\$5.39	\$3.99	\$1.40
World Centric Fiber Plate, 6inch, 20ct	\$1.69	\$1.19	\$0.50
World Centric Wheat Straw Bowl, 20ct	\$2.29	\$1.59	\$0.70
World Centric Corn Starch Flatware, 24 ct	\$2.99	\$2.19	\$0.80
World Centric Fiber Plate, 9 inch, 20ct	\$3.99	\$2.99	\$1.00

### Body Care

Veriditas Botanicals Essential oils and Hydrosols	20% off
Various Bulk Body Care Items	20% off

### Nutritional Supplements

Urban Moonshine Chocolate Love tonic 2floc	\$15.39	\$12.39	\$3.00
Eclectic Blood Sugar Balance 45caps	\$18.99	\$15.19	\$3.80
Eclectic St. Johns Wort 300mg 90caps	\$18.49	\$14.79	\$3.70

## Sampling in the Aisles

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



## EMPLOYEE SPOTLIGHT

### Maria Savage

#### How long have you been working at the Co-op?

Since the beginning of March- I was hired on my birthday!

#### What is your position at the Co-op and what does it involve?

I am a barista, do the bakery/float shift and evening cooking. All jobs involve a lot of multitasking, running between the panini grills and the espresso machine, helping customers and preparing tasty soups and salads.

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

I love the people I work with. It's been just swell getting to know the deli crew and others in and out of the kitchen.

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

I probably eat more bacon than I would otherwise. I also get to share new recipe ideas with co-workers and have become a better cook.

#### What is your favorite item to make in the Co-op kitchen?

I don't have a favorite, but I enjoy making the Water Street Granola. I love the way it makes the whole store smell like cozy cinnamon loveliness.

#### What item on the Co-op shelves would you recommend to others?

The crème caramel is good for my sweet tooth every time. I like it with graham crackers or apple slices. The local goat cheese is delicious too, sprinkled with a little balsamic and honey on toast.

#### If we ran into you outside of work, where might it be and what would you most likely be doing?

In the summer I'm never far from the river. I'm in the community prairie a lot too, walking, looking at scenery.

#### If you could be any animal what would it be and why?

I think I would enjoy being an electric eel or a bio-luminescent squid, because who doesn't want the option of glowing in the dark?



## ORGANIC CERTIFICATION

by Chris Blanchard, Rock Spring Farm

On the first Friday in August, Rock Spring Farm had its annual visit from an organic certification inspector. Organic certification is the process whereby a state or private certification agency verifies compliance with the USDA's organic standards, which provide for an organic production system that responds to site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Producers must document inputs, field and production activities, harvests, and sales to verify compliance with the standards.

For several years now, I have listened to other growers say things like, "We follow the organic standards but choose not to certify," or, "Organic certification requires too much paperwork for a small farm," while they continue to advertise their products as organic. I have chosen to stick to our guns and apply for certification every year, because we believe in the power of having somebody looking over your shoulder – just like having a coach to make certain you are following the details of a training plan (and not sneaking donuts on the side!), or a referee in a ball game to parse out the rules of just when a runner is safe at second. Although we may think that an input is allowed (or should be allowed), certification reminds us to double check our judgment with that of the larger organic community before making a decision.

To qualify for organic certification, prohibited materials—including chemical fertilizers and pesticides, as well as genetically-modified organisms such as those found in seeds and many biological controls—must not have been applied to organic crops or the soil in which the crops are grown for a minimum of 36 months prior to harvest. Certified organic farmers have to follow strict standards for applying manure or manure products, such as compost: unless the compost is fully mature, organic farmers have to apply the compost at least 90 days before harvesting a crop for human consumption, and 120 days if the edible portion of the crop touches the ground.

In addition, certified organic farmers have to use certified organic seed whenever it is available, and always have to use certified organic transplants. Inputs for organic production have to meet certain standards as well, such as not being produced from genetically modified organisms (as many bacterial seed inoculants and biological insecticides and fungicides are). Some of the insect and disease controls, as well as mineral fertilizers, are regulated regarding under what circumstances and how often they can be applied, guaranteeing that least-toxic approaches are used first; for example, if we use a copper-based fungus control, we have to demonstrate that we have used other methods of disease control first, such as proper spacing for air circulation and selection of resistant varieties—and, we have to document



our usage to show that we don't use copper repeatedly in the same field, so that we don't have a toxic buildup.

