

# THE SCOOP

ONEOTA  
COMMUNITY  
FOOD  
COOPERATIVE

VOLUME 40 ■ NUMBER 1 ■ SPRING 2013

312 WEST WATER STREET ■ DECORAH ■ IOWA ■ 563.382.4666 ■ WWW.ONEOTACOOP.COM

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

ONEOTA COMMUNITY FOOD CO-OP  
312 West Water Street  
Decorah, Iowa 52101  
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## Get a number – and OWN IT!



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By Johanna Bergan, Education and Outreach Coordinator

I love how I feel in the Oneota Community Co-op – almost like receiving a gigantic hug when I walk in the door. The store is full of the local, organic food I love to eat. The always-wonderful aroma is different each time because of the Water Street Café's ever-changing menu. My fellow shoppers are my friends and my community.

My shopping habits center on the Oneota Community Co-op and I cannot imagine this changing. I love the store for its products, people and sense of community, but I also love it because I own it. #3996, my Co-op member/owner number, somehow remains the only number I am proud to be represented by. (Don't try using it... everyone knows me and knows that you *aren't* me!). In all other cases I love my very unique name.

Purchasing food at the Co-op helps my family because we have such a great selection of organic fruits, local vegetables, whole grains in bulk, and lots of gluten-free and vegan options. Buying at the Co-op helps my community since over 20% of Co-op sales are of local products. This means more money and knowledge circulating locally, since the Co-op also employs and educates nearly 50 residents of Northeast Iowa. Shopping for groceries at the Co-op means I create more demand for local, organic, and fair trade products which in turn mean more of these products are made available to consumers everywhere.

Working at the Co-op has many advantages; including knowing exactly what member/owner number is up next in the queue. I might have taken advantage of this knowledge when my

family purchased a second member/owner share for my husband Joel. He managed to squeak in at #6000. We were happy to invest another \$140 in a business that was doing what we believe in. This second share doesn't mean anything to us in terms of increased discount, but it does give us both a chance to vote annually for the board members of our choice.

Our family feels good about the investments we have made in and at the Oneota Community Co-op. My daughter is excited that she, too, can buy her own share in the Co-op (at

the Co-op anyone 10 years or older may purchase a share and become an owner), but for now she is content to share Mom's.

No matter what your member number ends up being – use it proudly – and enjoy the Oneota Community Co-op all the more because YOU OWN IT.

*Insider's Note: Really cool numbers that you "might" get if you join the Co-op during the March member/owner drive in 2013: 6868, 6888, 6969, 7,000. Numbers are issued sequentially.*

### Oneota Community Co-op

## Membership Drive

**Monday, March 4th**

**thru Friday, March 15th**

**We've got something special for those who become new member/owners between March 4th and March 15th.**

**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 who join paying their membership/share in full (\$140) will also receive a free meal for two at the Water Street Café (a \$20 value).**

**LOVE IT? I OWN IT.**  **ONEOTA COMMUNITY FOOD COOPERATIVE**  
member-owned since 1974.  
decorah, iowa



## FROM THE GM

By David Lester



Can you see it? A wave is approaching. It's not a ripple or ebb tide. I'm talking a full-blown breaker comparable to Hawaii's famous, “Pipeline.” It's a wave of individuals, families, schools and businesses that want to live simpler, healthier and happier lives.

2012 was a very good year for our Co-op. Our 2012 Annual Report will be mailed out soon to our member/owners and will give more detail about the financial success of our store. Financially speaking, we saw a “wave” of new members and can prove through various metrics that what we are selling is growing. Some highlights include:

- +10.7% sales growth over 2011
- Outperforming our budgeted net income (+126%)
- 319 new member signups (total membership: 3,976)
- Total equity increased by 17.2%

More importantly, this wave takes shape in the form of our community putting more value on creating healthier environments in our schools, workplaces, homes and places of recreation. This is evident in the work of the Blue Zones team, school Wellness Teams, city governments, workplace wellness programs and the incredible outdoor spaces we hike, bike and explore.

Decorah has been selected as an Iowa Blue Zones site. This will give us more resources to make the “healthy choice the easy choice” for residents and visitors to the Decorah area. A community-wide effort is being made to transform the overall health of our community by engaging city leaders, teachers, business people, children, faith leaders and anyone who wants to create a healthier, happier community of people. By making simple changes to our diets, encouraging restaurants to highlight healthier menu options and encouraging businesses to enhance their wellness programs will be just a few things that this project will address.

continued on page 4

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



# THE SWEET SPOT

By: Kristin Evenrud, Grocery Manager and  
Nate Furler, Marketing & Outreach Manager



The Oneota Co-op implemented a written merchandising policy beginning in 2008. Our overall goal when it comes to product selection is to have the best product available at the best price while still adhering to our policy. We want every product we sell to be at the top of the charts when it comes to clean good and wholesomeness. However, when trying to meet the diverse budgetary needs and tastes of our members and shoppers, it cannot always be the case that we carry only the top-of-the-line, 100 percent organic, non-GMO, small family or cooperatively-owned products.

We can, however, help to guide shoppers in the direction of the “best” and “cleanest” products by giving them the most prominent positioning on our store shelves. The best placement in a grocery store is in the center horizontal strip of any particular shelving. This “sweet spot” has been defined by the industry to be two feet up from the bottom shelf and two feet down from the top shelf. In some cases, at Oneota, product placement is based on package design. However, we primarily put the independently-owned, organic, lower-sugar and sodium, doing-it-environmentally-right companies in that sweet spot.

We have all undoubtedly heard the old adage “buyer beware.” When we hear it we usually think of it as a warning against buying a lemon-quality car or cheap electronic device. However, we need to think about it every day as it can pertain to our food as well.



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

When it comes to labeling, the term “natural” has very little regulation – with FDA standards for the term only prohibiting artificial colorings and additives. Natural does not have anything to do with the amount of pesticides used in the production or handling of the item.

The term “organic” is regulated by the USDA. However, some companies adhere to the bare minimum requirements, while others go beyond what is necessary to be deemed certified organic.

The accompanying article, "Food Labeling 101", gives a brief outline of what it takes to have natural or organic on a product label.

At the Co-op, we attempt to carry a variety of the best products at the best prices. While doing so, we seek to steer the purchasing of products by the consumer to the best and cleanest product on the market. We work each day to fine-tune our buying to make sure we have an assortment of “cleaner” products to meet the needs of the many consumers that enter the doors of the Co-op. As always, we welcome your feedback on our product mix and look forward to the conversation that results from your thoughtful input.

# 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



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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.

It's  
planetary!

# Celebrate Earth Day with the Oneota Co-op

Monday, April 22nd  
5:00 to 7:00 pm

featuring the music of  
**Absolute Hoot**

Join us outside the Co-op, in the **Water Street Park**, for an evening of celebration in *honor of the planet*. Special musical guest **Absolute Hoot** will serenade us while we enjoy fresh-grilled **burgers, brats and veggie burgers** for sale outside the Co-op. **Come out, grab a bite, and celebrate with your friends and neighbors!**

Celebrate the planet.

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## Patchwork Green Farm

Erik Sessions and Sara Peterson (563)387-0837 [patchworkgreen.com](http://patchworkgreen.com)

Find us at the Decorah Farmers' Market from June-October.  
2013 Traditional and Market CSA Shares now available.



# Food Labeling 101

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.

