

# THE SCOOP

ONEOTA  
COMMUNITY  
FOOD  
COOPERATIVE

VOLUME 38 ■ NUMBER 2 ■ MARCH/APRIL 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  
CHANGE SERVICE REQUESTED

## Rooted & Growing: A Reflection of the Co-op's Early Days, with Sheryl Sheffert

By Cerrisa Snethen, Working Member Coordinator

**H**ow can we know where we're going if we don't know where we've been? Taking a look around our shiny, modern co-op, it's easy to forget the store's humble roots. But without remembering, protecting, and watering those roots, we risk a great deal as an organization. In this era of the corporation, of privatization, in this era of recession, co-ops are somehow thriving nationwide. The idea of a democratically owned and operated local business seems to have breathed new life into a tired model. And as we grow, one of our most important missions, as always, is holding onto the early passions that drove the Co-op's creation. Some would call it soul, hence cooperative grocers across the nation are giving a whole new meaning to the term soul food.

It wouldn't be authentic to hint that our own co-op hasn't had its individual crisis of soul, its moments of folly and sorrow. However, as we forge ahead in a direction that's full of positivity and possibility, it's important to look back in a spirit of grace and gratitude for the ones that paved way for our community to hold such a precious and unique place, and to acknowledge their hard work, sacrifices, tribulations, and triumphs. So, we're kicking off a series of articles on the Co-op's pioneers. This article will not be all-encompassing of those who started it all. We hope to touch on more individual efforts in pieces to come.

### Without further adieu, the story of Sheryl Scheffert:

Born in Chariton, Iowa, and raised in Erie, Illinois, where the family moved when she was six, Sheryl's Decorah story takes off at Luther College, where she studied music and met her now husband Rick, then a young art student. In a way, Sheryl's co-op tale is really a love story. She attributes her earliest Co-op affiliations to her husband and his

strong interest in those early principles. Sheryl told me how she "really liked" Rick's perspective on food, health, and community. So, she joined up with him as a working member at a time when the Co-op was just a little shack-like building on Paine Street. In those days, the store had only volunteer employees, the food was stored in bags inside (clean) garbage cans, and a very modest and barely working refrigerator stored perishables. Sheryl went on to become one of the Co-op's first ever paid managers, overseeing volunteers and working at the store during its unusual and variable business hours. When she landed the managing gig in 1979, it was the same year the Co-op got its first digital scale and "cash register," which actually just consisted of a cash box and an adding machine. This was also the first year the Co-op began selling to non-members. Sheryl went on to play an important role in the Co-op's developing history. Ah, the things we do for love.

Having initially grown out of a buying club, the Co-op at this point charged members a \$10 annual membership fee, much different from the member/owner share system of today. Things were really picking up steam in moving to a store front, but the small space had its humble quirks. The key to the store was kept out in a wood shed where it could be easily found. Members would often let themselves in at odd hours and simply leave behind payment using an honor system. The little building ran on a tricky wood stove with an overnight oil stove back up, and the day's money was inevitably hidden in a food bin one could only locate by reading the store's "short list." Employees knew to identify the last item on the list to locate the store's cash in that particular food bin. Back then it was mostly grains and dried goods with the occasional arrival of cheese or goat milk.

Having outgrown those first digs, the Co-op moved to the Armory building

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## Going back to the Farm...Bill

By Jill Richardson

For Americans who want to see the food system change, an exciting year is upon us. The biggest piece of legislation that affects our food system—the Farm Bill—must be passed in 2012. Some argue that it should be called the "Food and Farm Bill," which would be accurate as the largest share of the bill's dollars go to buy food under federal nutrition programs such as The Program Formerly Known as Food Stamps (now called SNAP). But currently, the bill mostly benefits one kind of farms (big) and one kind of food (junk).

How can the farm bill promote healthy and sustainable food and farms instead? This article provides a basic description of how we can understand and influence the farm bill with extra details about a few programs of interest for sustainable-ag advocates.

### The Basics

Today's farm bill is descended from the first farm bill, which was passed in 1933 as part of the New Deal. Passed every five or so years since then, each farm bill is divided into a number of different topics, called

titles. Most significant among them are: Commodities (i.e. subsidies), Conservation, Nutrition (i.e. programs like SNAP) and Competition.

"The blessing and curse of the farm bill is that it's so damn big. There's something in it for everyone," said Patty Lovera, assistant director of Food and Water Watch. However, she provides a useful framework to understand this immense bill. One set of policies impact whether there are fair markets for farmers. These include whether antitrust laws are enforced and new ones are written and implemented to meet changing times, commodity policy and—to some extent—conservation.

The other important set of policies are ones that promote local and regional food systems, like programs to benefit young and beginning farmers; reorienting USDA research to study useful areas for small, diversified and organic farmers; and building infrastructure like processing plants to meet the needs of these farmers.

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### Oneota Co-op

## Membership Drive

Monday, March 5th through  
Friday, March 16th

We've got something special for those that become new member-owners between March 5th and March 16th.

Along with a sincere "thank you" for helping to make our organization thrive through membership dollars, new member-owners will have the \$5 sign-up fee waived and will receive one of the best chocolate bars created by the first organic, Fair Trade, bean-to-bar chocolate factory in the country – Theo Chocolate.

In addition, new member-owners that join paying their membership/share in full (\$140) will also receive a free meal for two at the Water Street Café. (a \$15 value)



Oneota Co-op - driven by membership - driven by you.

## Rooted & Growing: A Reflection of the Co-op's Early Days, with Sheryl Sheffert continued from page 1



while Scheffert was pregnant with her first child, daughter Jeanine (currently an active Co-op member and local artist). In fact, when I asked Sheryl if she had co-op related photos of this time, she said "Actually, Jeanine was born right around that time, so you know who all the pictures are of!" Now in the Armory building, Sheryl remembers this location being much bigger and cleaner, which was a good incentive to lug all of those fifty pound bags up several flights of stairs. With things growing so quickly at this point, I asked Sheryl how the group managed conflict. She let out a long sigh accompanied by a laugh. "Huge discussions," she said "Lots and LOTS of meetings! We'd have a gagillion meetings, and then... we'd vote." During this time, there was always a general meeting of the members in addition to a board meeting, and members could overturn whatever the board decided to do. Sheryl explained how this sometimes caused controversy and made board members feel a bit weary that their decisions could be so easily overturned by the membership.

The group worked out differences as democratically and fairly as they could, and in 1981 the board accepted a proposal for collective management, consisting of Sheryl Sheffert and Jo Berg-Iverson, Beth Rotto, Ann Edgerton, and Jean Young. Members of the management collective earned \$8 per day. This was also the year the Schefferts welcomed their son Luke, who now lives in Florida. The store now sold more dairy and cheese in addition to herbs and spices, but while everyone was welcome to shop, getting them there required directions and was often the result of word-of-mouth contact since the store still lacked visibility.

The following year brought Steve McCargar into the management fold, and the Co-op increasingly focused on the goal of educating the larger Decorah community about food and sustainability issues. Because members shared common interests, you'd often find them spending non-working hours

together too, with potlucks and singing; with all of that eating and singing it was impossible for Oneota Co-op members not to maintain a strong community presence. Sheryl emphasized that these social functions looked much like the Co-op related social functions of today. "It felt like a big family, but nobody tried to force their way of doing things on others. We were supportive of each other." And things just kept growing. In the spring of 1984 the Co-op moved into a much more visible location at 521 West Water Street. During the time the Co-op was in this location, Scheffert took on less and less hours and eventually stopped working in a paid position for the Co-op. She'd moved on to a career in teaching music to children which would last for more than twenty years. Her family remained active in Co-op culture.

While in this space, the Co-op would see dramatic changes-- the additions of Liz Rog and Sue Otte to the management collective, the change to share payments for members, and the store's first electronic cash register. With new structures in place and a more prominent location, the Co-op was receiving more traffic from the general public and was often seen as a place to go for specialty items. The store would move once more just down the street from this location before winding up in its current home at 312 West Water. Was all of this moving difficult? I wondered. "I think it's always tough when you're borrowing," emphasized Sheryl about all of the financial risk early members were taking. There were also the inevitable questions of whether all of this growth would hinder something so well-intentioned. With each move, Sheryl said members were often asking themselves "How much do we lose of our identity?"

While questions of conscience abounded, so did a lot of wonderful things-- like produce. "We had tons more produce", Sheryl said "I loved that!" She recounted being in the store during the holiday season one year, when Steve McCargar approached and exclaimed "We had

our first \$1000 day!" What used to take a month to earn had suddenly taken less than 24 hours. Things were really catching on. I asked Sheryl what it's been like to watch "green" become a buzz word and the Co-op become a hip hang out, to have been a part of the Co-op before the co-op was cool.

"Yeah," she smiled. "I love walking by the store now and seeing all of the young people hanging out... just hanging out." Sheryl went on to tell me more about what she finds inspiring and positive about the store these days. She praised cooperatives and talked about the exciting dynamic that they bring,

even with their inevitable highs and lows. She loves that the store brings an alternative to the community and that it's a locally owned business, a model and a leader in the realm of health, and, overall, a caring community. "We weather the storms," she said. "And we do it together".

Having watched the fledgling organization fight to garner credibility and respect in the community, Scheffert is thrilled to see the Co-op's values and principles being more accepted by the mainstream. What was then an eye-raising concept now seems to incite excitement and acceptance, particularly from the young people in Decorah. I asked Sheryl what we can do as a community not only to keep the Co-op, but (most importantly) also to see it thrive. "Shop there! That's the most important thing of course. It has to be important to us." Not only does Sheryl still shop co-op, she's an active working member who pitches in to help

with inventory when she can, alongside husband Rick.

These days she frequents the store's bulk section and adores local produce and local products in general. She loves and prefers the Co-op's organic produce and products but is glad that the store offers several options. Sheryl believes that organic is worth its value in terms of ecology, health, and taste. I wondered what she might say to someone who was on the fence about joining up. "My inclination would be to take them into the Co-op and possibly even buy them something."

Bribery? I wondered. "Bribery!" she laughed. "No, but I'd want to say... taste this apple... just... taste it!" We explored the notion that some folks have an image of the Co-op as an unfriendly or exclusive place. With a sigh Sheryl noted that those with that idea probably just haven't been able to spend much time with us at the Co-op, which she feels is an extremely friendly and welcoming environment. She went on to sum things up eloquently (despite her insistence she wasn't). "We're on a journey that embraces food, health, and community, and no matter what the pitfalls, it's a journey worth continuing. In my experience the Co-op has always been home to passionate and dedicated people, with an energy and determined drive toward goodness and groundedness that speaks to me. Sometimes independent passions and opinions clash, but the dialogue created by the clash is always worth having."

I asked Sheryl before she left if she could go back in time to 1979 and be there with that gang, what would she say to their younger selves? "Follow the dream," she affirmed. And if she could say anything to that same gang now, all these years later? "Look," she smiled "Look what we've helped create. It's pretty amazing."

### Spring Seedlings from River Root Farm - Yay for Spring!

Spring is nearly here, and this year we are doubling the number of Certified Organic seedlings we will be offering here at the Co-op.

Our high quality plants will once again be grown and raised by Mike Bollinger and Katie Prochaska of River Root Farm. Seedling sales are scheduled to begin, depending on the weather, in May.

We will once again have two waves of seedlings. The first wave will be spring-weather tolerant vegetables and herbs such as broccoli, cauliflower and cabbage. The second wave will be the summer vegetables and herbs including tomatoes, peppers and basil.

Mike and Katie will be adding more of your favorites from last year, plus some new ones, and try to ensure everyone gets what they want. They will most certainly be expanding their offerings of herbs, tomatoes and hot peppers. In addition, this year we can look forward to a selection of annual flowers.



## Member Appreciation Day

Tuesday, March 20th

8:00 am to 8:00 pm

One more way we say **THANK YOU** to member/owners!

## 10% off storewide\*

for member/owners of the Oneota Co-op

May be combined with all other member discounts.

\*discount excludes Co-op & Member Deals sale items and Special Order Case discounts. YEP, that's it! Everything else is fair game!

# 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.

## EXPLORING FOODS! CLASSES

Open to participants 3 - 7 years old with adult helper  
Explore foods through sight, sound, smells and tactile experiences. The love of cooking and eating good food starts young! Children who are given choice and are able to lend a hand in preparing their foods eat a wider variety of nutritious foods and are able to make healthier choices as they grow. Let that process start here at the Oneota Community Food Co-op!