Certified organic farmers are also required by law to work to enhance biodiversity, conserve soil and water, and not deplete natural resources. To qualify for organic certification, a farmer must demonstrate the maintenance or improvement not only of their soil, but of their surrounding environment, as well.

Each year, certified organic farmers develop an Organic Farm Plan that lays out how they plan to comply with the organic rules. Then, they complete an application for organic certification, and submit their farm to an inspection by an independent, third-party inspector. These inspectors are trained not only to verify the information in the organic farm plan, but also to look for signs that the plan is actually being implemented. An inspector might look for cover crop residues in the soil, examine crops for signs of residual herbicide damage, and check that farmers actually have labels from the bags of seed they claim to have used.

Because real organic farming is much more about what you actually do, rather than what you don't do, the certification process requires a farmer to go through the process, every year, of thinking their way through their organic farm plan and how they will actively enhance biodiversity, conserve natural resources, and produce healthy, clean food, rather than simply avoiding certain products and practices. In our busy schedule, it is always a challenge to find time to do this, but it is always a worthwhile exercise.

*Chris Blanchard owns and operates Rock Spring Farm, with fifteen acres of certified organic vegetable, herb, and greenhouse production north of Decorah, Iowa, selling produce year-round through a 200-member CSA, food stores, and a farmers market since 1999. Prior to 1999, Chris managed student farms, worked as an intern, packing house manager, plant breeding assistant, and farm manager, and provided consulting for a major organic processor, in California, Wisconsin, Maine, and Washington state. Under the banner of Flying Rutabaga Works, Chris' workshops about farm business concepts, food safety, organic vegetable production, and scaling up to farmers throughout the country have gained a reputation for fresh approaches, down-to-earth information, and honesty. He also co-directs the MOSES Organic Farming Conference.*

## Third Annual Oneota Film Festival

Third Oneota Film Festival Weekend Approaches amid a flurry of activity

The 3rd annual Oneota Film Festival is showing promise as films are being screened and events and panel discussions are being planned. OFF will be held Jan. 20-22, 2012. It is free and open to the public. Screenings will take place at Luther College. For the first time there will be cash prizes awarded for submitted films: \$500 for "Best of Fest" and \$100 for "Best Student Submission".

Jurors for the Awards competition were recently announced by board president Kyril Henderson:

Valentina Velazquez-Zvierkova, Zhang Ling, and Andrew Hageman. Velazquez-Zvierkova is a professor in the Department of Spanish and Portuguese at Northwestern University in Evanston, Ill. Zhang Ling is currently a Ph.D. student at the University of Chicago. She previously earned her M.A. in Film Aesthetics from the Beijing Film Academy. Andrew Hageman, chair of the committee who also sits on the OFF board, is a Post-Doctoral Fellow at Luther College teaching English and Environmental Studies.

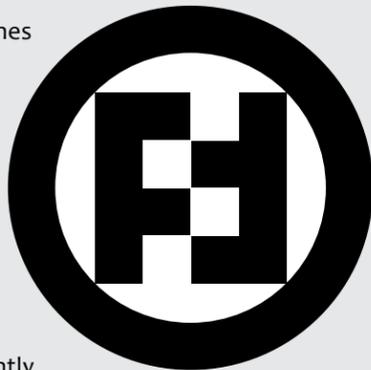
"It is a great pleasure to announce three such distinguished judges for our first Awards Competition at OFF," Henderson said. "We're all excited to see who wins and appreciate the time and commitment of our jurors."

OFF presents over 2 dozen current documentary films that explore issues of our time. Many films on the schedule have won awards and will be or have been screened at the world's major film festivals. In addition to showing films, OFF organizes panel discussions about topics that are centered around selected films. Filmmakers are invited and encouraged to attend the festival to share ideas with other filmmakers and discuss their work with audiences.