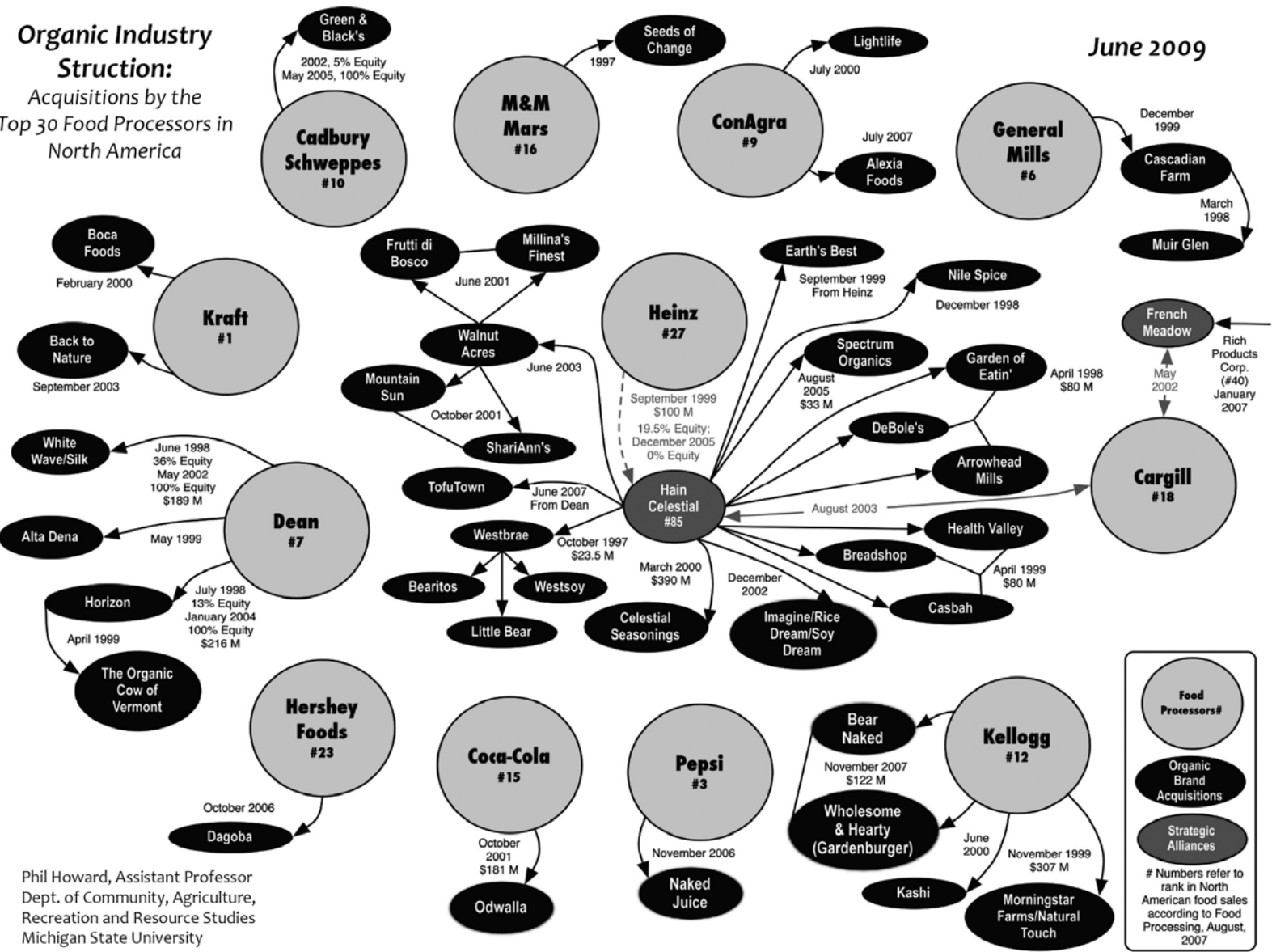
Natural, All Natural, and additional label claims – from the FDA

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.

Organic Industry Struction: Acquisitions by the Top 30 Food Processors in North America



Changes since June 2009 include (1) Coca-Cola fully acquiring Honest Tea in March, 2011; (2) Nestle's acquisitions of Cadbury (and Green & Black's) in January, 2010, and Sweet Leaf Tea in May, 2011; (3) Sara Lee's acquisition of Aidell's Sausage for \$87 million in May, 2011; (4) General Mills' acquisition of Food Should Taste Good in February, 2012; and (5) Campbell Soup Company's acquisition of Bolthouse Farms for \$1.55 billion in July, 2012.

The Independents

Here are a few of the companies that the Oneota Co-op carries that are independent and/or cooperatively owned.

Independent Cooperatives

Organic Valley/Organic Prairie  
Frontier Naturals  
Equal Exchange  
Alvarado Bakery

Independently-Owned

Eden  
Turtle Mountain (So Delicious)  
Pacific Natural Foods  
Applegate Farms  
Amy's  
Bob's Red Mill  
Pamela's  
Seven Stars Farm  
Redmond Real Salt  
Maldon Sea Salt  
Chocolove  
Theo Chocolate  
Yummy Earth  
Madhava  
Ener-G  
Rising Moon  
Whole Soy  
The Republic of Tea  
Bionaturae  
Sweetleaf Sweetener (Wisdom Natural Foods)  
CLIF  
Lundberg Family Farms  
Seventh Generation



# Living with Uncertainty

By: Bill Pardee, President of the Board, OCC

Sometimes we have floods; sometimes we have drought. Usually we're healthy; sometimes we're sick. Often investments increase in value; sometimes they crash. Usually nuclear reactors survive earthquakes, but then we have a Fukushima. Life is a series of unexpected events. Some experts responded to the devastation of the 2008 financial meltdown or the Fukushima disaster or the 2008 Iowa floods by working harder at prediction. Nicholas Taleb says, "Nonsense." He has a different answer, which is to learn to survive or, better, to grow stronger from randomness.

Taleb is the author of the 2007 New York Times best seller, *The Black Swan*, and of last year's *Anti-Fragile*. Until 1697, Europeans supposed all swans were white. Then the Australian black swan was discovered, and the term has become synonymous with "something [good or bad] nobody could have predicted."

A few years ago some very smart Wall Street people with very complicated computer algorithms convinced a lot of other people that they could combine many high risk investments to create a single low risk investment (the proverbial silk purse). They failed. Taleb, by the way, predicted the unsustainability of those practices, and he made a lot of money from the collapse.

As Yogi Berra said, "Prediction is hard. Especially of the future." The accurate estimation of rare events is impossible, except in a few artificial situations, like blackjack or craps or a lottery. Worse, trying to estimate those probabilities gives us a false sense of security, like Fukushima, the 2008 Iowa floods, and the people and institutions that lost fortunes in the 2008 crash.

In *Anti-Fragile*, Taleb points out that some systems (he mentions big banks) break in response to stress. They're fragile. Some systems (a wind resistant roof) survive—they are robust. Biological systems (muscles, bones, immune systems) often get stronger

when they are stressed and allowed to recover. He calls that "anti-fragile." Some man-made systems are anti-fragile. When an airplane crashes, the causes are studied and corrected so that that kind of crash doesn't happen again. The air travel system has become stronger.