## MARCH

### Co-op Potluck

**Thursday, March 1st, 6:30 pm at Good Shepherd Lutheran Church**

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

### Exploring Foods! Bird Feeders

**Tuesday, March 6th 4:00 - 5:00 pm**

Did you know that kitchens are good for making more than food for you? Come learn about feeding the birds in this class session! All children will go home with bird feeders to hang in the yard and attract some feathered friends!

Instructor: Johanna Bergan

\$8 per child, no charge for adult helper

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

**Thursday, March 8th 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. It's 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

### So the Farm's Certified Organic - What does that MEAN?

**Thursday, March 8th 6:00 - 7:00 pm**

Come learn about the process of organic certification. This class session is more than a news blurb you might get in a newspaper. Want to really know about confinements, GMOs, fertilizers? Then Jack's message is for you. Learn from someone who has his feet on the ground and hands in the dirt. Learn about transitioning your farm to organic. Jack Knight is an inspector for certified organic farms and, since 2000, has inspected more than 1,200 farms in Iowa, Minnesota, Wisconsin, Illinois, South Dakota, and Nebraska.

Instructor: Jack Knight

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

### Starting and Tending an Apple Orchard

**Friday, March 9th 6:00 - 7:00 pm**

Learn about some basic considerations in starting and tending an apple orchard. From selecting a site, choosing varieties and rootstocks, planting and caring for a young orchard, to cultural practices for a bountiful harvest, the class format will include a lecture with visuals and a discussion of questions and answers.

Instructor: David Sliwa

\$5 Co-op Member/Owners, \$8 Community Members

### Vegan Springtime Cookies

**Monday, March 12th 6:00 - 7:00 pm**

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

Instructor: Mara Dobervich

\$5 Individual Co-op Member/Owners or \$8 Child/Adult Partners,

\$8 Community Members

### How to Boil Water: Pressure Cooking

**Thursday, March 15th 10:00 - 11:00 am**

The new generation of pressure cookers make preparing grains, dried beans and slow cooking vegetables, stews, and even steamed breads and desserts a breeze. This class will show you how to use a pressure cooker to prepare foods the quick and easy way. Learn quick-cooking tips for easy-to-freeze foods and never run out of refried beans again.

Instructors: Beth Rotto and Betsy Peirce

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

## 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 - 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.

### Exploring Foods! Snacks on the Go

**Tuesday, March 20th 4:00 - 5:00 pm**

Come and design your own personal trail mix. Only add the items you love - be it crunchy, sweet or chewy. Also learn to make quick and easy granola bars that are perfect for on-the-go snacking.

Instructor: Johanna Bergan

\$8 per child, No charge for adult helper

### Landscape Design and Management: Urban OR Rural

**Wednesday, March 28th 6:00 - 7:00 pm**

Time to start planning for your outdoor space this spring and summer? This class will cover the creation and maintenance of windbreaks for any location - even a city lot. Shade management and incorporating edible landscape design will also be covered. A bulk order of wholesale nursery stock can be made by class participants. Jack has worked in forestry, horticulture, nurseries and orchards for 30 years and can assist you with design and selection of woody plants for your plans. Bring a scale drawing of your property you are considering.

Instructor: Jack Knight

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

### Home Performance Class: How to get better gas mileage out of your home

**Thursday, March 29th 6:00 - 7:00 pm**

Getting a handle on your home's energy use is an important first step to improving efficiency. In this class we will dissect our dwellings, dispel common myths about where our energy is really going, and therefore, learn to better understand how our homes operate. By observing the home as a system, we can better assess how to use the energy in our homes more efficiently.

Brought to you by: Green Iowa AmeriCorps.

FREE

### Walk, Talk and Taste: Vegan Style

**Friday, March 30th, 5:30 pm**

Join vegan enthusiast Mara Dobervich for a wander through the Co-op aisles. Learn what products are vegan (and what that means), why customers are interested in vegan products, and how to incorporate more vegan dishes into a diet. This tour will be full of samples to tempt your eyes, nose and taste buds!

Instructor: Mara Dobervich

FREE

### Registration Information

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

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

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

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

## COMM POST

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

# Wanted

**INSTRUCTORS & CLASS IDEAS**

for upcoming sessions.

May/June

**Interested?**

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

# CO-OP EVENTS & CLASSES, CONTINUED

[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.

## APRIL

### Coffee Cupping and Brewing with Kickapoo Coffee

Sunday, April 1st, 10:30 am - 12:00 pm

LOCATION: T-Bock's Lower Level

Coffee Tasting for connoisseurs and those who want to be!

Join us for a hands-on workshop by Kickapoo Coffee, artisan coffee roasters from Viroqua, Wisconsin. They'll take you around the world with distinct flavors from different Fair Trade cooperatives. You'll learn how to "cup" coffee while discovering what acidity, body, and phrases like "intense layers of spicy fruit and a long, rich finish" really mean. Like a wine tasting, you'll be able to compare different origins side by side.

\$15 (\*includes a 10 oz. can of Kickapoo Coffee)

### Exploring Foods! Pumpkin Bread...in a Can!

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

Today we will explore the world of baking by starting with quick breads! Always versatile - bread is a great place to squeeze extra veggies into our diet. Children will make individual sized breads in an unconventional baking pan.

Instructor: Johanna Bergan

\$8 per child, no charge for adult helper

### Co-op Potluck

Please note there will not be a monthly potluck in April. We invite and encourage you to attend our annual meeting on April 12th.

### Toward Better Birth: Doula Support for Mama, Baby, and Family

Wednesday, April 11th, 6:00 - 7:00 pm

Do you have a baby on the way and want to have a supported and fulfilling birth? NE Iowa is fortunate to have a number of resources for prenatal care, and Doulas are just one of the great options for support throughout pregnancy and birth.

A Doula is a support person who attends to the emotional and physical comfort of women and their families during pregnancy and birth. Take advantage of this opportunity to discuss and learn the benefits of Doula care with Lindsey Harman, CD(DONA) a certified Doula care provider.

Instructor: Lindsey Harman

FREE

### Co-op Annual Meeting

Thursday, April 11th, 7:00 pm

Good Shepherd Lutheran Church - 701 Iowa Avenue, Decorah

We invite you to attend the Annual Meeting of Co-op membership this evening. Included on the agenda is a presentation by General Manager - David Lester and the announcement of newly elected Board members. Snacks will be provided. Please note the meeting will be held at Good Shepherd Lutheran Church this year.

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

Thursday, April 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. It's 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

### Aromatherapy: Get Ready for Summer!

Monday, April 16th 5:30 - 7:30 pm

Join Aura Cacia Aromatherapist Charlynn Avery in preparing your home and family for the coming warmth, and seasonal pests, of summer. Charlynn will share her expert knowledge and energy with class participants - helping each to mix and blend essential oils to make personal products to take home.

Instructor: Charlynn Avery

\$5 Co-op Member/Owner, \$8 Community Member

### Exploring Foods! Plant an Herb Garden

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

Learning where your food comes from is so important. Today's class will offer time and tools to plant an assortment of herbs in a container to go home with each child. As the herbs grow there is an opportunity for taste testing, smelling and cooking.

Instructor: Johanna Bergan

\$8 per child, no charge for adult helper

### Juicing For Health: Make it a Family Affair! Part One

Tuesday, April 17 6:00 - 7:30 pm

This first class will cover the health benefits of juicing and ways it can be used to support health. Katherine will explain the differences between juicers and how they work. Find out how making smoothies and juicing are different. Each participant will receive a small juicing recipe book to take home. Katherine runs an internet juicing business, uses juicing as a way of boosting her immune system, and is a graduate student in Nutrition and Health Coaching at the very progressive and renowned Institute for Integrative Nutrition.

Instructor: Katherine Whitsitt

\$8 Co-op Member/Owner, \$10 Community Member

### Earth Day Celebration and concert

Thursday, April 19th, 5:00 - 7:00 pm

Join us outside the Co-op, in the new Water Street Park, for an evening of celebration in honor of the planet. Special musical guests Jeni Grouws, Mark Stumme, Lucas Blekeberg and Lloyd Bolz will serenade us while we enjoy fresh-grilled burgers, brats and walnut burgers. Come out, grab a bite, and celebrate with your friends and neighbors. (In the event of rain, the celebration will be held Friday, April 20th from 5:00 - 7:00 pm.)

### Juicing For Health: Make it a Family Affair! Part Two

Tuesday, April 24th 6:00 - 7:30 pm

Part two of "Juicing for Health" is all about family participation in the juicing process. Katherine will help participants learn how much fun juicing can be for families to do together. This class will be a hands-on introduction to juicing. Juicing can be a great way to bond, be creative, try new foods, and get healthier all at the same time.

Instructor: Katherine Whitsitt

\$8 Co-op Member/Owner, \$10 Community Member

### How to Boil Water: Cooking the Ancient Grains

Wednesday, April 25th, 6:00 - 7:00 pm

Quinoa, Millet, Amaranth, and Spelt. These grains are popping up in recipes in magazines and cookbooks every day. What are these grains? How do they taste? Most importantly - how does one cook with them? Take this opportunity to taste each grain (or seed) - both plain and in prepared dishes - and take home plenty of recipes.

Instructor: Johanna Bergan

\$8 Co-op Member/Owner, \$10 Community Member

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# REAL, NUTRITIOUS, MUSIC.



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# The Root of Good Health is Great Digestion. Love Your Bitters!

By Jovial King, herbalist and founder of Urban Moonshine

As a young herbalist and entrepreneur, I am passionate about bringing back the use of bitters in America! Many traditional cultures throughout the world believe in the importance of having all five flavors within the diet, each flavor having a specific effect on the body. As Americans, we eat lots of sweet, salty and processed foods and very little bitter. And we suffer from it. We have the longest laundry list of digestive complaints in the world. Europe still has a rich tradition of taking bitters or enjoying an aperitif, digestives or bitter green salad before or after a meal.

Tasting the bitter flavor sparks the digestive system and gets the digestive juices flowing. Why is that so? Well, think about it. Just 150 years ago we foraged for much of our food or ate out of a garden. What grows in the garden and grows wild in the woods and fields? Bitter greens, bitter barks, bitter berries, bitter roots -- our traditional diet was full of bitter foods, and we have evolved accordingly.

The stronger and healthier your digestive system, the more nutrients you will receive from your food and the less digestive drama occurs around mealtime. The root of good health is great digestion. Love your bitters! What is a bitter? Basically any herb or food that is bitter in nature: dandelion, gentian, burdock, dark leafy greens, celery, Brussels sprouts, artichokes, and turnips are just a few examples.

I founded Urban Moonshine two years ago with the goal of bridging the gap between the radical backwoods herbalist and the modern American. Plants are powerful allies, and we humans have evolved closely with them, relying on plants for food, medicine, and shelter. Herbal medicine is our oldest form of healing, and much of the world still relies heavily on it as a primary source of health care. I hope to empower and inspire Americans to reach for herbs and home remedies without fear or apprehension. That's why I have launched a safe, effective, beautiful, hip, modern, and organic line of herbal products that caters not only to Americans' desire to live a healthy and enjoyable life but also to their palate.

We have formulated three flavors of bitters for your health-promoting pleasure: Original, Citrus and Maple. Each one has the same fantastic ingredients in different proportions. The Original is heavy on dandelion, burdock and gentian for the real bitter



enthusiast. Citrus has a stronger citrus profile, and Maple has a touch of certified organic Vermont maple syrup for those new to the bitter flavor.

## So what exactly do bitters do for you?

- Increase bile production
- Spark your body's own digestive enzymes and juices
- Help create a healthy and fit digestive system over time
- Help relieve gas, bloating and acid reflux
- Support the liver and gently detoxify
- Build healthy digestive fire for a clean-running system

## When do you use bitters?

Bitters are best taken 10-15 minutes before a meal, or after a meal to help ease any digestive complaint or sooth an over-full tummy. Bitters can be used on a daily basis over time as a digestive tonic to balance and strengthen the digestive system, or they can be used to treat specific issues such as an upset stomach, nausea or acid reflux. The next time you have guest over for dinner, break out a bottle of Urban Moonshine bitters and give everyone a little in a small shot glass. Add a bit of sparkling water to make it more festive if you like. Salute your health and thank your body for all the hard work it does. Your tummy will be thrilled!