Though all films are free, audience members must register. Registration is now open online at [www.oneotafilmfestival.org](http://www.oneotafilmfestival.org). Seats for films are limited and registration does not guarantee that a seat will be available for all films.

For the first time the Oneota Film Festival is offering memberships. There is one level of membership available for \$25. Details on the website.

The Oneota Film Festival (OFF) is the child of a small, dedicated group that includes representatives of Luther College, Decorah Public Library and local film enthusiasts who have formed a non-profit corporation for the sole purpose of producing the Festival. It is presented and hosted by Luther College. Major sponsors are Oneota Community Food Co-op and Sodexo. For information about the festival contact Kyril Bellrichard, Festival Director, [kyra@oneotafilmfestival.org](mailto:kyra@oneotafilmfestival.org), 808/372-5958.



# EXPLORING THE NEW YEAR

by Karina Klug, Nutritional Supplements Buyer

**G**reetings and Happy New Year! As we enter 2012, some of us have New Years' resolutions, intentions, and dreams for new beginnings. Whether your intention is for something new, or you're looking to rekindle and bring fresh life to a previous goal, this is the time to recharge and renew both yourself and your dreams.

This article will address the "forbidden zone." Every day in the Wellness department we get questions on how to spark a weary libido. As Valentine's Day is around the corner, it is a fitting time to address this issue. Please don't despair if you are without a partner for this season. The ultimate measure of health is in how vibrant, radiant and sensual we feel as individuals, and no one can give or take that away from us. Our sexuality is, in its most healthy state, expressed naturally as our life force and vitality. When we're feeling vibrant and free-spirited, that's when we radiate our most positive sexual being. Rest assured that we have products that can be fun for one, too. Without further ado, let's dive into the world of healthy libidos.

We strive to uphold a professional environment and we support you in purchasing the products you like without embarrassment or discomfort. The hope is that you'll leave this article with an inspiration;— a new idea—and that will set fire to your creative ideas. Sexuality is a subtle but powerful force that we can address as an important and vital aspect of our health.

Many aspects of life and the psyche can lower desire and ability to experience sexual pleasure. Factors such as hormonal issues, illness, heart disease, drug abuse, stress, depression, past sexual trauma, or other psychological or physical issues can all contribute to sexual performance and desire issues in men and women. First and foremost, it is essential if you are experiencing any of these or other problems to visit your medical doctor. This article addresses products for entertainment purposes by consenting adults.

That being said, it's clear that sexual well-being affects physical health and emotional stability and vice versa. Find ways to increase your health and it may trickle down to your sex life. You might choose to explore a healthy, well-balanced diet to contribute to overall health. Begin to incorporate

fresh, nutrient-rich food that can help to recharge vitality. Supplementing with quality greens when not enough are included in your diet can ensure you have the vitamins and minerals you need to give you that extra boost to "feel in the mood." Also, schedule regular checkups with your doctor or qualified health practitioner to stay on top of your health. Consider exercise such as walking, running, biking, yoga, pilates, zumba, qi gong or dance to get your groove on.

Our media has surrounded us with talk of sexual health, function and pleasure. With so much omnipresent pressure, it's no wonder there are so many people seeking help in this department. Many customers are looking for natural ways to address these matters. We hope you find the following products helpful in your quest for sensuality.

## FLOWER ESSENCES

Want to be creative with gifts to your beloved? Instead of, or in addition to, a dozen roses, delve into the many emotional expressions of flower essences. Flower essences work on a vibrational level to work on emotional health and well-being. Some have found flower essences to help deal with emotional issues around sexuality. Flower Essence Services (FES) Sacred Heart blend can be utilized for integrating heart strength and compassion in relationships. FES also offers dropper bottles to address specific emotional issues – such as Hibiscus flower essence for warmth, receptivity and blending soul warmth with bodily passion. For various trauma and shame issues (again with the counsel of a licensed medical practitioner), turn to Easter Lily, Pink Monkeyflower, Sticky Monkeyflower, Larch and many other options. Please reference our store copy of "Flower Essence Repertory" for more in-depth information.