Surviving Black Swans is the first key to becoming anti-fragile. Learning from experience and adapting is the second key. These two principles lead Taleb to his "barbell model." At one end of the asymmetric barbell he places the things he can't afford to lose. At the other end, he places small "investments" that may succeed and lead to great things, but won't hurt him badly if they don't. He doesn't place anything at moderate risk, which is in the middle of the barbell, where many stock market investors lost too much in 2008. A Black Swan can destroy the supposed "moderate risk" region.

The Co-op has been robust, and sometimes anti-fragile. When a late frost damaged some producers' apple crops, the Co-op's diversified sources still provided apples. When drought damaged some of the Co-op's wide variety of organic produce, others (watermelon) were even more delicious and nutritious. When a giant egg producer recalled tainted eggs, the Co-op with its diversified local sources, sold more eggs.

As the Board and GM look to the future this year, they have chosen a process that successively builds consensus over many months on our purpose, our mission, the risks we face, our vision for the future, and the resulting highest strategic priorities. We need to do this because, as we begin to repay member loans next year, we will face choices. It will be challenging work, calling for careful study and thoughtful discussion.

With increasingly variable weather and large-scale economic uncertainty, robustness and anti-fragility are more important than ever. How do we make the Co-op much more anti-fragile? I hope that the Board of Directors will address that question in the coming year as it chooses strategic priorities for the future.

## From the GM "Catch the Wave!"

continued from page 1

As one of the nine funding projects across the U.S., the W.K. Kellogg Foundation Food & Community program is funding work for school Wellness teams in the northeast Iowa school systems to make health a priority. From student involvement to curriculum change, these wellness teams want the healthy choice to mean that every day all people in NE Iowa have access to healthy, locally grown foods and abundant opportunities for physical activity and play. Many of the schools in northeast Iowa now have school gardens, walking-school buses and activities to get students and their families involved with better nutrition and more exercise.

Thanks to the Iowa State University Extension office, the Co-op is working with businesses like Rockwell Collins to enhance their workplace wellness programs. The ISU Extension was able to provide funding to start a project that helps provide approximately 40 employees with a weekly CSA share of local meats, dairy and vegetables. This not only benefits the employees, but provides our local vendors with more opportunities to sell and distribute their products.

And, of course, we cannot forget this amazing outdoor playground that we live in. The completion of the bike trail has already attracted many cyclists from all over the upper Midwest to our community. Our bike shops are not only selling more bikes, they are also fixing more bikes that have been dormant for years. More of our customers and staff are using bicycles as their primary mode of transportation. The typical bicycle customer buys in smaller quantities and buys what is fresh in the store that day. It's a great way to get exercise, keep your purchases small and have a tasty meal at the end of the day.


It is interesting for me to watch trends in the grocery industry come and go. One that I do not see going away any time soon is the resurgence of "fresh" departments. In our industry that typically means produce, meat & fish, and deli/cafe operations. At the Co-op, we have been focusing on these departments and developing our classes on basic cooking techniques like our popular "How to Boil Water" class series. Somewhere along the way, many of us got too busy or didn't

make cooking a priority. We forgot what our grandmothers taught us about roasting vegetables. We forgot what our grandfathers taught us about butchering a chicken. Those skills of cooking with whole foods are quickly becoming more valued by parents, school lunch programs and local restaurants. Seeing the smile on a young child's face after experiencing the complex flavor of an organic carrot or sugar snap pea is fun to witness and makes our jobs at the Co-op that much more rewarding.


Most grocery stores now carry at least a four-foot section of gluten-free items and restaurants are giving their patrons more gluten-free options on their menus. What our Co-op has been selling for years is more main-stream than ever and that's a really good thing! There are more options for people with dietary restrictions and these consumers want the best information possible. Our commitment to providing the best quality local products and the knowledge and education behind those products is what we will continue to refine and to make sure our staff is trained to answer customer questions. If purchasing a quality, local product is a priority for you, then you will glad to know that almost 22% of our sales in 2012 came from locally-produced goods, which amounted to about \$851,150. Our commitment to work with local producers and find new markets for their goods is something our Co-op is constantly working on and will give priority to as we source the products we sell.

Class signups in 2012 were up 42%, and we put more resources into our Education and Outreach programs. We have many offerings and new instructors lined up for our classes in 2013 with an increased focus on alternative diets including vegetarian, raw, gluten and lactose free. There will also be an increased effort to create more educational opportunities for children and low-income households.


It's an exciting time to live, work and play in Northeast Iowa and the staff and I at the Oneota Community Co-op look forward to seeing you in one of our classes or just picking up a few things to make your next meal. To catch this wave you do not need to be an expert surfer, just a willingness to make a few changes in your lifestyle and a willingness to try something new. See you out there.




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Chimney




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Retaining Wall



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# Democratic Member Control in Action. Member/owners vote in March!



an institution  
that respects and  
encourages the  
diversity of its  
membership.

By: Gary Hensley, Oneota Co-op Board Vice President

Greetings member/owners of the Oneota Community Food Co-op:

2013 Board election ballots were mailed to all members-in-good-standing on Friday, March 1st. If you did not receive a ballot in the mail, and believe that you should have, please call the Co-op at 563-382-4666 to verify your address and membership status. The contents of the mailing include the announcement of the upcoming Annual Meeting of the Membership, 2013 Board Election Ballot, Candidate Statements and a copy of the 2012 Annual Report. The Annual Meeting has been scheduled for Thursday, April 4th at 7:00 pm and will be held at Good Shepherd Lutheran Church in Decorah. All members of the Co-op are welcome and encouraged to attend the meeting.

The Board of Directors previously voted, unanimously, to amend Bylaw 5.10 concerning vacancies. Bylaw 5.10 now states “In the event of a vacancy on the Board for any cause other than term expiration, the remaining directors may choose to appoint a replacement from among the members to complete the director’s term, or the position may be filled for the remainder of the term by adding an additional slot to be elected by the membership in the regular annual board election.”

This year, 2013, we have four positions to fill on the Oneota Co-op Board of Directors. Three of these positions are new 3-year terms. One position is a 1-year vacancy to be filled. Our sincere thanks go to Bill Pardee, Jon Jensen, Steve McCargar, and Johnice Cross for their service on the Oneota Co-op Board.

Board candidates for the 2013 election include the following two individuals running to fill one, 1-year term slot on the Co-op Board: Erik Baack and Deneb Woods.

## Cooperative Principle #2 - Democratic Member Control

Cooperatives are democratic organizations controlled by their members, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. Members have equal voting rights – one member, one vote.



Board candidates for the 2013 election include the following four individuals to fill three, 3-year term slots on the Co-op Board: Mike Bollinger, Steve McCargar, Brita Nelson, and Paul Weighner.

An abbreviated candidate statement for each individual can be found in this Scoop publication as well as a calendar for the remaining election period.

The member/owners of the Oneota Co-op have the responsibility to review the candidate statements and vote for your Co-op Directors during the month of March. (Completed ballots must be received at the Co-op no later than 8:30 pm on Monday, April 1st.) The full candidate statements can be found on the Co-op website ([www.oneotacoop.com](http://www.oneotacoop.com)) and included with the mailed ballot. Candidate statements are also available at the Co-op Customer Service Desk and posted on the board in the Oneota Co-op foyer. Please thank these candidates for their willingness to serve on the Oneota Co-op Board of Directors.