*Jovial King is an herbalist, entrepreneur, and the founder of Urban Moonshine. She has studied herbs for many years with a wide range of teachers. Jovial has a weekly blog for Martha Stewart Whole Living discussing fun ways to integrate herbs into your everyday life. She lives in Burlington, Vermont with her husband Peter and their two sons Bodhi and Sky.*

## Rock Cedar Ranch - all natural beef. Thoughts from a Farmer.

By Jeanett Hansen, Rock Cedar Ranch

When Rock Cedar Ranch first began direct marketing its 'all natural' beef to the public 15 years ago, "organic" was still in its infancy. A few years later, when I first started helping Cynthia stock the Co-op freezer shelves with pork and beef, "locally produced" was something brand new and "sustainably raised" was not even thought of yet. Since that time the use of all four of these terms has expanded, along with their misuse.



The most recent tiff is between the government regulated term "organic" and the unregulated term "all natural." Critics are crying out for more governmental defining of the latter, but before jumping on this bandwagon we should take a serious look at what happened to the former.

"Organic" began as a movement of the heart, not of the wallet. It was a soulful search for a better way of treating the land, a healthier way of producing crops, a more humane way of raising livestock, and the reestablishment of a connection between the producer and the consumer. It was a local or state regulated movement designed to ensure a "safer" food system through the building of trust with, and the education of, the consumer. The extra money to be made by cutting out the middleman was just an added bonus and carried with it the promise of the rebirth of a vibrant small and medium-sized agricultural sector and all the benefits that would have accompanied it. This included most importantly, more local dollars staying in the community where they originated. It was working well until corporate America took notice.

Suddenly there were vast amounts of money to be made, and organics lost its soul. Instead of allowing the educated consumer to make the choice of what they wanted and did not want, cries went out for governmental protection. Through regulations and oversight, the Federal government was all too happy to oblige, thus deciding whom would prosper and who would fail.

Corporate agriculture, with its endless resources, lobbied Washington to allow it into the game and at the same time greedily gobbled up every producer that was mesmerized by their promises of fabulous wealth. Organic groups, ignorant of its destructive history, lobbied Washington for subsidies. According to the Environmental Working Group ([www.ewg.org](http://www.ewg.org)), currently ten percent of commercial ag operations in the U.S., including organic and conventional, receive approximately 76% of total ag subsidies. This shows larger companies leveraging out their smaller competitors and further consolidating our food supply into fewer and fewer hands. Corporate organic companies now ship worldwide, substituting the personal sacred bond of trust previously established between consumer and producer for a label issued by a government that the people trust very little.

What started as a movement of the heart has, in my opinion, devolved into much more of an industry of the wallet. Organic boxed macaroni and cheese? Organic tomatoes shipped from far away Mexico? Organic producers taking hundreds of thousands of taxpayer dollars and calling themselves sustainable when our country is 16 trillion dollars in debt? Farmer's Market vendors being treated by agents of the government as if they were out to poison their friends and neighbors?

With the "local food movement," small producers have the opportunity to try again. We have the opportunity to reconnect one on one with our customers, to educate the consumer without government interference, and to let the consumer make the choice. Those that wish to come to the Oneota Co-op where they have the opportunity to discover what each individual producer means by the wording on their label, encourage it and insist on it. No, demand it. It is the only way that we will have to keep corporate agriculture and other lost souls from lobbying Washington for the regulations that will benefit their wallet while crushing our heart.

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## Going back to the Farm...Bill

continued from page 1



“It’s good to get new farmers on the land, but not if they get into the big ag machine that just spits them out again,” said Lovera.

### Commodities

The Commodities title essentially seeks to find a way to ensure commodity farmers are fairly compensated for their crops. There are three basic ways to do this: limit supply (i.e. by setting aside land for conservation), set a floor price, or let supply and demand rise and fall with the market and pay farmers subsidies when the price falls below a government determined “fair” price. Over time, we’ve used all three of these methods, but now we tend to favor subsidies. Increasingly, we are shifting money from government subsidies to government subsidized crop insurance.

For sustainable and fair food advocates, there are a few main principles any commodity, subsidy or crop insurance policy should adhere to. First, any taxpayer money spent as subsidies or subsidized crop insurance should go to those who most need it. For example, should a billionaire receive government money just because he or she happens to own a farm? What if—as Ferd Hoefner, policy director at the National Sustainable Agriculture Coalition (NSAC), joked—Ted Turner decided to buy the entire state of Montana and he grew wheat on half of it. Should taxpayers pay 60% of his crop insurance premium? Directing money to those who need it most can be done with caps on the total amount of subsidies or other benefits farmers receive as well as by limits on the income of those who receive government money.

Second, farmers receiving taxpayer money should be required to adhere to a bare minimum of environmental stewardship. While that might not mean requiring farmers to convert to organic production, historically it has at least required that farmers do not drain wetlands on their property and that farmers with erodible land make plans to avoid future soil erosion. These minimal standards should be extended to the newer programs farmers benefit from and—I would argue—the standards should be raised to meet the changing times (i.e. new methods and technology farmers can use to care for the environment, and a greater need to

do so due to climate change).

Last, which farmers benefit? Initially, subsidies went to farmers growing commodities that could be stored because the government program involved buying farmers’ crops when prices fell too low, storing them, and releasing them onto the market during times of scarcity. Now that farmers’ safety net no longer involves storing crops, how can we provide a safety net to farmers with diversified farms and those who grow perishable crops that is equal to the safety net of commodity farmers?

### Competition Reform

A term you might hear as the farm bill debate heats up is “the GIPSA rule.” The name itself, which refers to the USDA’s Grain Inspection Packers and Stockyards Agency, is not important. What IS important is that the 2008 farm bill was the first farm bill to include a Competition title that dealt with problems of unfair mar-

kets for livestock farmers. The farm bill directed the USDA to write a rule to make livestock markets fair, and when GIPSA released its proposed rule, the highly consolidated and very powerful meatpacking industry went berserk. To them, the idea of fair markets and fair competition sounds terrible. The GIPSA rule needs to be implemented. It’s also likely that more gains for fair competition should be written into the next farm bill. Last, we need to be on our guard so that the 2012 farm bill doesn’t revoke the gains made in the 2008 farm bill.

### Help for Beginning Farmers

The last farm bill funded a brand new grant program for beginning farmers and ranchers. Hoefner says the program was highly successful, as it provided \$75 million in grants and helped farmers make down payments on their farms by lowering loan interest rates to 1%. In the 2012 farm bill, NSAC is advocating a renewal of the program, with an increase in grant funds to \$125 million. Additionally, they are requesting a microloan program for young beginning farmers, as a new farmer might need a loan for \$20,000, not \$300,000. Another part of this effort involves working with the Veterans Administration to help vets use their GI benefits for farmer training. Currently, NSAC is working with Congress to introduce the Beginning Farmer and Rancher Opportunity Act of 2011, which will outline specific requests that they hope to see included as part of the 2012 farm bill.

### Community Food Projects

Another successful program sustainable food advocates can rally around is the Community Food Projects Competitive Grant Program. In bureaucratic speak, the grants go to projects “designed to (1): (A) meet the food needs of low income people; (B) increase the self-reliance of communities in providing for their own food needs; and (C) promote comprehensive responses to local food, farm, and nutrition issues; and/or (2) meet specific state, local, or neighborhood food and agriculture needs for (A) infrastructure improvement and development; (B) planning for long-term solutions; or (C) the creation of innovative marketing activities that mutually benefit agricultural producers and low-income consumers.”

In more understandable terms, examples of grantees in the past include the Hopi Community Food System Restoration, a project to expand a CSA among the Hopi people and to revitalize traditional terrace gardens and farming practices; the Green Market Community Food Project, a California-based project designed to link low-income immigrant farmers in the Central Coast region with immigrant food microentrepreneurs in the San Francisco Bay area; and SEE-LA’s Farmer’s Kitchen, which created a teaching and retail kitchen in Los Angeles “to support educational programs emphasizing fresh produce consumption, job training, and food and nutrition education” for Hollywood’s low-income population.

Last farm bill, sustainable food advocates fought hard to maintain Community Food Projects’ funding at \$5 million per year, despite initial hopes of increasing funding to \$10 million. This year, with the fanaticism for budget cutting steering Congress, we might be up for a fight once again, whether we are fighting for more money or just the same amount we got last time.

### The Timeline

If Congress does not pass a new farm bill by the time the previous farm bill ends (in this case, September 30, 2012), then the law will revert back to

the 1949 farm bill. If it appears that Congress will not meet its deadline (as happened in 2007), it can temporarily extend the last farm bill to buy some time. Thus, the 2012 farm bill might actually become the 2013 farm bill. (That could be a good thing if this November’s elections result in a Congress that is friendlier to sustainable agriculture.)

### How to Get Involved

The 2012 farm bill will likely be more of a marathon than a sprint. The debate is still being framed, and issues that need immediate and intense support will pop up occasionally throughout the entire process. If you would like to stay informed and contact your elected representatives when issues arise that require action, head over to the Food and Water Watch and the National Sustainable Agriculture Coalition websites and sign up for their mailing lists.

*Author Jill Richardson is a nationally-known food writer and the voice behind the blog LaVidaLocavore.org.*

*This article first appeared in the Winter 2011-2012 edition of Edible Iowa River Valley, a member of Edible Communities. Edible Communities was the recipient of the James Beard Foundation Publication of the Year in 2011.*

# NEED HELP WITH STRESS?

By Dr. Michael T. Murray, N.D.

Whether you are aware of it or not, you definitely have developed a pattern for coping with stress. Unfortunately, most people have found methods that ultimately do not support good health. It is important for you to identify any negative coping pattern and replace it with positive ways of coping. Effective stress management involves four equally important areas:

Techniques to calm the mind and promote a positive mental attitude.  
Following a healthy lifestyle, including regular physical exercise.  
Eating a healthy diet.  
Utilizing key dietary and botanical supplements.

Learning to calm the mind and body is extremely important in relieving stress. Among the easiest methods to learn are relaxation techniques.

It is also important to supplement daily with key vitamins, minerals and supplements to fight stress and support adrenal function such as vitamin C, vitamin B6, zinc, magnesium and pantothenic acid.

In addition, there are natural products that have been found to be extremely reliable in helping resist the negative effects of stress. Dr. Murray’s Stress-Relax® products are formulated to help offset stress.

- Tranquil Sleep, as the name implies, helps people to fall asleep quicker, stay asleep, sleep sounder, and wake up feeling refreshed.
- Suntheanine® is a pure source of L-Theanine. The main function of the product is to calm the mind. It is subtle, but extremely effective in situations where a person is nervous or anxious.
- Pharma GABA® is a natural source of GABA. Unlike chemically produced, synthetic GABA, Pharma GABA appears to be able to cross the blood-brain barrier to produce relaxation. GABA is a natural calming agent in the brain and is one of the brain’s most important regulators of neurotransmitters. Pharma GABA is also fast-acting!

Daily use of your favorite Stress-Relax formula may prove to be a very effective strategy in reducing the overall effects of stress.

*Dr. Murray is one of the world’s leading authorities on natural medicine. He has published more than 30 books on health-related topics, and his research is the foundation for a best-selling line of vitamins and supplements at Natural Factors. He is director of product development at Natural Factors and a graduate and faculty member of Bastyr University in Seattle, where he serves on the Board of Regents.*

## The Upcoming Board of Directors Election Evaluate and Vote in March.

Greetings member/owners! We will have two openings for the upcoming election to fill the positions held by Lyle Luzum and Robert Fitton. Lyle has served for two terms starting in April of 2007. Lyle is currently our Secretary and previously served as our Vice President and President. Lyle chaired a by-law review committee and served on the General Manager search committee. Robert was appointed by the Board in November 2009 to fill a resignation, and has been handling the duties of Vice President since 2010, chairs the Board Development Committee and assisted during the search for our current GM. Fortunately there are three very strong Board-nominated candidates that are willing to fill these two vacancies. Board-nominated signifies these candidates have been invited to submit a written application that detail their qualifications, interest and ability to serve as a Board Director, and have been personally

interviewed by the nomination committee (Jon Jensen, Gary Hensley, Bill Pardee, chaired by Robert Fitton). These candidates were then voted on by the Board as qualified for service. They are:



### Carl "Maxxx" Alstad

Member for fifteen years and is the marketing director of community radio station KPVL-The Blend. In Maxxx's application to the Board he states that he would like to help develop long range strategies of OCC as a valuable alternative to mainstream commercial food sources.