Looking for a love potion? We don't have one, but we do have Aura Cacia Love Potion essential oil. This blend of essential oils can be used as a body scent, and the side of the bottle has recipes for massage oil and mist.

We are excited about a new perfume line, Kismet Potions. These roll-on perfumes are lovely and have a scent for almost everyone - from earthy to sensual, flowery to fruity, and even a nice masculine blend.



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

## MALE

FES Larch is indicated for some sexual challenges, especially for men struggling with feelings of inadequacy or confidence issues. Be gentle with yourself and work on building up self-worth and authenticity. Although many health issues can affect sexual function and drive, remember that a dose of heart, trust and self-acceptance goes a long way.

The following are herbal blends researched and formulated to help build male stamina: NOW Men's Virility Power, NOW Testo Jack 100, Herb Pharm Male Vitality Product, Source Naturals Male Response, and Maca.

## FEMALE

Urban Moonshine's Chocolate Love tonic is a handcrafted aphrodisiac meant to engage the senses. It can be taken daily as a tonic or for an increased libido. Primarily formulated for women's sexual health, this product can be taken as a dropper or used in food. Drizzle this on ice cream, in hot cocoa or as an edible body paint that resembles henna art.

Female Libido Tonic Sexual tonic for enhancing female libido. Muira Puama, Shatavari, Chinese Ginseng root, Ginger rhizome, Cinnamon bark. This blend is an adaptogenic tonic supports overall physical health, plus enhances female reproductive health and sexual libido. Indicated for women who have a low sexual appetite or lack positive response to sexual stimulation. Vaginal dryness during stimulation. (From Therapeutic Herb Manual by Ed Smith).

## LUBRICANT

Experience smooth sailing with Emerita. Emerita is a company for women, by women. Try Off Warming Lubricant with cinnamon to add a little spice to your slide. Other products include Aloe Life Personal Gel and Emerita Natural Lubricant.

## SAFER SEX

Condoms? We've got them. We have a stellar brand called Sir Richards. For every condom purchased, this company donates one to a developing country. But it doesn't stop there. Wherever the company makes a donation, they design



an entirely new brand and ensure its cultural relevance with help and guidance from local artists, healthcare providers and others. This brand is a way for you to have your fun and be charitable too.

## MOOD LIGHTING

Light up your night with the Rose Quartz Crystal Lamp. This enlightening lamp adds a romantic and happy glow to any room. We also have many natural candles that smell great and add a soft and relaxing atmosphere. Candles don't have to be just for the night. In Sweden many people light candles at breakfast during the winter months to bring a quiet warmth and cozy spirit to the day. Bring romance to your breakfast and brunch - you don't have to wait for nighttime.

## SOOTHING SOAK

A few simple touches will help to infuse your space with a calm sensuality. We have wonderful bath foams and mineral soaks by Aura Cacia. A bath, especially during these cold months, can help to relax the mind and body. Soothing Touch bath salts elevate the air with wonderful aroma and inspire relaxation. After your bath, we recommend the Soothing Touch massage oil.

## DRINK IT IN

Try a steamy cup of Get Passionate Tea by The Republic of Tea. This tea is formulated with organic Rooibos tea and herbs for healthy libido support - including Muira Puama, Ashwagandha, Lemon Verbena, Hibiscus, Maca, Passionflower and Stevia. It has a natural passion fruit flavor for a light and playful taste.

From your taste buds to your toes, we have sensual products to delight and engage all of your senses. Check out the Wellness department when shopping for that special someone on your list or as a nurturing and sensuous gift to yourself. Let this be a call to your senses to come out and play.

## Come celebrate with Rock Cedar Ranch!

It was ten years ago that The Scoop featured the story of two strangers who lived 1,800 miles apart, met, fell in love and married - all in the course of four months. 2012 will be the 25th anniversary of this amazing love story and to celebrate we are giving you the gifts.

From **January 1st** through **February 12th**, stop by the Co-op and **enter to win.**

On February 13th we will draw **two names** who will each receive **ten pounds** of **Rock Cedar Ranch ground beef** and a package of a **whole cut tenderloin** (fillet mignon - approximately three pounds) to share with **your** sweetheart on Valentine's Day. Thank you to all our valued customers who appreciate our product and business philosophy.