## 2013 Board candidates

### Eric Baack

#### Oneota Co-op Board Candidate Statement - 1-year term

Assistant professor of Biology at Luther College. Member/owner of Oneota Co-op since 2007. As a board member, I would bring strong quantitative skills and experience in budgeting, a commitment to ensure that multiple perspectives are considered, and a willingness to question assumptions. I see the board’s task as identifying opportunities for the Co-op to better fulfill its mission while carefully weighing risks to ensure that the Co-op is sustainable for decades to come.



### Deneb Woods

#### Oneota Co-op Board Candidate Statement - 1-year term

I have lived in Decorah for the past 4.5 years and currently work for Northeast Iowa Resource Conservation & Development, Inc. (RC&D) as a GIS (Geographic Information System) Project Coordinator. I care deeply about knowing where my food comes from and am passionate about supporting a local food economy and this is what drives me to want to serve on the Co-op’s board of directors. As a board member I would like to continue to strengthen and build on the Co-op’s mission and listen to and represent the membership to the best of my ability.



### Mike Bollinger

#### Oneota Co-op Board Candidate Statement - 3-year term

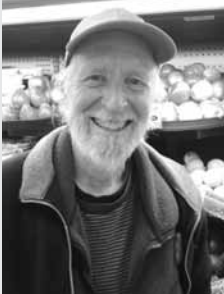
I’ve been a member of the Co-op for almost 10 years. Before that I shopped at the Co-op as a student. I am interested in serving on the board because I believe wholeheartedly in the mission of the Co-op, and I would like to more actively support the current work being done and assist in the strategic planning process for the years to come. The quality food offering and community education and outreach are an invaluable part of Decorah and surrounding communities. In the broadest sense, I enjoy the fact that the Co-op is people working together to provide quality food and build stronger communities.



### Steve McCargar

#### Oneota Co-op Board Candidate Statement - 3-year term

I am running for a second term on the Oneota Co-op Board of Directors. Over the past three years I have served on the Board during a time of transition and recovery from a period of turmoil and financial uncertainty. Fortunately, the Co-op has enjoyed a period of stability and profitability for most of this time. As a Board member I have attended every meeting during my term and have brought my experience in financial analysis and my understanding of how co-ops function to every discussion and policy consideration. We have one of the most vibrant and attractive food co-ops in the country and I hope we can work together as a Board and as owners to keep leading the co-op movement.



### Brita Nelson

#### Oneota Co-op Board Candidate Statement - 3-year term

I have been a member of the Oneota Co-op since March 1, 2001. I identify with the co-op principles and would be honored to work to enrich the Co-op future through Board service. What I enjoy most about the Co-op is the combination of knowing I can find products I trust and being able to do so in an environment that fosters community. I am most excited about the potential to harness the shared vision of Co-op membership as we look to the future. I sincerely appreciate the principle of democratic member control and envision that principle continuing to drive the Co-op’s future.



### Paul Weighner

#### Oneota Co-op Board Candidate Statement - 3-year term

Other than my time away at college, I have spent my entire life in NE Iowa. I am interested in becoming a member of the Oneota Co-op Board of Directors because I believe in their stated mission of bringing good, wholesome, local food to NE Iowa. Although I have just become a member of the Co-op, I plan to take advantage of the availability of high quality, locally produced products as much as I can. I believe the more we can promote and support local farmers, manufacturers and store owners, the better it is for our local communities. I would like to help the Co-op to grow in sales and increase their market share in the area as they work to continue to expand on their mission statement and commitment to provide wholesome, local and healthy foods to Decorah and the surrounding area.



# 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.

### Some classes are moving up the block!

Over the last year our attendance at educational classes here at Oneota has increased. A lot! We have been working to increase the number of offerings to meet this demand. This plan is working, except classes are often meeting registration maximums. Our next step is to increase the space available to teach in. We are working with the First United Methodist Church in order to use the excellent kitchen space available in their building. Please take extra care in noting the location of classes in the upcoming months. Many of our cooking classes will take place in this new space at 302 W. Broadway St., Decorah. FUMC is just two blocks from our store and easy to locate on historic Broadway St.

## MARCH

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

**Monday, March 11th, 6:00 pm AND Thursday, March 14th, 6:00 pm**

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

### Pressure Cooking Diva Style

**Tuesday, March 12th, 5:30 - 7:00 pm**

Too busy to prepare a full meal for your family? The idea of a crockpot meal isn't very tempting? There is another One-Pot Way - the Pressure Cooker. The modern pressure cooker is a perfectly safe relative of something your grandmother used to use. Learn to effectively use a pressure cooker to prepare full meals including curries, polenta and risotto.  
Instructor: Johanna Bergan  
\$10 Co-op Member/Owners, \$15 Community Members  
Location: Oneota Community Co-op Classroom

### Apple Orchard Class

**Friday, March 15th, 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  
Location: Oneota Community Co-op Classroom

### Juicing: Level Two

**Saturday, March 16th, 10:00 - 11:30 am**

Back by popular demand - join Katherine and Lindsey for even more juicing! If you've previously taken a juicing class, are already familiar with principles and benefits of juicing, and are already juicing away at home then this class is for you. We'll jump right into juicing new recipes that will brighten up your daily juicing routine and explore fruits and vegetables that will take your energy level and raw intake to the next level.  
Instructors: Katherine Whitsitt and Lindsey Harman  
\$10 Co-op Member/Owners, \$15 Community Members  
Location: Oneota Community Co-op Classroom

### Member Appreciation Day (M.A.D.) Sale at the Co-op

**Tuesday, March 19th, 8:00 am – 8:00 pm**

10% off storewide\* for Oneota Co-op member/owners. Discount may be combined with all other member discounts. (\*discount only excludes Co+op Deals and Member Deals sale items.)

### How to Boil Water: Tangle with Tofu

**Wednesday, March 20th, 5:30 - 6:30 pm**

Tofu always seems to get a bad rap. This soybean product packs a whopping 9 grams of protein in each serving, can be used to replace meat, dairy and eggs, and even kids love it. Class will cover: What's the difference between soft and firm tofu? How do you make tofu taste like something...anything? Recipes will be demonstrated and shared including smoothies, roasting methods and sautéed tofu.  
Instructor: Johanna Bergan  
\$10 Co-op Member/Owners, \$15 Community Members  
Location: Oneota Community Co-op Classroom

### Medicine in Your Cupboard

**Saturday, March 30th, 10:00 am - 12:00 pm**

There are many herbs/spices in your cupboard that will keep you healthy and combat any virus which may attempt to slow you down. Stay healthy by cooking with the resources in your cupboard and not allowing preservatives, food additives, or artificial flavorings to become your food. Are you curious as to what these herbs are and how to use them? Stay healthy and keep your family healthy by using rosemary, thyme, ginger, oregano, fennel, turmeric, cayenne, cinnamon, nutmeg, plus many others. This class will enlighten you as to the medicinal value of these herbs and how to use them.  
Instructor: Bonnie Kreckow, Clinical Herbalist, Winona, MN  
\$15 Co-op Member/Owner, \$20 Community Member  
Location: Oneota Community Co-op Classroom

## APRIL

### Lactose Free 1.2.3.

**Wednesday, April 3rd, 5:30 - 7:00 pm**

Looking for alternatives to dairy? Your reasons may vary - vegan diet, dairy allergy or lactose intolerance - but the solution is the same. Cooking and baking does not need to be frustrating and dairy ingredients found in recipes need not be restrictive. Enjoy creamy, white pasta sauces, non-dairy soups and dessert - all without cow's milk. Cooking lesson, sampling, and recipes to be enjoyed.  
Instructor: Johanna Bergan  
\$10 Co-op Member/Owners, \$15 Community Members  
Location: Oneota Community Co-op Classroom

### OCC Annual Meeting

**Thursday, April 4th, 7:00 pm**

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.  
Location: Good Shepherd Lutheran Church, 701 Iowa Ave, Decorah

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

**Thursday, April 11th, 6:00 pm**

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

## EXPLORING FOODS



Class held Thursdays 4:00 - 5:00 pm on the following dates:

March 14	Spring Rolls
March 28	Simple Cheese
April 11	Asian Potstickers
April 25	Make Your Own Flours
May 9	Homemade Pizzas

Each class is \$8.00 per child.