### Anne Dykstra

Member for four years and is a realtor working with the A&J Petersburg Agency. In Anne's application to the Board she states that she is interested in serving on the board to be a part of the process that ensures local, healthy food for our community and surrounding area.



### Lora Friest

Member for three years and is the executive director of Northeast Iowa Resource Conservation & Development. In Lora's application to the Board she states that she feels vested in OCC and that it has had a substantial impact on her life and community and Board membership would allow her community service outside of her employment.

The member/owners have the responsibility to review the candidate statements, and vote for two in March. The candidate statements are easily found on the website and included with the mailed ballot. The statements are also available at the OCC front desk and posted on the board in the OCC foyer. Please thank the these candidates for their willingness to serve on the OCC Board of Directors.

### Election Timeline

Activity	Deadline
Ballots and candidate statements with announcement of annual meeting mailed to members in good standing	1-March-2012
Voting ends at end of business day	1-April-2012
Administration of ballot counting	From 2-April through 11-April-2012
Election results announced	12-April-2012 Annual Meeting
New board members start service	24-April-2012 (First board meeting after annual membership meeting)

## Cheese Lovers, Join the fun. The New Co-op Cheese Club!

By Beth Rotto, cheese buyer



It's an exciting time to be a cheese lover. We've come up with something new for the cheese lovers of Northeast Iowa – a Co-op Cheese Club! Each month we'll fill a bag with two or more delicious, hard-to-get, artisan cheeses. In addition to the cheese, we'll also surprise you with some of the best accompaniments for that particular style of cheese. For example, in March we'll have some fresh Waving Grains Irish Soda Bread to go with your Irish cheese.

It's easy to join the Co-op Cheese Club. Simply stop by the Customer Service Desk at the Co-op, or give us a call at 563-382-4666. You can sign up for any particular single month. If you sign up for just one month, or a month here and there, the charge is \$30 per month. However, the cost for a 6-month subscription is \$150, which breaks down to \$25 per month. In addition, you get a free seventh month of cheese club membership for no extra charge. That equals a total of \$55 savings for going with the 6-month subscription. Payment for Co-op Cheese Club is due at the time of signing up.

These artisan and one-of-a-kind wedges are sure to expand the

choices available in your kitchen's cheese drawer, and satisfy the most distinguishing of cheese palates. To sign up to become a member of the Co-op Cheese Club for March, and guarantee to receive your Irish-themed cheeses, please stop by or call the Co-op by Sunday, March 11th. When your monthly cheeses arrive, we'll give you a call or email to let you know you can pick them up.

### March

Kicking off the Co-op Cheese Club in March, we will feature cheese from Ireland, where cheese-making excels! Your cheese bag will include:

**Carrigaline Cheese** - This semi-soft, buttery and mild cheese is beechwood smoked by Ann and Pat O'Farrell on their dairy farm near the historic town of Carrigaline in southwest Ireland. Their Freisian cows are grazed on grasses growing in rich limestone soil. Carrigaline Cheese is good in sandwiches or on a cheese board, and is excellent for melting. It pairs with many wines, including an after-dinner port, and is great with soda bread and fruit.

**Daru Cheese** - This semi-hard cheese is made with pasteurized cow's milk by the 4th generation of Maher family farmers in the heart of County Tipperary. Cave-aged, this natural mottled-mold rind encases an airy cheddar cheese, of golden paste and a citric, grassy flavor. Good with a pint or in a roast beef sandwich. Highly recommended.

**Irish Soda Bread** - To go with your cheeses will be Waving Grains Irish Soda Bread.

### April

We continue our world tour with April in Paris! This month we'll feature iconic French cheese:

**Camembert** - Camembert is at the heart of French culture. In cafés, you can always order sandwiches made with bloomy-rind Camembert. All Camembert cheese is soft and creamy, but beyond that, there is a wide range in taste. Our Le Chatelain Camembert is succulent, ripe, rich and creamy, retaining most of the authentic flavor and qualities of raw-milk cheese, although it is made from gently pasteurized cow's milk, as required by import laws. This historic cheese was presented to Napoleon in 1855 and he liked it so much that he asked where it came from. Since that day, it has been called Camembert. Camembert goes great with light red wine or Champagne. Great all by itself, or try with fruit preserves.

**Roquefort** - For many Frenchman, Roquefort is the king of cheeses. On the outside, this cheese looks a lot like an ordinary blue cheese, but what

makes it unique is it's complex flavor. Aged in caves where it develops its full flavor, Roquefort is a moist cheese made of ewe's milk in Roquefort-sur-Soulzon in the south of France.

To accompany these French cheeses, your bag will include a jar of specially selected preserves.

### March through September themes and deadlines include:

#### March – Irish

sign-up deadline: Sunday, March 11th  
in-store for pick-up: Friday, March 16th

#### April – French

sign-up deadline: Tuesday, April 3rd  
in-store for pick-up: Friday, April 13th

#### May – Raw Milk Cheese

sign-up deadline: Tuesday, May 1st  
in-store for pick-up: Friday, May 11th

#### June – Wisconsin Cheese

sign-up deadline: Tuesday, June 5th  
in-store for pick-up: Friday, June 15th

#### July – Goat

sign-up deadline: Tuesday, July 3rd  
in-store for pick-up: Friday, July 13th

#### August – California

sign-up deadline: Tuesday, August 7th  
in-store for pick-up: Friday, August 17th

#### September – Blue Cheese

sign-up deadline: Tuesday, September 4th  
in-store for pick-up: Friday, September 14th



## Celebrate Earth Day with the Oneota Co-op Thursday, April 19th from 5:00 to 7:00 pm

Join us outside the Co-op, in the new Water Street Park, for an evening of celebration in honor of the planet. Special musical guests Jeni Grouws, Mark Stumme, Lucas Blekeberg and Lloyd Bolz will serenade us while we enjoy fresh-grilled burgers, brats and walnut burgers for sale outside the Co-op. Come out, grab a bite, and celebrate with your friends and neighbors!

Rain date - Friday, April 20th from 5:00 to 7:00 pm

## Celebrate the planet.



# Food Labeling 101

By Nate Furler, Marketing Manager

It is always good to have a refresher concerning food labels. We've been hearing a lot from our producers, other food co-ops, members, customers, and the media about product labeling. The resurgence lately has been particularly focused on the difference between the terms "organic" and "natural."

Through the information contained below, we have attempted to outline the most widely used claims found on food labels. We hope this enlightens you and gives you something to think about during your next grocery shopping trip.

The majority of the information comes directly from the USDA and FDA. If you wish to know more about organic standards in particular, we urge you to visit the following USDA source online: [www.ams.usda.gov](http://www.ams.usda.gov). Simply look for the link to the National Organic Program on the left side of the page. Concerning nutritional labeling, including the use of the term "natural" as it pertains to products aside from livestock and eggs, check out the FDA website at: [www.fda.gov/ForConsumers/ConsumerUpdates/ucm094536.htm](http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm094536.htm)

## On the label: "100 percent organic"

**Label specifics:** The label must identify each organically produced ingredient in the ingredient statement on the information panel. The name of the certifying agent of the final product must be displayed on the information panel. There are no restrictions on use of other truthful labeling claims such as "no drugs or growth hormones used," "free range," or "sustainably harvested."

**Use of USDA Organic seal:** YES, may use but not mandatory.

**What it means:** Products must contain (excluding water and salt) only organically produced ingredients and processing aids.

Main items you won't find used to make or included in the product containing this label: Genetically Modified Organisms (GMO), Genetically Engineered Organisms (GEO), growth

hormones, antibiotics, pesticides, irradiation, animal confinement, sewage sludge.

## On the label: "Organic"

**Label specifics:** The label must identify each organically produced ingredient in the ingredient statement on the information panel. The name of the certifying agent of the final product must be displayed on the information panel. There are no restrictions on use of other truthful labeling claims such as "no drugs or growth hormones used," "free range," or "sustainably harvested."

**Use of USDA Organic seal:** YES, may use but not mandatory

**What it means:** Products labeled "organic" must consist of at least 95 percent organically produced ingredients (excluding water and salt). Any remaining product ingredients must consist of nonagricultural substances approved on the National List including specific non-organically produced agricultural products that are not commercially available in organic form.

Main things you won't find used to make or included in the product containing this label: GMO, GEO, growth hormones, antibiotics, pesticides, irradiation, animal confinement, sewage sludge.

## On the label: "made with organic ingredients"

**Label specifics:** The percentage of organic content and the certifying agent seal or mark may be used on the principal display panel.

**Use of USDA Organic seal:** NOT ALLOWED

**What it means:** Processed products that contain at least 70 percent organic ingredients can use the phrase "made with organic ingredients" and list up to three of the organic ingredients or food groups on the principal display panel. For example, soup made with at least 70 percent organic ingredients and only organic vegetables may be labeled either "soup made with organic peas, potatoes, and carrots," or "soup made with organic vegetables."

Main things you won't find used

to make or included in the product containing this label: GMO, GEO, growth hormones, antibiotics, pesticides, irradiation, animal confinement, sewage sludge.

Products containing less than 70 percent organic ingredients cannot use the term organic anywhere on the principal display panel. However, they may identify the specific ingredients that are organically produced on the ingredients statement on the information panel.

## Additional USDA voluntary labels for livestock products, such as meat and eggs:

**Free-range** - This label indicates that the flock was provided shelter in a building, room, or area with unlimited access to food, fresh water, and continuous access to the outdoors during their production cycle. The outdoor area may or may not be fenced and/or covered with netting-like material. This label is regulated by the USDA.

**Cage-free** - This label indicates that the flock was able to freely roam a building, room, or enclosed area with unlimited access to food and fresh water during their production cycle.

**Natural** - As required by USDA, meat, poultry, and egg products labeled as "natural" must be minimally processed and contain no artificial ingredients. However, the natural label does not include any standards regarding farm practices and only applies to processing of meat and egg products. There are no standards or regulations (from the USDA) for the labeling of natural food products if they do not contain meat or eggs. (See FDA specs on "natural" labeling below)

**Grass-fed** - Grass-fed animals receive a majority of their nutrients from grass throughout their life, while organic animals' pasture diet may be supplemented with grain. Also USDA

regulated, the grass-fed label does not limit the use of antibiotics, hormones, or pesticides. Meat products may be labeled as grass-fed organic.

**Pasture-raised** - Due to the number of variables involved in pasture-raised agricultural systems, the USDA has not developed a labeling policy for pasture-raised products.

**Humane** - Multiple labeling programs make claims that animals were treated humanely during the production cycle, but the verification of these claims varies widely. These labeling programs are not regulated.

## Natural, All Natural, and additional label claims – from the FDA

According to the FDA, the term "natural" on a product label only means the product does not contain synthetic or artificial ingredients.

Here are a list of label claims and buzzwords that you may want to inquire about further:

- minimally processed
- free of : synthetic preservatives, artificial sweeteners, artificial colors, artificial flavors, other artificial additives, growth hormones, antibiotics, hydrogenated oils, stabilizers, emulsifiers
- Methods that may apply to the raising and manufacturing of natural and all-natural products include:
  - Animals may be raised in confinement
  - Ingredients may be sprayed with herbicides and pesticides
  - Ingredients may have been grown or produced using Genetically Engineered (GE/GMO) seed and inputs.



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## Driven by Membership. Driven by You.

By Johanna Bergan

I'm going to share a little secret with you – our Co-op is unique. We, the staff, spend a lot of time comparing ourselves to other food co-ops. In particular, we compare ourselves to co-ops that are our size, in communities that are similar in size to Decorah. We like to make sure that our numbers are similar – be it sales figures, member numbers, labor percentages, or staff size. These numbers make us feel secure in our business practices – especially from a financial perspective.

However, there is one of those numbers that is off – and even categorized as “wrong” in the eyes of some. The Oneota Co-op has one of the highest percentages of sales to member/owners of any natural foods cooperative that I've seen. Nearly 80% of our sales each year are contributed by the customers who own this store. Quite frankly, I'm proud of that.

There is no need to hide that number. We are a co-op that proudly follows the Seven Cooperative Principles. We are a store that has an Ends policy that guides our practices as a business entity which is guided by much more than simply financial profits. Furthermore, these Ends are carefully monitored by an elected Board of Directors – elected by the membership and responsible for overseeing the checks and balances of the greater organization.