**Rock Cedar Ranch - Serving our community since 1872.**

No purchase is necessary to win.

## Meyer Lemon – the story behind the name.

Reprinted with permission from At the WEDGE, newsletter of the Wedge Co-op in Minneapolis, MN.

How do some fruits get their names? Why for example is a Meyer Lemon called a Meyer Lemon and not Dessert Lemon or something more obvious?

There are a few fruits that, when thought of, inspire within me a surge of passion and love that is nearly uncontainable. I know there are people out there who can relate to that—but according to the rest of our population, I am freakishly in love with produce.

When I think of Meyer Lemons, for example, a small spark ignites in my heart—they give me great satisfaction and the resonant pleasure that only the simplest, finest things in life can bring. Winning a hundred dollars is fun, it's a happening! But consuming a Meyer Lemon is an enduring experience—a reassurance that nature is out there being totally fabulous in a manner so casual and infinite that no human could ever hope to imitate it. Think of the smoothest, most together person you know, the one who can charm anybody or is adept at defusing any situation. A Meyer Lemon is smoother! We can only strive for what nature achieves simply.

I know you didn't ask for a love letter to Meyer Lemons, but February is a month of affection, is it not? So, I was pleased when I researched your question and uncovered not just an answer, but also a love story. Not a conventional one, but that most poetic and rare of love affairs, that of a human being's consuming love for the natural world. Those of us who love to eat, smell or just look at plants owe an immense debt to a one Frank N. Meyer, plant explorer.

Meyer immigrated to the United States from the Netherlands in 1901. At the tender age of 26, he was already a seasoned traveler and gardener, and was able to secure a job with the United States Department of Agriculture. At first he traveled locally, aiding various offices in California and Washington.

Eventually, Meyer had the opportunity to transform his job into a real-life version of Indiana Jones except that his rare and exotic treasures were not artifacts, but the fruits, leaves, stems, roots and seeds of various unknown (at least to the USDA) species of plant life. From 1905-1918, he traveled

all over Russia and the Asian continent—gathering samples and sending them back to the United States. Meyer spent the majority of this time exploring rural Southern China.

Meyer's adventure-studded life was thrilling, but lonely. In a letter to a friend he wrote, "I am pessimistic by nature, and have not found a road which leads to relaxation. I withdraw from humanity and try to find relaxation with plants." He described his life as a plant explorer as one without friends, but frequently with would-be enemies. He left detailed accounts of knife fights, muggings and repeated threats against his life, as well as nervous exhaustion, depression and breakdowns.

Despite these startling challenges, Meyer single-handedly delivered to the United States over 2,500 different species of viable plants. He influenced our diet with such favorite foods as apricots, pears, peaches, persimmons, pistachios, water chestnuts, Chinese cabbage, bean sprouts, bamboo shoots and many varieties of soybeans and grains. As well, he brought back hundreds of beautiful ornamental shrubs, lotuses, roses and now common trees like Catalpa, Horse Chestnut, Chinese Elm and Ginkgo.

Traveling in China in 1908, Meyer discovered a potted lemon plant—the fruit of which must have stopped him in his tracks. The lemon, a variety cultivated by the Chinese from a cross between an orange and a lemon tree, was both sweet and sour with a thin skin, abundant juice, a color of astounding gold and a fragrance spicy, floral and cloying. It was, of course, the Meyer Lemon, though at the time he referred to it as a "dwarf lemon," a name I think we can agree doesn't begin to do it justice!

Caught up in war related chaos in China, Meyer decided to return to the United States in May of 1918 and boarded a steamer bound for Shanghai by way of the Yangtze River. He disappeared on this voyage; his body was found a week later in the Yangtze. The circumstances of his death are a mystery to this day, though his correspondents suspected suicide.

Which brings us to your question, doesn't it? Sometimes fruits are named after the people who cultivate a particularly special variety, sometimes they're named after their most prominent characteristics, sometimes after the region in which



they're grown. In the case of the Meyer Lemon, it was named in tribute to the man who sacrificed companionship, and even his life, to find it. Naturally as one who loves these lemons, I can applaud this reasoning. A unique fruit calls for a unique namesake.