**Classes designed for ages 3-7 years old.**  
**Oneota Community Co-op Classroom**  
**Taught by Melanie Stewart**

Explore foods through sight, sound, smell 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 Co-op!



APRIL CONT.

Women’s Weekend Out - Live Demos and Sampling  
Saturday, April 13th, 11:00 - 3:00 pm

On Saturday, we'll have live demonstrations and samples of juicing and smoothies - featuring superfoods available for purchase. Explore and experience the wide range of body care, herbal and nutritional supplement products carried in our Wellness department. Superb product lines such as Evan Healy, Nordic Naturals and the Republic of Tea will be demonstrated and sampled as well. Enjoy wine samples and browse our extensive wine and beer department featuring sustainable, local and unique beverage choices.  
FREE

Earth Day Celebration and Concert  
Monday, April 22nd, 5:00 - 7:00 pm

Join us outside the Co-op, in the Water Street Park, for an evening of celebration in honor of the planet. Special musical guest, Absolute Hoot, will serenade us while we enjoy fresh-grilled burgers, brats and veggie burgers for sale outside the Co-op. Come out, grab a bite, and celebrate with your friends and neighbors.  
In the event of rain, the celebration will be held Tuesday, April 23rd from 5:00 - 7:00 pm.  
FREE

Gluten Free 1.2.3.  
Friday, April 26th, 5:30 - 7:00 pm

A gluten-free diet can, and should, be a celebration of good food. Class will explore options for everyday gluten-free cooking. Join Johanna, experienced in a gluten-free kitchen, to prepare meals the whole family will love. Recipes shared (and tasted) will feature gluten-free ingredients such as quinoa, rice and corn. Instructor: Johanna Bergan  
\$10 Co-op Member/Owners, \$15 Community Members  
Location: First United Methodist Church, 302 W. Broadway St., Decorah

Herbs for Children’s Health  
Saturday, April 27th, 10:00 am - 12:00 pm

Often people ask if herbs can be used for children. The answer is, yes. This class will focus on children, viruses that impact them, and herbs to use to aid a return to health. As time permits the class will address other issues with infants and toddlers such as colic, cradle cap, and constipation. And of course, the many herbs we use to treat these conditions. Herbs are very safe for children and this is a large part of Bonnie's practice. Instructor: Bonnie Kreckow, Clinical Herbalist, Winona, MN  
\$15 Co-op Member/Owner, \$20 Community Member  
Location: Oneota Community Co-op Classroom

How to Boil Water: Wok on In. The Basics of Stir Fry  
Tuesday, April 30th, 5:30 - 6:30 pm

Cooking with a wok is quick and easy. Stir frying lets you make full meals with just one cooking utensil. Class will cover a variety of stir-fry recipes with Thai and other Asian influences. This cooking method makes it easy to change recipes to match the seasonal availability of produce and is also versatile in terms of protein used - tofu, chicken, beef, etc. 'Wok' on out as an expert! Instructor: Johanna Bergan  
\$10 Co-op Member/Owners, \$15 Community Members  
Location: First United Methodist Church, 302 W. Broadway St., Decorah

MAY

Welcome to the Co-op! Member/Owner Orientation  
Thursday, May 9th, 6:00 pm

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

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)

Salvia hispanica —  
The Mighty Chia Seed!

By: Johanna Bergan, Education and Outreach Coordinator

The world is a buzz about the tiny seed called Chia. 20 years ago the only thing it was good for was growing fuzzy green afros on terra cotta pigs. 500 years ago it was a staple in Aztec and Mayan diets. Recently, we have cycled back around to a much better understanding of this magnificent superfood.

Chia seed is packed with nutrients. It contains more iron than spinach, more calcium than dairy milk and more antioxidants than blueberries – not to mention protein, omega-3s and other minerals. That’s a lot of punch for a seed with a diameter of 1 mm.

Chia tastes like, well, almost nothing. The seeds are related to the mint family, but there is almost no flavor to these seeds. This means there are nearly limitless ways to use chia. You can feel free to eat these seeds plain, but it will be like eating raw poppy seeds – which most do not find very appetizing. The best way to eat chia is to add the seeds to any type of liquid. Chia will swell to 12 times its weight in liquid within 10 minutes. Once hydrated, eating the chia is like drinking small tapioca pearls and will taste like whatever food you added the seeds to.

You can find Chia Seed in the Grocery, Bulk and Wellness departments at the Co-op. Here are several ideas and recipes to help you incorporate the versatile chia seed into your diet.

Looking for a prepared drink with Chia? Check out the Co-op drink cooler for two staff favorites: GTS Kombucha with Chia and Mamma Chia. Plus, the new Waving

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



Grains Bakery Peanut and Almond Energy Bars feature the delightful chia seed as well.

DIY Chia Drink

- 2 cups water
- ¼ cup + 1 Tablespoon chia
- 1 spoonful frozen grape juice concentrate

Mix together in a 16 oz container with lid. Shake and let sit at least 10 minutes. Chia will absorb water and expand as time passes. Store the mixture in an airtight container in the refrigerator, shaking occasionally to prevent clumping.

Use Chia in:

Salad dressing - think poppy seed dressing, replacing poppy seeds with chia seeds.

Stir into breakfast cereal, yogurt, smoothies or oatmeal.

Add chia to baked goods such as muffins and scones.

Use as an egg replacer:

- 1 tablespoon ground\* chia seed (look for Chia Seed Meal if you want to buy pre-ground)
- 3 tablespoons water or non-dairy milk

Mix together and let sit 3-5 minutes. The mixture will begin to thicken and may be used to replace one egg.

\*Chia seeds DO NOT need to be ground before eating (like flax seeds). However, the ground chia will make a better egg replacement and thickener.