As a cooperative, we represent the opportunity for all members of the community to own a piece of a local business. Anyone can become a member/owner of the Co-op. Customers and community members see that, and they purchase a share – a part of our store, and further encourage and make possible this cycle of cooperative livelihood.

During this particular time of year, members are exercising their voting rights in electing to fill vacant positions on the Co-op Board of Directors. At this same time I offer you, the reader of this article and the customer of our particular co-op, the opportunity to become a member/owner of this unique and vibrant local business.

During March there will be ten days of enhanced opportunity to become a member/owner of the Oneota Community Co-op. From Monday, March 5th through Friday, March 16th, the Co-op will be hosting a membership drive. During this time, there will be an increased incentive to become a member/owner of the Co-op. In addition to the benefits that already exist to members throughout the year (see page 12 of The Scoop to learn more), we will be offering one-time benefits to new member/owners that sign up during these dates.

Along with a sincere “thank you” for helping to make our organization thrive through membership dollars, new member/owners will have the \$5 sign-up fee waived and will receive one of the best chocolate bars created by the first organic, Fair Trade, bean-to-bar chocolate factory in the country – Theo Chocolate.

Theo Chocolate believes “there is no luxury in products that benefit us today, while jeopardizing future generations ability to meet their needs.” We hope, as does Theo Chocolate, this chocolate will “ignite your imagination and inspire you to think and act sustainably.”

In addition, new member/owners that join paying their membership/share in full (\$140) will receive a free meal for two at the Water Street Café.

### The Principles

There are numerous additional reasons to join the Oneota Community Food Co-op that are not mentioned here. However, as 2012 is officially declared as the International Year of the Co-op by the United Nations, I would like to share two very important cooperative principles with you. These two principles are one way to help our customers understand what a commitment to becoming a member/owner means.

The first principle is number 2 - Democratic Member Control. We are only as good as the sum of our parts, and our parts are composed of you. The Oneota Co-op is made up

of our customers, our member/owners, our community. As an employee at the Co-op I answer each day to our General Manager, David Lester who in turn answers to our Board of Directors. Our Board of Directors answers to our membership. This chain is short – the feedback is quick – and the results are a cooperative that reacts quickly and willingly to the demands of our customer (membership) base. We seek to provide excellent customer service to all of our customers – but there is a special place in our hearts (and, yes our store has a heart) for our member/owners.

Each year, the United Nations seeks to raise awareness of ideas or initiatives that truly make the world a better place. The commitment of the United Nations to stand behind cooperatives is important. This declaration validates what we know and practice daily – working together cooperatively WORKS. It works in Decorah, it works in New York and it works in Africa. The reason cooperatives are successful is because of the buy-in and support of member/owners.

The other principle I'd like to share is number 7 - Concern for Community. Principle 7 states that “while focusing on member needs, cooperatives work to improve the quality of life in the areas they serve.” Your investment in the Co-op, the \$140 cost of a share, enables Oneota to make a positive impact in Northeast Iowa. The Co-op is about so much more than selling food. We are here to support and further grow our local food system in Northeast Iowa. Our commitment to local and organic food is seen in our merchandising policy, our staff education and knowledge, and our support of local initiatives like Food & Fitness. Even with our tight definition of local - products grown, processed and produced within 100 miles of our store – the total sales of our store are more than 20% local. The commitment of our member/owner dollars in share payments make this and much more possible. These investment funds allow our business to focus on our cooperative principles and work to engage and educate our community.

### The Ends

To further focus the work of each co-op, a document called “The Ends” is created. The Ends of the Oneota Co-op consist of eight carefully crafted goals. The Co-op Management Team, along with the General Manager and the Board of Directors, have worked together to determine the primary focus of the Oneota Co-op in the coming year(s). From our set of eight Ends, three have been chosen as areas of focus - End 1, 2 and 3.

These direct our store's energy and passion towards supporting a retail location to sell local and organically grown food from a sustainable local foods system while educating our community to use and love these same foods. This is the truly fun part of our job. It is also why shopping at the Oneota Co-op is an EXPERIENCE. We want you to taste, smell, hear the food cooking. Our staff is here to help you sample products like Tamari almonds and fresh ground peanut butter before you buy. We bring the freshest produce, grown close to Decorah to you year round. The Water Street Café prepares local and/or organic FRESH food for our customers daily - showing you the many ways to enjoy quality food. Finally, our classroom and educators are kept busy helping you to feel more capable in the kitchen and able to experience the food from a local and organic foods system at your own table.

The Oneota Community Co-op exists to make all of this happen, and we need your support to continue doing this wonderful work. Your commitment to becoming a member/owner of the Oneota Co-op makes real food available for everyone.

I thank you in advance for your support of our cooperative work and welcome you as a new member/owner of the Oneota Community Food Co-op!

See you at the registers and in the aisles.

**There are two ways to become a member/owner of the Co-op. A share of the Co-op is \$140. This \$140 share can be paid in full, or in yearly \$20 payments over 7 years. To learn more about the benefits to becoming a member/owner, see page 12 of The Scoop.**

## What does "Natural" Mean? Is it the Same as "Organic?"

By Elizabeth Archerd, Membership and Marketing Manager, The Wedge Co-op

When you see the word "natural" on a product label or a store sign, what do you think it means? Do you think it means no harsh pesticides or herbicides, no GMOs? It doesn't.

Research confirms the nation's consumers are confused. Foods labeled "natural" often fail to deliver what shoppers think they are buying. What most "natural food" shoppers want are the guarantees from the label "certified organic," but more consumers trust the term "natural" than "organic." That's a huge mistake that plays right into the hands of Industrial Food.

Consumers may presume a "natural" product will be free of pesticide residues and artificial ingredients, but the FDA standards for the term only prohibit artificial colorings and additives. High fructose corn syrup, partially hydrogenated oils, genetically engineered organisms and more can be used in products labeled with the word "natural."

The USDA allows "natural" to be used on the label for processed meats if the product does not contain any artificial ingredients or added color, and is only "minimally processed" after slaughter. The term "natural" does not tell the consumer anything about what the animals are fed, or what drugs they may be given or whether the living conditions are humane. In other words, for the most part, "natural" means nothing on a food label. It is largely a marketing term that is used to make consumers think a product is something

it probably is not. This lack of regulated definitions has led to a growing number of legal challenges, so maybe someday it will mean something. But it doesn't yet.

So, how is it that our co-op is called The Wedge Natural Foods Co-op? Back in the day, the "natural food movement" used the term to mean the food that is now really covered only by the label "certified organic." In the emerging food movement at the time, "natural" implied not only how a crop or animal was raised, but what happened to a product between the farm and the store. Early co-ops sold food that had just been processed enough to be ready to be used by home cooks in whole-food meals, like brown rice or whole wheat flour. Packaged products were assessed as "natural" if everything in them was something you could have bought as an ingredient for home cooking.

That basic understanding held up pretty well until the USDA organic standards were completed in the early 2000s. After that, "natural" no longer implied "organic" as it had to co-op shoppers until then.

The industrial food industry, which wants to sell you what you think you want whether or not the product is what you want, uses "natural" with a vengeance. They know consumers think "natural" implies a level of purity. Even companies that started in the early days of our movement had ingredients and labels changed from "organic" to "natural."

"Certified Organic" is the gold standard for

food labeling. To avoid artificial ingredients and buy food grown in ways that preserve and enhance natural systems, don't believe the word "natural" on a label. Turn the product around and read the ingredient list, and look for "Certified Organic" or USDA Organic on the label. That's the real thing. Everything else? Just hype.

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# Foods We Love!

By Kristin Evenrud, Grocery Manager

People often ask what my favorite item is at the Oneota Co-op. The question always makes me take just a moment and think. I am passionate about "good" food and pretty picky as to what I feed myself and my family. While I love almost all the choices on the Co-op's grocery shelves, the following are the items that I believe really stand out.

## Ernie's Salsa

Ernie is a real person! He spent 25 years developing his salsa starting with extra produce from his own gardens. His family and friends loved his early salsas and encouraged Ernie to keep perfecting his product for a bigger consumer market. Now we can all reap the benefits of his obsessive and meticulous passion for salsa. Every jar actually states that if you don't love his salsa, he will buy it back. Our own General Manager, David Lester, has this to say about the Gourmet Red salsa, "It is a perfect blend of sweet to hot with a classic tomato taste." All of Ernie's salsas are low in sodium (only 70 mg per serving) and fat free. Available in 4 varieties: Gourmet Red, Black Bean and Corn, Pineapple Heat, Perfect Peach.



oil. It withstands high heat so it is great for stir-frying or popping popcorn. It is also a great substitute for butter on bread or used in baking. Coconut oil can also be used as a luscious beauty aid. Some use it for hair care, skin care and massage. My favorite use is for popping organic popcorn. It lends just the right amount of flavor to the corn and keeps me reaching into the bowl again and again.

Nate's suggested top three uses for coconut oil – for popcorn instead of butter, as a lotion to intensely soothe any dry skin, and as a treat or supplement for dogs. He has had great success with alleviating dry, flaky skin on his two labs by simply giving them coconut oil every day as a treat. For two medium sized dogs he gives them roughly 2 teaspoons of coconut oil each. The dogs love it in their Kongs.

Nutiva also donates 1% of their sales to sustainable agriculture, they always answer the phone when I call, and they are extremely helpful and polite. We have three sizes available at our store: 15oz, 28oz, and 54oz.

## Frontera Sauces



Rick Bayless is a celebrity chef who loves authentic Mexican cooking and has developed skillet and enchilada sauces in handy pouches. The sauces are out-of-this-world tasty and make it easy to whip up gourmet tacos, fajita and enchilada

dishes. All but the classic fajita sauce are lower in sodium than most pre-made Mexican sauces. The latest addition to the lineup is a guacamole mix in a pouch that is quickly becoming a staff favorite.

Currently Frontera "pouches" available:

- Red Chile Enchilada Sauce
- Green Chile Enchilada Sauce
- New Mexico Taco Skillet Sauce
- Texas Original Taco Skillet Sauce
- Classic Fajita Skillet Sauce



## Nutiva Coconut Oil

Nutiva's slogan is "nourishing people and the planet," and they really do. There are other organic coconut oils out there, but not many can boast like Nutiva. Their creamy-white, all-purpose oil is cold pressed and not refined in any way. This coconut oil is organic - no pesticides, GMOs or hexane.

Coconut oil is nature's ideal all-purpose

## Nature's Path Organic Eco-Pac Cereal

Nature's Path is headquartered in British Columbia and makes all its products in just three locations - British Columbia, Washington State and Wisconsin. Growing organic, healthy foods in a sustainable way is their passion and is the cornerstone of their family-owned company. They have compost bins at their plants and gardens, and they are committed to sustainability. They came out with a really big bag of cereal. The cereal is a bargain because of the reduced packaging.



As we know, it wouldn't be a bargain if it didn't taste good; lucky for us, this cereal tastes great and is organic to boot.

Try all 5 varieties that we carry:

- Mesa Sunrise
- Heritage Flakes High Fiber
- Multi-grain Oats
- Corn Flakes Fruit Juice Sweetened
- Corn Flakes Honey'd

## Eden Beans

When it comes to healthy, Eden beans are it. They are low in sodium, organic, macrobiotic and packed in specially lined BPA-free cans. (Eden cans are lined with vegetable resin.) Eden is the oldest natural and organic food company in North America and the largest independent manufacturer of dry grocery organic foods. They have been certified Genetically Engineered Organism-free (GEO-free) since 1993 and also are certified GMO free by the



Non-GMO Project. I think what I like best about Eden is that they respect their customers and are willing to go the extra mile to keep



the food they produce tasty and safe for all to consume. As an added bonus to smartphone users, check out this handy app with 1,000+ Eden-created, kitchen-tested recipes. <http://itunes.apple.com/us/app/eden-recipes/id414607185>

## Bac-Out - a Biokleen product

The BEST product ever! A stain and odor eliminator that is natural, non-toxic, biodegradable and highly effective. It is great for those of us with pets and kids. Its live enzyme-producing cultures attack pet, food and beverage stains and organic odors until they are gone. I use a tablespoon or so, along with laundry soap, in each load of laundry and it keeps everything fresh. Other areas our staff have used this product successfully include carpets, bathrooms and any other general cleaning duties. Available at the Co-op in both 16oz and 32oz sizes.