Meyer Lemons are in season and available from November through March, hitting their peak right about now. Their amazing scent and floral flavor is best showcased on its own in sauces and drinks, or when used to make mouth-watering lemon desserts. I'm thinking Meyer lemon tarts for Valentine's Day... what do you think? If you haven't ever tried a Meyer lemon, let Frank be your inspiration—boldly encourage yourself to expand your horizons, find a private moment and pay attention to the simple perfection that is Nature and her fruits. In Meyer's own words:

"Our short life will never be long enough to find out all about this mighty land. When I think about all these unexplored areas, I get fairly dazzled; one will never be able to cover them all. I will have to roam around in my next life."

Well said! There is only so much time to enjoy this rich experience—so try and eat the good stuff once in awhile!

### Meyer Lemon Curd

Gourmet  
December 1999

Good enough to eat by the spoonful, this curd can be used as a cake or tart filling or served with scones, muffins, or fresh fruit.

Yield: Makes about 1 2/3 cups

Active Time: 20 min

Total Time: 20 min

#### Ingredients:

3 to 4 Meyer lemons (about 1 pound)  
1/2 cup sugar

2 large eggs  
1 stick unsalted butter, cut into 4 pieces

Finely grate enough zest from lemons to measure 2 teaspoons and squeeze enough juice to measure 1/2 cup. Whisk together zest, juice, sugar, and eggs in a metal bowl and add butter. Set bowl over a saucepan of simmering water and cook, whisking, until thickened and smooth and an instant-read thermometer registers 160°F, about 5 minutes. Force curd through a fine sieve set into another bowl. Serve warm or cover surface of curd with wax paper and cool completely.

#### Cooks' notes:

- Lemon curd keeps, covered and chilled, 1 week.
- If substituting regular lemons, increase sugar to 3/4 cup.

www.epicurious.com



### Meyer Lemon Risotto

(with pearly Barley)

I used tatsoi, left over from this weekend's market, as the green in this recipe but feel free to experiment with other greens (chopped chard, spinach, arugula, etc). The recipe calls for 6 cups of stock/water. This can vary quite a bit depending on your pot and the grains, but you are likely to need between 4 1/2 - 6 cups. Sometimes I like to throw in a handful of chopped Meyer lemon segments for added flavor and texture, but be sure to remove all the seeds.

#### Ingredients:

3 tablespoons extra-virgin olive oil  
1 yellow onion, chopped  
2 shallots, chopped  
3 cloves garlic, chopped  
1 teaspoon fine-grain sea salt  
2 cups lightly pearly barley  
1 cup good quality dry white wine

6 cups light vegetable stock (or water)  
Grated zest of 4 Meyer lemons (more to taste if you like)  
1/2 cup Parmesan cheese  
1/2 cup crème fraiche (or sour cream)  
3 big handfuls of greens, chopped  
Handful of toasted pine nuts, for garnish

Heat the olive oil in a large, heavy saucepan over medium heat, then add the onions, shallots, garlic, and salt and saute, stirring constantly, for about 4 minutes, or until the onion begins to soften. Add the barley to the pot and stir until coated with a nice sheen, then add the white wine and simmer for 3 or 4 minutes, until the barley has absorbed the liquid a bit. Adjust the heat to maintain a gentle, active simmer.

In increments, add about 6 cups of water or stock, 1 cup at a time, letting the barley absorb most of the liquid between additions; this should take around 40 minutes altogether. Stir regularly so the grains on the bottom of the pan don't scorch. You will know when the barley is cooked because it won't offer up much resistance when chewing (it will, however, be chewier than Arborio rice). When the barley is tender, remove the pot from heat. Stir in the lemon zest, Parmesan, and crème fraiche. Taste and adjust - add more salt if needed, more lemon zest. Then stir in the greens. Garnish with toasted pine nuts and a dusting of extra Parmesan before serving.

Easily serves 4 to 6.

www.101cookbooks.com/