Pumpkin Apple Chia Cake

- |                                        |                                     |
|----------------------------------------|-------------------------------------|
| 1 cup gluten-free dry oats             | 1 (15-ounce) can of pumpkin         |
| ¼ cup brown sugar                      | ¼ cup freshly squeezed orange juice |
| 1 cup gluten-free all-purpose flour    | ¼ teaspoon fresh orange zest        |
| ½ cup butter, melted                   | ½ cup sugar                         |
| 3 large Braeburn apples, thinly sliced | 1 ½ teaspoon ground cinnamon        |
|                                        | 2 tablespoons chia seeds            |

Directions:  
Preheat oven to 375° F. Prepare 9x9 baking dish with nonstick baking spray. In large bowl combine all ingredients and mix well to combine. Transfer mixture to prepared baking dish. Bake for 25 minutes or until golden brown. Remove from oven and set aside to cool for ten minutes before serving. Best served warm.

the goodfoot FOOTWEAR

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nori@amundsonsclothing.com www.facebook.com/goodfootdecorah/

Tai Chi of Decorah

Movement for Health and Well-Being

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



# Corporate Organic – Yay or Nay?

By: Rebecca Eastwood

Today, when a consumer walks into a conventional supermarket, they find a dazzling array of options. A relatively recent development on this spectrum concerns organic food. When shoppers see the organic label, the assumption is often that buying that product will in some way ease the environmental burden of consumerism or contribute to the good health of the consumer. When the production and distribution of these mass-produced, corporate labels is traced, however, the aspects of health, cost, travel, standards, and ownership show the opposite side of corporate organics.

The modern organic movement unofficially began with ideals that spoke of environmental sustainability and a movement back to small, local production and distribution. With worldwide demand for organic food increasing by ten percent annually (Singer 197) making it a global multi-billion dollar market (Clark 1), agriculture corporations saw a very promising opportunity. With such a large demand for organic products, the market has quickly progressed away from small, local farm communities to the other end of the spectrum with large corporations manufacturing their own version of organic products. Mass production accounted for 46% of organic food sales in the United States in 2005 (Sustainabletable). When one considers the corporate process of organic labeling, many issues arise.

One of the reasons the organic movement took off so successfully included the assertion of physically healthier attributes. Organic can be healthy, but when distorted in certain ways by larger corporations, the health benefits begin to diminish. When organic food moves toward the processed food sector, the processing begins to cancel out the idea of healthy organic food. Processed organic junk food is still high in sugar, salt, and calories, giving different meanings to healthy and organic (Paul). As Michael Pollan states, “Organic Oreos are not a health food... Most consumers automatically assume that the word “organic” is synonymous with health, but it makes no difference to your insulin metabolism if the high-fructose corn syrup in your soda is organic.” In this case, corporate organics degrades the relationship between the concepts of organic food and healthy food.

In the case of organic food, if a consumer wants the cheapest cost, the most likely place to find that is in a mass-produced product located in a conventional supermarket. Small-scale organic food often comes at a higher cost than its conventional counterparts (Organic 101). This comes into play quite prominently

due to the shift in where organic products are sold; in 1991, 7% of products were sold in conventional supermarkets whereas in 2000 that number jumped to 49% (Clark 24).

Two problems immediately arise with this disparity. First, to achieve this difference in price, corporations often cut corners on production of food, for example placing organic fields directly next to conventional fields (Sustainabletable). Secondly, according to the International Federation of Organic Agriculture Movements (IFOAM), the lowering of costs can force competition onto smaller farmers who practice more sustainable agriculture. In order to stay afloat small farmers are often driven to “look for cost-cutting opportunities rather than sustainability improvements.” (Einarsson 19). The consumer demand for cheaper food correlates to corporations finding ways to provide that, frequently by sacrificing the sustainable and just ideals of organic agriculture.

Shoppers often hear about the heinous ways in which conventionally-raised animals are treated; this however does not always stay in the conventional arena. Corporations sometimes fail to follow both the principles and certification guidelines of organic agriculture in their treatment of organically raised animals. Both the Codex Alimentarius (international set of standards on food trading), and the United States Department of Agriculture give brief mention to the organic and humane practices with which to raise animals, but these regulations are often up for debate and do not include specifics. For example, the USDA loosely defines organic standards as, “Year-round access for all animals to the outdoors, shade, shelter, exercise areas, fresh air, clean water for drinking, and direct sunlight, suitable to the species, its stage of life, the climate, and the environment...” (Electronic Code of Federal Regulations). There are little specifics attached to "access." The organic industry of Wal-Mart provides an example of the loose interpretation of these standards. In the effort to provide organic milk as cheaply as possible, Wal-Mart and its supplier, Aurora Organic Dairy, do not always follow organic principles (Warner). Surviving on a high-grain diet rather than pasture or grass, the cows on the 3,000-4,000 count dairy farms are often on over-crowded land and are milked three times a day versus the organic standard of two (Warner). This shows the dangers of large-scale, cheap organic food when production ignores the principles that the organic movement articulates in order to provide both healthier conditions for the

animals and the consumer.

Food miles present another issue between more sustainable organic practices and corporation organics. When consumers purchase packaged, processed organics, they have little hope of knowing exactly where the ingredients came from or how far they had to travel to get on the shelf in the local supermarket. The holistic organic movement stresses buying locally because it reduces agriculture’s carbon footprint through decreased shipping and consumers establish more of a connection with their producers (Sustainabletable). Large-scale

corporate farming widens the gap between producer and consumer by taking organic production out of the local sphere. Whole Foods, one of the largest distributors of organic food, obtains this food from different countries, notably China (Whole Foods Market). Despite their assurances of its organic quality, the energy used to ship food internationally negatively affects the environment. In this case, the organic label does not contribute to environmentally just practices.

The consumer also becomes further removed from production when considering the increasing shift in ownership of companies. When one buys organic products, the chain of ownership behind that product often stretches quite far back. An organic label on a product brings no guarantee that the product came from an environmentally or socially conscious farm or distributor (Singer 201). The certification process for farmers comes at a high cost with extensive paperwork that smaller-scale operations find very difficult to manage (Sustainabletable), but large producers and distributors have many fewer problems. This often leads to a buy-out of small farms and consolidation of ownership, as happened in California; today five corporate farms own half of the \$400 million organic produce market in the western state (Pollan).

To say that all growth in the organic market is negative, however, ignores some of the benefits of this increased popularization. Even corporate organic farming means more land is set aside from the use of chemicals and the products are reaching a wider base of people (Sustainabletable). Even so, the end goal of producers, distributors and consumers cannot simply be organic because a narrow definition of this term does not address the issues of health, cost, safety, carbon footprint, and transparent ownership. Pairing organic with ‘local’ and ‘sustainable’ as well as with corporate organics offers a more holistic approach to setting a new direction for today’s agricultural sector. The understanding of organic most often utilized by corporations can only be characterized as one aspect of the whole meaning.

When operating within the modern system of capitalism and today’s food culture, a conscious consumer cannot fully eradicate corporate organics from their shopping list. A mass movement to local, sustainable, organic food would mean a cultural shift in both the way we think about food and how society organizes around the farm in order to guarantee access to local, organic food for everyone. ‘Conventional’ food and supermarkets would need to be redefined to mean organic. As long as the current capitalist, consumer-driven system reigns, shoppers need to understand and be aware of the various organic labels used. Consumers must continue to analyze corporate organics and their role in the organic movement.



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# NEW ITEMS IN THE BULK DEPARTMENT

By: Carl Haakenstad, Bulk Buyer

One of the better parts of my job is getting to research new local or regional producers. We at Oneota are always on the lookout for farmers, millers and roasters to work with to strengthen our regional food systems. In the Bulk department, I have recently been able to bring in products from two new suppliers, one local and one regional. Following is a quick summary of these great producers and the products they bring to the Co-op.