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## FROM THE GM

By David Lester

This year is the Chinese year of the dragon. The United Nations has also declared this the “International Year of Cooperatives.” Is there a relationship here that we should be paying attention to? I’d like to think so!

For centuries in China, the dragon has been revered as a powerful king that was made from different parts of real creatures such as the tiger, fish, snake and eagle. It has been seen as a symbol of power, superiority and rule. People born in this year are said to possess power and wisdom.



Okay, maybe it is a stretch to say that cooperatives will become the most powerful force and business model in the world, but cooperatives are definitely seeing a rise in popularity worldwide. In Iowa, Tall Grass Grocery Co-op opened in Des Moines last year and Dubuque is poised to open a co-op in late 2012.

Food cooperatives are building better regional food systems based in community and democratic ownership. Member-owners at our co-op have been shaping the direction of our community’s connection to food for over thirty-eight years. Our member-owners have played a big role creating partnerships with organizations and individuals to create a more sustainable food economy right here in northeast Iowa.

The focus of this edition of the SCOOP is to explain the importance and benefits of becoming a member-owner of our Co-op. Here are just a few:

- Ownership in a locally-owned business that has positive impact on its community
- Create financial sustainability for our store. (Membership equity helps purchase needed equipment and other things to sell more of our products.)
- One-time monthly discount of 5% on a single trip
- Monthly member-only sales
- Special order discounts
- Special member appreciation day sales
- Future participation in patronage refunds when the store is profitable

I want to personally thank all of the 209 new member-owners that signed up in 2011 which brings our total membership to approximately 3,700. This speaks well for our Co-op and shows that a high percentage of the Decorah community are member-owners. As a member-owner of the Co-op, you directly support a local business that saw over 46% of total sales stay in our economy. That is over \$1.74 million annually with over \$790,000 going to local producers and over \$950,000 to providing wages to 40 local individuals and families. These figures are in addition to numerous donations made by the Co-op to local and regional community organizations as well as the education and outreach our staff and member-owners provided this past year.

We are the Oneota COMMUNITY Co-op and we invite you to become a member-owner, especially during the month of March, and experience the benefits. I look forward to seeing you in the store and breathing a little fire this year!



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563.419.5420 or taichigrandmadi@msn.com



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Chimney



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**Customer Comment:** I’ve been to several co-ops and the prices were never as high as at Oneota Community Co-op. Does “local foods” equal lower prices? Was also wondering if you would consider selling more meat products from local farmers?

**Response:**

It is difficult to answer the first part of your question without knowing specifically which products you are speaking of when you say our prices

are higher than other co-ops. Each department would probably have a slightly different reason. Many of our products (particularly in Packaged Grocery) are sourced from our distributor - United Natural Foods Inc (UNFI). Lots of co-ops in the country (Oneota included) belong to the National Cooperative Grocers Association (NCGA). Membership in the NCGA enables each member co-op to set up a contract for a volume discount with UNFI based on each store’s quarterly sales from the company. Oneota Co-op is considered a “small medium” store and our discount is based on the amount we purchase. In comparison, People’s Food Co-op in LaCrosse is considered a “large” store. We receive a discount based on being a “small medium” store and LaCrosse gets a larger “volume discount.” This may be one reason you see lower prices there (or at other larger stores).

The second part of your question is often a misunderstood topic. Local foods are not necessarily cheaper. Local often means small, and the cost of doing business on a small scale can be significantly higher than a (typically mechanized) large scale operation. In the Produce department, for instance, we pay our local producers more for their product, and in turn the store carries a lower margin on those items to enable the grower to make more money and for the cost to the consumer to remain reasonable. We do pay our growers approximately the same or slightly lower than the going rate for most organic commodities. In other words, we pay our small local farmers fairly for the work they do. Certain local items simply cannot fetch a lower price than something grown in California, such as salad mix, because local growers do not have the infrastructure set up for mass production. Our local producers are trying to make a living and they need to make enough to stay in business. In striving to establish a local food system, the consumer needs to be prepared to sometimes pay more in order to ensure their small local farmers can earn a living. The perception (or should we say misperception) of price due to large-scale production facilities needs to be taken into consideration.

**About our local meat products:**

Great question!

We strive to provide product from local producers first. When we cannot find a quality local source, we do sell product from outside the Oneota Co-op 100-mile local radius. The OCC Meat department averages 30-38% local meat sales per year. There are some products such as sliced deli meats, salmon and other fish that we simply cannot source locally. There are products such as poultry that we are currently in negotiations to source locally. The big issue with, for example, poultry is that people buy boneless skinless breast meat at a 3:1 ratio over any other cut of the bird. The small local producer cannot find an outlet for all those wings and other parts of the bird that do not sell as fast. However, a big company that has a strong infrastructure in place for selling and distributing all parts of an animal will be able to price more efficiently (economically) and keep a steady production of animals for consumers to purchase. This is why our main supplier for antibiotic-free, vegetarian-fed chicken is based out of Ohio. Again, be on the lookout for exciting developments in our poultry section.

Following is a list of meats and the Local Producers that raise them:

Beef: Grass Run Farm, Rock Cedar Ranch, Fairfield Farm

Lamb: Breezy Bluff, Tom Beard

Pork: Farmer Pete’s Pasture Raised Meat, Grass Run Farm, (we are currently looking for an additional local pork producer.)

Poultry: Larry Schultz Organic, Ferndale Market, (Most Just Bare farms are located in southern central Minnesota.)

Bison: Buffalo Hills Bison, Blake’s Family Farm

**Comment:** Concerning the comix “Organic or Natural?” (in the last Scoop)...please consider the work of a local artist.

**Response:** Thank you for your response on the comix we ran in the last Scoop. We liked addressing a particular food issue using a different medium. We had many comments about the comix, including feedback from some of our younger community members showing interest in designing more for future use. We hope to include some of these locally produced comix in future publications.

**Comment:** Please clean bike parking area.

**Response:** Great idea, thank you. We tend to forget that Decorah has a dedicated group of year-round bikers. We’ll do our best to keep some bike parking spots open all year round.

## 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  
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**Produce Manager**, Betsy Peirce ..... produce@oneotacoop.com  
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**Wellness Manager**, Gretchen Schempp ..... gretchen@oneotacoop.com  
**Bulk Buyer**, Carl Haakenstad ..... bulkfoods@oneotacoop.com  
**Grocery Buyer**, Frances Kittleson ..... frances@oneotacoop.com  
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**Wine and Beer Buyer**, Barrett Kepfield ..... barrett@oneotacoop.com  
**Working Member Coordinator**, Cerrisa Snethen ..... workingmembers@oneotacoop.com  
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## "The Scoop" Newsletter Staff

**Editor** ..... Nate Furler  
**Design/Layout** ..... Deb Paulson/Zelda Productions  
**Proofing** ..... Cathy Baldner, 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

## 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)

## Welcome to these new member-owners:

Kim L Barth	Kathy Kilen	Ember Schrag
Sandra Benson	Joel Kraus	Seed Savers Exchange
Jason Bishop	Peg Krumme	Patricia Stevens
Jessica Cassidy	Lori Lehman	Julia Szabo
Becky Cleveland	Christy Marsden	Aleksandra Tallier
Diego Cuevas	Mika McAbee	Samuel Teragawa
Rachel M. Smith-Anderson	Mindy Myers	Pam Torresdal
David Dobson	Marleen Numedahl	Quinn Van Tyne
Tom Getta	Nathan Quarderer	Jordan Witt
Rebecca Hoff	Sharon K Ryan	Benjamin Yates
Cheryl Huebner	Annie Sass	Aaron Zauner
Joseph T Keiger	Ted Schacherer	

## 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:

- Support a locally owned and operated business that is part of our community and puts money back into the local economy.
- Get additional discounts on specified 'member-deals' sale items.
- Receive a 5% discount on Mondays if you are 60 years of age or older.
- Get a free subscription to The Scoop, our bi-monthly newsletter.
- Place free classified ads or reduced-rate display ads in The Scoop.
- Once each month, ask for your 5% discount on an unlimited quantity of purchases. (excludes Member Deals, Co+op Deals, milk, eggs, butter, magazines, wine, beer, fresh breads and pastries, and Café items.)
- Become a working-member and receive an additional discount of 4% or 8% at the register. (excludes Member Deals and Co+op Deals)
- Receive discounts on Co-op sponsored classes.
- Write checks for up to \$20 over purchase for cash back.
- Enjoy a 15% special order case discount on all Grocery, Bulk, Wellness and Produce special orders. Case quantities vary. (excludes Co+op Deals and Member Deals sale items.)
- Attend monthly potlucks for member-owners.
- Access to the Co-op's video collection with no fees.
- 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)
- Share in the success of the Co-op through your member patronage dividend in the years where there is sufficient profit. Patronage dividends are given at the discretion of the Board of Directors.
- Own the store where you shop!
- Shares in the Oneota Co-op are fully refundable, minus the administration fee, should you choose to leave the Co-op.

## Member/Owner Orientation Tour

2nd Thursday of each month

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. This is also a great chance to sample products as we tour through the store. Plus, receive a \$5 store coupon for each owner household that completes the tour!



## Working Members - December 2011/January 2012

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	Dennis Carter	Jeff Scott
Robert Fitton	Ellen Cutting	Emily Cochrane
Gary Hensley	Lynda Sutherland	Jason Trout
Jon Jensen	Julie Fischer	Andrew Ellingsen
Lyle Luzum	Rob Fischer	Sharon Huber
Steve McCargar	Christy Gowdy-Jaehnig	Shodi Moris
Bill Pardee	Mary Hart	Cynthia Lantz
Arllys Adelmann	Jan Heikes	Jerry Skoda
Janet Alexander	Lee Zook	Emily Neal
Louise Hagen	Georgie Klevar	Andrea Becker
Jerry Aulwes	Pam Kester	
Carol Bentley-Iverson	Dave Kester	
Brenda Burke	Rita Lyngaas	
Mwara Muriuri	Onita Mohr	

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

# MEMBER DEALS

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



# MEMBER DEALS 2/29 - 4/3

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Refrigerated</b>			
Earth Balance Organic Whipped Buttery Spread			
13 oz	\$4.39	\$4.29	\$0.10
Earth Balance Soy Free Buttery Spread 15 oz	\$4.39	\$4.29	\$0.10
Earth Balance Natural Buttery Spread 45 oz.	\$9.99	\$9.49	\$0.50
Helios Kefir Peach and Raspberry	\$3.99	\$3.79	\$0.20
Immaculate Baking Crescent Rolls- Ready to Bake	\$3.79	\$3.49	\$0.30
Immaculate Baking Buttermilk Biscuits- Ready to Bake	\$3.79	\$3.49	\$0.30
Immaculate Baking Pie Crust- Ready to Bake	\$3.79	\$3.49	\$0.30
So Delicious Coconut Creamer- French Vanilla	\$2.39	\$1.99	\$0.40
<b>Packaged</b>			
Annie's Gluten Free Bunny Cookies	\$4.99	\$3.99	\$1.00
Annie's Naturals Organic Dressings, 8 oz	\$4.49	\$3.39	\$1.10
Barbara's Cheese Puffs	\$2.99	\$2.19	\$0.80
Clif Builder Bars	\$1.99	\$1.33	\$0.66
Erewon Strawberry Crisp Cereal	\$5.19	\$3.89	\$1.30
Florida Crystals Demerara Sugar, 2#	\$5.39	\$3.99	\$1.40
Good Health Potato Chips, 5 oz	\$2.99	\$1.99	\$1.00
Ginger People Ginger Chews, 3 oz	\$2.49	\$1.79	\$0.70
Lundberg Rice blends, 1#	\$3.79	\$2.89	\$0.90
Napa Valley Grapeseed Oil, 25.4oz	\$10.19	\$7.39	\$2.80
Napa Valley Organic Olive Oil, 16.9oz	\$11.59	\$8.29	\$3.30
Native Forest Organic Canned Fruit, 15oz	\$3.69	\$2.59	\$1.10
Native Forest Organic Canned Mushrooms, 4oz	\$2.19	\$1.49	\$0.70
Pamela Pancake & Baking Mix, 4#, Gluten Free	\$17.99	\$13.99	\$4.00
Pamela Bread Mix, 4#, Gluten Free	\$15.99	\$12.99	\$3.00
Pure Raw Bar, 1.7oz, Gluten Free	\$2.29	\$1.69	\$0.60
Rapunzel Vegan Bouillon	\$3.39	\$2.39	\$1.00
Surf's Sweet Gummy or Jelly Candy	\$2.19	\$1.50	\$0.69
Yummy Earth Organic Candy Drops	\$2.49	\$1.79	\$0.70
<b>Household</b>			
Biokleen Laundry Detergent, Liquid, 32oz	\$7.39	\$4.99	\$2.40
Biokleen Laundry Detergent, Pwd, 5#	\$14.59	\$9.99	\$4.60
Earth Friendly Dishmate, 25oz	\$4.19	\$2.99	\$1.20
Earth Friendl Auto-Dishwashing Gel, 40oz	\$5.99	\$4.29	\$1.70
Earth Friendly Wave Jet Rinse Aid, 8oz	\$5.29	\$3.79	\$1.50
<b>Bulk</b>			
Eddie's Semolina and Vegetable Bowtie Pasta	\$3.39	\$2.39	\$1.00
New England Bakers Tex Mex Mix	\$6.49	\$5.49	\$1.00
Sunridge Orzo Rosamarina	\$3.99	\$2.59	\$1.40
Bulk B Wheat Germ	\$2.99	\$2.19	\$0.80
<b>Frozen</b>			
Amy's Samosa Wrap	\$2.99	\$2.49	\$0.50
Rice Dream Vanilla Carob Coated Bar	\$1.79	\$1.09	\$0.70
Rice Dream Chocolate Dream Pie	\$1.79	\$1.09	\$0.70
Rice Dream Mint Dream Pie	\$1.79	\$1.09	\$0.70
Rice Dream Mocha Dream Pie	\$1.79	\$1.09	\$0.70
Rice Dream Vanilla Chocolate Coated Nut Bar	\$1.79	\$1.09	\$0.70
Almond Dream Vanilla LiL Dreamers	\$4.89	\$3.59	\$1.30
Almond Dream Vanilla Almond Dream	\$4.59	\$3.59	\$1.00
<b>Body Care &amp; Gifts</b>			
Uncle Harry's all items: oral care, hair care, oils			20% off
All Books			15% off
<b>Nutritional Supplements</b>			
Source Naturals B-6 50mg 100tab	\$6.39	\$5.19	\$1.20
Source Naturals Megafolinic 800mcg 60tab	\$6.29	\$5.09	\$1.20
Source Naturals Methylcobalamin 1mg	\$10.99	\$8.79	\$2.20