The first company I would like to tell you about is Bean Masters Inc., the company that roasts K'uun Coffee out of Calmar, IA. Bean Masters is owned and operated by Fernando and Barbara Vaquero. They roast single-origin coffees in small batches for greater freshness. Both



Fernando and Barbara are from Honduras and Fernando's family owns a farm where they grow coffee beans among other crops. After growing up around coffee, Fernando also worked with coffee farmers through TechnoServe, a non-profit whose mission is to work with enterprising people in developing countries to build competitive farms, businesses and industries. While working for TechnoServe, Fernando worked side by side with the coffee farmers to help them develop the skills necessary for their coffee farms to be successful. Barbara has a bachelor's degree in Agronomy from the Panamerican Agricultural School Zamorano, a school whose mission is grounded in the sustainable management of resources and environmental conservation. Together, they encompass a whole lot of experience and knowledge in the arena of sustainable coffee farming and they put all of their expertise to use in roasting their delicious K'uun coffee. We currently offer three Single Origins of K'uun Coffee: Mexico and Guatemala Medium Roast and an Ethiopian Dark Roast, all of which are fair-trade and organic.

Here are a few facts that K'uun Coffee recommends to help you purchase and brew a great cup of coffee:

- The quality of coffee. Always look for Arabica strain coffees, which are grown at higher altitudes and considered to be of superior quality.
- Seek bags of coffee upon which the information when it was roasted is available. Find a micro-roaster to ensure you are getting top quality Arabica coffee beans; they will roast to your tastes and deliver a top-quality product in a few short days. There is no better coffee than fresh roasted.
- Preferably, buy whole bean. Once you grind up a coffee bean, its volatile oils and aromas will begin to dissipate immediately. Even after a few minutes, ground coffee is compromised.
- Buy a good quality grinder, it's worth the investment. Grind your favorite coffee in single portions.
- The quality of the water matters. Bad



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

tasting water makes for bad tasting coffee. Do not use distilled water. You need some mineral content to properly extract the good stuff from your coffee.

- Last but not least, the cleanliness of the brewing equipment. Old sediments easily make for rancid flavors in the cup. Keep your coffee machine clean.

The other new supplier in the Bulk department at Oneota is Whole Grain Milling, located out on the prairie in Welcome, MN. Their farm and mill are located just outside of our 100-mile local radius, but they are a small, family-run business that I am very excited to work with. I first heard about Whole Grain Milling when I visited some Twin Cities food co-ops. All of the bulk buyers that I talked to said they purchased bulk grains and flours from this business. When I got back to Decorah, I emailed the fine folks at Whole Grain Milling. Once I read about their farm and mill and saw their price list, I decided that I should start carrying their products. Their mill was started by Doug and Lin Hilgendorf in 1989 and they still run it along with their sons Jeff and Ross. When the mill was first started, they hoped to provide just enough processing to put their grains into a more usable and marketable form while keeping as much nutrition of the whole grains as possible. The Hilgendorf family still grows many of the grains that they sell including oats, high lysine corn, buckwheat, spelt, rye, soybeans, and yellow and white popcorn. What they don't grow themselves they source from other growers in the Midwest. The Hilgendorfs also



raise beef cattle and they allow local beekeepers to put their hives by their buckwheat fields, which bees love, in order to make dark buckwheat honey. Currently, in the Bulk department, we carry buckwheat flour, buckwheat groats, hulled barley, cornmeal, millet, rye flour, and pumpernickel rye flour from Whole Grain Milling. The packaged grocery department is also carrying both their yellow and blue corn chips that are made from open pollinated and high lysine corn. I can tell you from experience that their corn chips are delicious and flavorful enough to eat on their own. It is nice, living in corn country, to be able to eat products made from corn grown in our region.

In the future I am looking at bringing in more of Whole Grain Milling's products like popcorn, 5# bags of oatmeal, bread mixes, and rye flakes. If you want to know where the new Whole Grain Milling products are located look for the Minnesota Grown signs that I have placed on the bins. Also, try out the recipes that feature some of the new products from Whole Grain Milling and taste the quality of this regionally-grown food for yourself.

## VEGAN MILLET-STUFFED PEPPERS

www.goldenprairieinc.com

- 4 medium-sized green bell peppers
- 1 cup dry millet
- 2½ cups water
- 2 Tbsp olive oil
- 1 medium red onion, diced
- 1 cup white mushrooms (cut into 1/8" slices or smaller)
- 1 to 2 cloves garlic (depending on size), minced

- 1 - 14.5 oz can of diced tomatoes
- ¼ cup water
- 1 - 15 oz can plain tomato sauce
- ½ cup white cooking wine
- ½ tsp salt
- ½ tsp pepper
- 1 tsp Italian seasoning

**Directions:** Preheat oven to 400°F. Bring 2 ½ cups water to a boil in a medium saucepan. Add millet. Reduce heat, cover and simmer for about 25 minutes. Remove from heat and allow it to cool for at least 5 minutes before fluffing with a fork. While millet is cooking, cut tops from peppers and clean insides. Microwave peppers on high for 15 minutes or until soft; do not overcook.



In a frying pan on medium heat, add olive oil, onions and mushrooms. Cook until onions are translucent. Add the garlic and cook until browned. Add water and the diced tomatoes. Add salt, pepper and Italian seasoning. Cook on medium for 10 minutes to thicken.

Add sautéed tomato mixture directly to millet. Stir until evenly mixed. Stuff peppers with mixture and place in a casserole dish. Add white wine to the bottom of the pan. Pour tomato sauce over the peppers. Cover with aluminum foil and bake for 30 minutes.

### Optional Meat Version

Replace ½ a cup of millet with ½ lb. of ground meat of your choice. Add ground meat to sautéed mushrooms and onions to cook. When cooking ½ cup of dry millet, 1 ¼ cups of water are required.

Yields 4 servings

## WILD MUSHROOM AND ONION KASHA

www.epicurious.com

- 3/4-cup dried porcini mushrooms
- 1 1/2 cups boiling water
- 1 1/2 cups raw whole-grain buckwheat groats (about 11 ounces)
- 1 large egg, lightly beaten to blend
- 2 tablespoons vegetable oil, divided

- 3 large onions, chopped (about 5 cups)
- 8 ounces assorted fresh mushrooms (such as crimini, button, oyster, and stemmed shiitake), coarsely chopped
- 1 garlic clove, chopped
- 1 1/2 cups (or more) vegetable broth

**Directions:** Place porcini in small bowl with 1 1/2 cups boiling water. Let soak until mushrooms are soft, 1 hour. Remove mushrooms from liquid; squeeze dry. Set mushrooms aside. Strain soaking liquid, leaving any sediment behind. Reserve soaking liquid.



Combine buckwheat groats and beaten egg in heavy large pot (preferably nonstick). Stir over medium heat until grains are separated and lightly browned, 10 minutes.

Heat 1 tablespoon oil in large nonstick skillet over medium-high heat. Add onions and sauté until golden brown, about 15 minutes. Transfer onions to bowl. Add remaining 1 tablespoon oil, all mushrooms, and garlic to same skillet. Sauté until mushrooms are brown and tender, about 7 minutes. Add 1/2 cup reserved porcini soaking liquid and boil until liquid evaporates. Remove from heat.

Add remaining reserved soaking liquid and 1 1/2 cups vegetable broth to pot with buckwheat groats. Cover and cook over medium-high heat until buckwheat groats are almost tender, stirring occasionally and adding more vegetable broth by 1/4 cupfuls if needed, about 20 minutes. Add onions and mushrooms to pot and cook until heated through. Season with salt and pepper.