# MEMBER DEALS 4/4-5/1

\* Regular prices subject to change

	Regular Price	Sale Price	Savings
<b>Bakery</b>			
Rudi's Many varieties of 22 oz. Bread	\$4.69	\$3.49	\$1.20
100% Whole Wheat, Nut Oat, Honey Sweet, Multigrain, Colorado Cracked Wheat, Rocky Mt. Sourdough			
Galaxy Vegan Grated Parmesan 4 oz	\$3.39	\$3.19	\$0.20
<b>Refrigerated</b>			
Organic Valley Cheese Blocks 8 oz-	\$5.59	\$4.79	\$0.80
several varieties Mild and Sharp Cheddar, Monterey Jack, Colby, Reduced Fat, Low Salt.			
Westsoy Tempeh	\$2.99	\$1.99	\$1.00
<b>Packaged</b>			
Angell Organic Candy Bars	\$2.39	\$1.79	\$0.60
Hubert Lemonades, 16oz	\$2.19	\$1.79	\$0.40
Bob's Flaxseed Meal, 16oz	\$3.69	\$2.79	\$0.90
Bob's Organic Flaxseed Meal, 16oz	\$4.59	\$3.39	\$1.20
Earth's Best Organic Baby Food, 4oz	\$1.39	\$0.89	\$0.50
Emerald Cove Nori, Organic	\$5.69	\$3.79	\$1.90
Ghiradelli Chocolate Baking Bars, 4oz	\$3.29	\$2.49	\$0.80
Guayaki Yerba Mate Energy Drink, 16oz	\$2.69	\$1.99	\$0.70
Guayaki Yerbamate, 16oz	\$2.19	\$1.59	\$0.60
Honest Tea Ready to Drink Tea, 64oz	\$3.79	\$2.99	\$0.80
Kashi Go Lean Cereal, 15oz	\$5.59	\$3.89	\$1.70
Little Bear Crunchitos, 6oz	\$2.99	\$2.49	\$0.50
Mori Nu Silken Tofu, 12.3oz	\$2.29	\$1.69	\$0.60
Mori Nu Organic Silken Tofu, 12.3oz	\$2.69	\$1.89	\$0.80
Pacific Organic Condensed Soup, 12oz	\$2.79	\$1.99	\$0.80
Pamelas Cake Mix, 21oz, Gluten Free	\$5.99	\$4.49	\$1.50
Pamelas Frosting Mix, 12oz, Gluten Free	\$4.89	\$3.79	\$1.10
Popcorn Indiana Chipins, 7.25	\$4.29	\$3.29	\$1.00
San-J Cooking Sauces, 10oz	\$3.89	\$2.49	\$1.40
Stacy's Pita Chips, 8oz	\$2.99	\$2.49	\$0.50
<b>Household</b>			
Biokleen Bathroom Cleaner, 32oz	\$8.49	\$5.79	\$2.70
Biokleen Produce Cleaner, 16oz	\$5.49	\$3.79	\$1.70
Biokleen Stain % Odor Eliminator, 32oz	\$8.99	\$5.99	\$3.00
<b>Frozen</b>			
Cascadian Farm OG Spinach Cut Boxed	\$2.99	\$2.49	\$0.50
Food For Life Rice Almond GF WF Bread	\$6.39	\$4.29	\$2.10
Food For Life Raisin Pecan Bread GF WF Bread	\$6.39	\$4.29	\$2.10
Food For Life Brown Rice GF WF Bread	\$5.79	\$4.29	\$1.50
Field Roast Celebration Roast	\$7.59	\$5.99	\$1.60
TruWhip Natural Whipped	\$3.89	\$2.99	\$0.90
<b>Bulk</b>			
Bionature Org. Penne Rigate	\$2.99	\$1.39	\$1.60
Bionature Org. WW Spaghetti	\$2.99	\$1.39	\$1.60
Bionature Org. WW Penne Rigate	\$2.99	\$1.39	\$1.60
Bionature Org. WW Fusilli	\$2.99	\$1.39	\$1.60
Lotus Foods Madagascar Pink Rice	\$2.99	\$2.29	\$0.70
Once Again Nut Butter Smooth Peanut Butter	\$4.49	\$3.39	\$1.10
Bulk K Org. Gold Flax Seed	\$2.29	\$1.59	\$0.70
<b>Body Care &amp; Gifts</b>			
Baraka Sinus care products			25% off
<b>Nutritional Supplements</b>			
Souce Naturals GABA 90 cap	\$17.99	\$14.39	\$3.60
Souce Naturals Night rest 100tab	\$20.99	\$16.79	\$4.20
Souce Naturals Theanine Serene 30tab	\$12.39	\$9.99	\$2.40

# Sampling in the Aisles

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



# CHANGES IN THE WORLD OF FAIR TRADE

By Carl Haakenstad, Bulk Buyer

For starters, you may wonder what Fair Trade really means. In basic terms, Fair Trade means that the company (or cooperative) that is marketing a particular product has worked directly with a producer, grower, or importer of said specific product. In working with them, they ensure that the producer, grower, or importer of the product receives a fair price for their goods. Additionally, an important aspect of Fair Trade is having a third party certifying organization, similar to organic certifiers, that verifies Fair Trade principles were followed in growing and selling the product. Fair Trade principles include: Long-Term Direct Trading Relationships; Payment of Fair Prices and Wages; No Child, Forced or Otherwise Exploited Labor; and Environmental Sustainability, just to name a few.

Prior to the establishment of Fair Trade principles and certification, international commodity markets such as those for coffee and chocolate, were dominated by a small number of larger companies who could ensure that the price for coffee beans or cacao remained low. Due to this dominated system, the small grower was often powerless and the prices they were paid for their products was often so low that they could barely make any profit and almost certainly could not expect to improve their growing operations or lives.

Fair Trade principles originally encouraged smaller growers and producers to organize themselves into cooperatives in order to increase their power in the larger global market. In this way, these principles allowed the small farmer to make a fair living while still staying small and personally owned by the farmer. Since the advent of Fair Trade Certified products, grower and producer cooperatives have been important social institutions for their communities. In fact, through these cooperatives and their efforts, many community improvement projects have been implemented.

The three main brands of coffee that we sell at the Oneota Co-op (Kickapoo Coffee, Peace Coffee, and Just Coffee) all belong to a coffee importing cooperative called Cooperative Coffees. Through relations with Cooperative Coffees, these roasters are able to work directly with the coffee grower co-ops. This cooperative relationship also affords employees from these roasters the opportunity to take trips to visit the grower cooperatives. Ultimately this strengthens the bond between the roaster and the grower, as well as helping them direct input on the coffee quality. Not only is the quality of the final product oftentimes better, but the adherence to the Fair Trade principles ensures the farmer is paid a fair price for their product.

Now that we've covered the backstory, let's delve into a proposed change coming to the world of Fair Trade. Fair Trade USA, formerly TransFair, is one of the largest Fair Trade certifiers. They are seeking to lower Fair Trade standards by allowing products from plantations to be Fair Trade Certified. This proposed change essentially goes against the original reason for creating a Fair Trade certification, which was to allow small farmers and their cooperatives to have fair market access. From the beginning Fair Trade has been about small producers organized into democratically-controlled cooperatives. Plantations have an unfair advantage through economics of scale and are not necessarily democratically and small-farmer owned. It is believed that large growers, therefore, should not



be able to market their products as Fair Trade since the label and certification were originally created to help the small growers compete against plantations.

If you would like to learn more about this issue, please visit the Equal Exchange website and join their campaign against TransFair/Fair Trade USA's weakening of fair trade standards: <http://www.equalexchange.coop/fair-trade-campaign>

I am proud to say that we once again carry Equal Exchange coffee in the Oneota Bulk department. Equal Exchange is a cooperative business that sells only Fair Trade products, not to mention they roast delicious coffee. We currently have two varieties of their coffee: Midnight Sun—an intensely dark French roast coffee that is balanced and delicious with rich chocolate fudge notes and a syrupy mouthfeel, and Mind, Body, and Soul—a blend of medium and dark roasted beans that creates a wonderful, rich blend in your mug. Try some Equal Exchange or any of our other fair trade (and organic) coffees and taste what real Fair Trade coffee is like.

## Rejuvenate

Ladies and Gentlemen,



In selecting the foods we offer and eat, we do so out of need to nourish and a love of life and everything in this magnificently ordered universe. We make loving decisions in choosing food, how it's acquired, its handling and distribution, by always referring back to the question, "What will best encourage life?" We focus on primary sources of contamination or degradation of food in protecting it. As the oldest natural and organic food company in the United States and Canada we have considerable experience, practice, and knowledge in this. Focused will and firm persistence is demanded. Opposition to pursuit of purity shadows us and creatively works to wear down our resolve. Vigorous faith in the correctness and necessity of this goal keeps us going.

Nature is the great provider. We simply have to keep man's meddling and tampering with it to a minimum. Shortsightedness and laziness are always involved in adulteration and imitation of food, almost as common is greed. Flimsy arguments are used in trying to hide this.

Eden Foods encourages everyone to be knowledgeable, questioning, actively involved food buyers, as we are. There is great need for civil society to become caring about and involved in the kind of food that industry feeds us. The social, political, medical, mental, and spiritual damages of big agribusiness should not be allowed to continue, but they do. The criminal destruction of water, air, and food quality is only possible while society remains apathetic.

Ignorance is bliss. Knowledge is responsibility. Genetically engineered flora designed to encourage or make toxins that kill life and poison the environment is insane. Disinformation, societally pervasive and perpetrated with enormous funding, is only continued because we accept it. Truth in advertising is long gone. Government agencies meant to look after the peoples' well-being are diverted from this with disinformation and very big money to serve the misguided corporate interests of the funders, socially subjugating us in monoculture.

Help us encourage cultural diversity and purity in food, agriculture, air, water, and land use.

**Wisdom is love in discerning.**

Please become involved with us in discerning and determining what is appropriate food for humanity.

Michael J. Potter, President

Eden Foods, Inc. 701 Tecumseh Road, Clinton, Michigan 49236 U.S.A. • ph 517 456-7424  
fax 517 456-6075 • info@edenfoods.com • www.edenfoods.com

# WORKING MEMBER SPOTLIGHT:

## Karin Martin-Hiner

by Cerrisa Snethen

I want to start off by telling you how I first met Karin Martin-Hiner. My first interaction with Karin lasted for several hours. As she sat by my side, I neither said “hello” nor looked her in the eye, in so far as I remember. Karin arrived at my bedside last April in the middle of my three-day-long labor with my son Eben. She came to help give my caregivers some relief, and she did the selfless and tiresome job of urging me on at a time when I was physically and emotionally kaput. A doula, or birth assistant, is just one of the hats Karin wears. This particular hat appears to me as a bit more of a halo. This woman put up with me insisting that I could not drink the water or take the nourishment she was trying to get into my body. I’m not sure whether I was whining or growling at her the majority of the time. However, I am quite sure that I wasn’t the easiest patient.

Getting caught up in baby-land the past several months, Karin’s thank you letter has been constantly on my brain but hasn’t worked itself out into hard copy. You know what they say about good intentions. So, I am extending this public thank you to Karin for not only being there for the Co-op but also for me.

It should be noted that the story I just relayed truly isn’t the reason Karin was chosen for this piece. Honest! She just so happened to meet all of the criteria we had for this specific issue of the Scoop.

Karin and her family live sixty miles south of Decorah in a town called Strawberry Point. Her Co-op ventures require planning and preparation that far exceeds my throwing bulk jars into a bag, hopping on my bicycle and travelling the several blocks from my home to the Co-op. I sat down with Karin in the Cafe and talked about how this busy mom juggles life on the homestead, teaching music when she can, and her momfulness, which includes Co-op shopping to stay true to her family’s values.

Living on the homestead her parents built in the eighties, Karin and her husband Jason, six year old son Gabriel and four year old daughter Mikayla do as much gardening and home food processing as possible. Though they’re not a farm per se, they keep chickens and try to keep things simple. Karin knits and looks forward to engaging in her artistic pursuits in her spare time. She also loves helping women to birth their babies by serving as a doula where she’s needed. While her hometown is small and lacks a co-op, Karin has strong ties to the Decorah area. Not only did she attend Luther, but she has family who lives here and

has directed the Oneota Valley Youth Choir with her musically-inclined mom and sister for four years running.

Directing the choir and visiting family have been bringing Karin to Decorah where she’s often stayed overnight for her children to attend Kinderhaus. While the kids learned and communed with nature, Karin spent a good deal of her time volunteering for projects around the Co-op. Her help identifying gluten-free foods in the store has gone a long way toward helping us be more useful to shoppers who need quick and accurate information about ingredients. She says she always liked the idea of being a member owner, not just to be part of a group or earn a discount - although those were certainly contributing factors. Karin loved the Co-op’s atmosphere and people, and taking a step further to become a working member made her feel like more a part of the organization. She acknowledged her family’s participation in the Co-op as a commitment and felt that it was one well worth making.

While Karin’s work and the activities of her children have certainly incentivized her Co-op shopping, next year the kids won’t be Kinderhaus-ing. Karin says she’ll still be an active member even though it’ll require extra planning. “All of our staples come from here,” she said. “At least what we don’t grow or make ourselves, and I can’t imagine going back to shopping elsewhere.” When I asked Karin what appeals so much to her, she put an emphasis on the cooperative model, the trust she has in the Co-op’s membership and workers, and the local and organic options available. It seemed incredibly valuable to her that the Co-op serves as a place where local farmers and producers can sell their goods.

I asked her what she thinks the store brings to the larger Decorah community. I was particularly interested in hearing an answer to that question from someone whose community doesn’t include a cooperative grocer. “Oh it’s everything,” she said. “There’s an entire community here formed around local food and farmers, the farmer’s market, and CSA’s. There are outlets to buy and sell. It’s young and hip and artsy - that whole community’s grown up around it. Young people with families gravitate here because of it.”

I asked Karin what she thinks the cooperative model can teach her kids. She spoke thoughtfully, saying essentially that, by working together, we can do something different for our community to make it more of a place

we want it to be. Having “a say” and more control over the organization is important. She found relevance in being able to easily identify the Co-op’s true philosophy without having to do a lot of “digging.” And she thinks the idea is catching on. Karin believes that local and organic are worth their cost to consumers, even when it might be a little more in the short run, and that giving to “a great local business that supports other local people with a focus on farmers” is just as valuable.

We wrapped up by talking about how her family in particular uses the Co-op’s goods. Avid bakers, Karin totes containers for the bulk section (which she loves) and fills up to make wholesome treats for her kids. “I love the aesthetically warm atmosphere,” she said, “and the people are lovely.” Karin raved about the beautiful and healthful variety in the Produce department and admitted to also loving her standard custom-made Water Street Cafe sandwich and coffee for the long drive home. All that fresh, healthy produce is grand, but when I asked Karin about her favorite Co-op indulgence she grinned and admitted



“Probably the mocha lattes.... ooh, or the pecan bars....maybe even both of those things together.”

Thanks for being so sweet yourself, Karin, and for all that you do. We appreciate you.



### Attention Rock Cedar Ranch Customers

You might notice some changes in our packaging. We now have our beef processed at the Elma Locker. It is a state-inspected locker located in Elma, Iowa. It is owned and operated by people who live in Elma and employs 10 to 12 local people depending on the season. We think this is an important change and while the quality of our beef is the same, the labeling and packaging may need some work. It should be labeled Rock Cedar Ranch, instead of with my husband's name, Thomas Hansen. This will be corrected in the future. Thank you for your patience. Jeanett Hansen, Rock Cedar Ranch.

**PATCHWORK GREEN FARM**  
 Always fresh and super tasty vegetables & herbs produced chemical-free near Decorah by Erik Sessions & Sara Peterson.  
 Check out [patchworkgreen.com](http://patchworkgreen.com) for all the details!  
 Find us at the Decorah Farmers' Market from June-October.  
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# The Power of Kale

By Betsy Peirce, Produce Manager

I've been trying for years to be a pioneer, instigator, a champion, an advocate, a cheerleader of kale. "Goooo Kale!" I've attempted straight-up conversion by spouting nutritional benefits, lauding this green's versatility, flavor, and flexibility. I shouted from the aisles, loudly at times, the benefits of this amazing vegetable. Only a few, mostly the already converted, listened to their friendly Co-op Produce manager.

These days it's all over the news, and celebrities the likes of Gwyneth Paltrow and Anne

Hathaway are eating it and publicly touting its benefits. Kale is now cool and hip. In fact, it is so cool that people are getting sued over the stuff! In October, a lawyer for Chick-fil-A sent a letter telling the folk artist Bo Muller-Moore he had to stop using the phrase "eat more kale" on his hand-screened t-shirts because it could be confused with Chick-fil-A's trademarked term "Eat Mor Chikin." Muller-Moore apparently has his home state of Vermont backing him and Gov. Peter Shumlin said that the state would do all it could to help Bo Muller-Moore raise money to defend his small business, and by extension all Vermont small businesses and local agriculture, against what they both see as "corporate bullying" by the Atlanta-based Chick-fil-A. [http://www.masslive.com/business-news/index.ssf/2011/12/vermont\\_governor\\_supports\\_eat\\_more\\_kale.html](http://www.masslive.com/business-news/index.ssf/2011/12/vermont_governor_supports_eat_more_kale.html)

The public's conclusion based on previously mentioned empirical evidence: If a simple vegetable like kale can cause this much controversy and fill the gossip columns with recipes from the Stars, it must be good and good for you. In this case, it is!

Let's jump back to the basics for a moment. Kale is a member of the Brassica family. This family of plants includes a host of more familiar vegetables such as broccoli, cauliflower, cabbage and brussels sprouts. Kale, however, is the prodigy child of the Brassica family. It is so nutrient-dense that it puts some commonly held beliefs to the test about which foods are the best to get our nutrients – including

competing with carrots for carotene, milk for calcium and orange juice for heavy doses vitamin C. There are a few different varieties of kale (Curly, Lacinato, Red Russian, Decorative). Since I get asked a lot which one is more nutritious, I did a little fact finding and found that it's pretty much a wash. It's really up to you to decide on your personal preference. They all have different textures, but are similar in flavor.

Here are some more facts on this power-food:

- A serving of kale has 206% of your RDA for Vitamin A (Yes, if you eat a lot you could turn yellow)
- A higher percentage of the calcium in a cup of kale is absorbed than in a cup of milk. (<http://www.365daysofkale.com/2009/02/whats-in-kale-calcium.html>) Here's how that looks:
  - Milk contains 300 mg calcium/cup x 32% absorbed = 96 mg calcium absorbed
  - Kale contains 197 mg calcium/cup raw x 42% absorbed = 83 mg absorbed
- A serving of kale contains 134% of your RDA for Vitamin C.
- One serving of kale not only contains 5 percent of the recommended daily intake of fiber, but it also provides 2 grams of protein. Yes, that is protein from a vegetable!
- A serving of kale contains 121 mg of omega-3 fatty acids and 92.4 mg of omega-6 fatty acids.
- Kale is known to fight cancer-causing free radicals with sulfur-containing phytonutrients. <http://nutritiondata.self.com/facts/vegetables-and-vegetable-products/2461/2>

The best part of all is that it does not take a rocket scientist to prepare a delicious meal using kale. It's really quite easy, and this vegetable is amazingly versatile. I put kale in everything from soups to lasagna and eggs, even on top of pizzas. Anything that you would put spinach in, kale will do one better. A favorite among children and adults alike is "crispy kale." The recipe follows.



## Crispy Kale

Recipe courtesy of New York Times published: September 15, 2009  
Adapted from the Strawberry Banke Museum

Time: 20 minutes

### Ingredients:

1 bunch of kale, (about 1 pound), cored, leaves rinsed and thoroughly dried  
3 to 4 tablespoons olive or vegetable oil  
3 to 4 cloves garlic, minced  
Kosher salt, to taste.



### Directions:

1. Preheat oven to 500 degrees. Meanwhile, flatten kale leaves and use the point of a knife to remove tough center ribs. Stack leaves and roll them together, then slice crosswise into chiffonade strips 1/4 inch to 1/2 inch wide.

2. Place kale in a medium bowl. Toss with olive oil,

garlic and salt, making sure leaves are well coated with oil. Spread evenly across a large baking sheet.

3. Bake, tossing once or twice, until leaves are crispy but not burned, about 5 minutes. Serve as is as a finger food or snack, or top with poached eggs as a breakfast or lunch dish.

Yield: 6 to 8 servings as a finger food, snack or side dish.

<http://www.nytimes.com/2009/09/16/dining/16rrex.html>

## Lentil, Kale and Sausage Soup

Gourmet, November 1994

Can be prepared in 45 minutes or less.  
Yield: Makes about 3 cups

### Ingredients:

a 2 1/2-inch piece smoked kielbasa, sliced thin  
1 teaspoon vegetable oil if necessary  
2 garlic cloves, minced  
1 small onion, sliced thin  
1/2 cup lentils, picked over  
1 1/2 cups water  
1 1/2 cups chicken broth  
1/2 small bunch kale, stems and center ribs discarded and leaves sliced thin (about 2 cups)  
1 tablespoon balsamic or red-wine vinegar

### Directions:

In a 3-quart heavy saucepan, brown sausage over moderate heat and transfer with a slotted spoon to paper towels to drain. If there is more than 1 teaspoon fat in pan pour off excess; if there is less, add enough oil to measure 1 teaspoon fat. Cook garlic, stirring, until golden. Add onion and cook, stirring, until softened.

Add lentils, water, broth, and sausage and simmer, covered, 30 minutes. Add kale and simmer, uncovered, until tender, 5 to 7 minutes. Stir in vinegar and salt and pepper to taste.

<http://www.epicurious.com/recipes/food/printerfriendly/Lentil-Kale-and-Sausage-Soup-10905#ixzz1l69HsToS>



## Raw Banana-Mango-Kale Smoothie

Yield: 1 – 16oz smoothie

### Ingredients:

1 medium banana  
3/4 cup mango  
3 to 4 whole kale leaves  
1/2 teaspoon ground cinnamon  
1 1/4 cups orange juice

### Directions:

Combine all ingredients in a blender or food processor. Blend well.

<http://www.thedailygreen.com/healthy-eating/recipes/kale-banana-mango-smoothie#ixzz1l6851q4f>