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# Ask Professor Produce

Reprinted with Permission from Wedge Co-op, Minneapolis

I just wanted to let you know—I have never in my life liked grapefruit (I'm 83!). I know it is good for me, and I tried the grapefruit you sell at the Wedge (Rio Star) and I loved it. I never knew grapefruit could be sweet like that. Where does that come from? Thanks! — Edna, St. Louis Park

Dear Edna, thank you for taking the time to write me! You are not the first person I have heard from who has had a paradigm-changing experience with Rio Star grapefruit from Texas. I've taken to referring to it as the "grapefruit for people who think they don't like grapefruit," because I've seen it change people's opinions so many times. The Texas Rio Star *should* be delicious, considering all of the effort that has gone into making it so. Today the United States is the number one producer of grapefruit in the world, by a huge margin. We produce about 1.5 million tons of grapefruit, three times as many grapefruit as the next closest producer, China.

Pretty impressive considering grapefruit didn't even exist until the mid 18th century. Grapefruit was "discovered" by a Welsh missionary in Barbados, but locals made it clear that its origins went back further, to explorers who brought seeds from the East Indies. Geneticists have confirmed this by tracking grapefruit ancestry to two fruits: the Indonesian pomelo and the Jamaican sweet orange. In Latin, the fruit was named *Citrus paradisi*, but it was commonly called "grapefruit"

because it grows in grape-like clusters on the tree. Incidentally, this parentage also produced the tangelo, Minneola, and Oro Blanco (white gold), a mild and sweet grapefruit-like citrus (you can find all of these here, seasonally, at the Wedge).

What were those first grapefruits like? Probably very like today's white grapefruit. After years of cultivation in the United States, some growers were noticing pink "sports" on their trees. A sport is a fruit with a genetic variation, or mutation, that naturally occurs on a fruit tree. By 1929, fruit breeders had successfully bred and patented a truly pink grapefruit, the Ruby Red. The Ruby Red remains one of the most popular grapefruits grown today.

So how did we get from pink to red? Initially growers attempted to utilize red sports from their pink trees to breed true red fruits. They found that for some reason, after several seasons trees that grew red fruits would revert to pink. In stepped the burgeoning use of atomic energy during peacetime, and radiation-triggered mutation was able to produce a larger variety of genetic crosses (in the form of seeds) to choose from. One of these seeds ended up producing a spectacularly red grapefruit, which was quickly patented, and our beloved Rio Star was born.

Unlike something that has been scientifically produced with an altered genetic structure (a genetically



modified organism, or GMO), radiation breeding does not alter the cellular structure of a plant, nor does it create anything in the plant that wasn't already there to begin with. What it does do is encourage the plant to produce a lot more seeds, so there are an abundance of traits for breeders to choose from instead of just a few. Many foods we eat have been bred this way, from staples like wheat and rice, to fancy stuff like herbs and fruits.

In the case of the Rio Star, fruit breeders were really on to something, though they didn't know it at the time. Producing a better tasting, better looking grapefruit was the goal, but in so doing they produced a healthier fruit, too. Recent research has shown that red grapefruit contains antioxidants and enzymes that are beneficial against lung, prostate, and breast cancer. The antioxidant primarily responsible

for this is called Lycopene, which is found in red fruit pigments (highest natural sources include tomatoes, watermelon, and red grapefruit). This pigment gives red grapefruits a healthy edge over white and pink varieties.

In grapefruit season, you have the opportunity to taste the breadth of grapefruit history. First try a pomelo (ancestor of grapefruit), then a white grapefruit, next a juicy, robust Florida Ruby Red, and finally the sweetly stunning Texas Rio Star. You never know—maybe you too will encounter something that will change your mind about a fruit you *thought* you knew.

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**SAVE THE DATE**

**5th Annual** - well, almost - we skipped a year!

**Meat and Greet**

**Thursday, June 13th**  
**5:00 - 7:00 pm**



Join us outside as we fire up the grills and serve up samples of fresh-grilled & locally-raised meat and produce products, including some of those delicious walnut burgers. Meet and converse with local producers that supply their quality products to the Co-op, and you the community. This event is held in the Water Street Park, next the Co-op.



# New Items in Wellness

## Nutritional Supplements

### THE BRAND: ECLECTIC INSTITUTE

#### THE PRODUCT: HBP Complete Powder

A foundational freeze dried combo of hawthorn, beet root, parsley and raw foods and herbs that may support a healthy heart, blood pressure, and circulation. Blend with cold or hot water, juice, smoothies or sprinkle on food.



#### THE PRODUCT: Liver & Bile Purification Powder

A pleasant tasting formula, created specifically to clean, tone and strengthen the liver while assisting in purification of the circulating bile. A combination of milk thistle seed, beet juice, dandelion, tumeric, nettle, and cinnamon that may help improve the composition of bile, flushing out stale sludge in the process. As a result, the body's natural detoxification abilities are increased. May also help support the body to achieve and maintain healthy cholesterol levels.

#### THE PRODUCT: Beet Juice Capsules

Fresh Freeze-Dried Beet Juice capsules contain 440 mg each of beet juice and whole beet greens. Often called the "King of Vegetables," beets are rich in fiber and an excellent source of betalain pigments, vitamins, minerals and nitric oxide. Nitric oxide, is a potent vasodilator that may help blood vessels expand to improve blood flow. Eclectic Institute Fresh Freeze-Dried Beet Juice capsules contain 440 mg each of beet juice and whole beet greens.

### THE BRAND: GARDEN OF LIFE

Garden of Life is a company whose philosophy is based on whole food nutrition and raw living nutrients. They offer nutrient- dense, whole food ingredients rather than synthetic ingredients. They are a leader in the raw nutrition movement and have developed an extensive offering of raw supplements. Raw foods and botanicals are teeming with digestive enzymes that help the body break down and assimilate nutrients. When it comes to supplementation, RAW means: uncooked, untreated, no binders or fillers, and contains live probiotics and enzymes.

#### THE PRODOCT: RAW CoQ10

CoQ10 is a fat-soluble, antioxidant and electron transporting coenzyme that is well known for its role in supporting cardiovascular system health, cellular energy production and antioxidant protection. RAW CoQ10 is a powerful formula with 200mg of RAW CoQ10 per serving. Featuring a unique lipid delivery system, a RAW cold-pressed chia seed oil, and 22 RAW and organically grown fruits and vegetables.

#### THE PRODUCT: RAW Resveratrol

A RAW, fermented, whole food formula designed to provide you with powerful antioxidant support for a healthy heart, antioxidant activity and healthy aging. Combines RAW fermented resveratrol, 23 RAW organically grown fruits and vegetables, including Cabernet Sauvignon Grapes, plus live probiotics and digestive enzymes. RAW resveratrol is a highly potent source of polyphenols, providing 350mg trans-resveratrol per serving, as much as in 200 bottles of red wine. Get the

benefits of red wine in a convenient, reliable, and affordable form, without the alcohol associated side effects.

#### THE PRODUCT: Herbal Immune Balance Sinus

Herbal Immune Balance Sinus combines the ancient wisdom of traditionally used herbals with exciting emerging science surrounding whole food ingredients like the fermented probiotic Saccharomyces boulardii, enzymes, citrus bioflavonoids, and Vitamin Code whole food vitamins and minerals. Wild crafted Butterbur Extract has a significant amount of scientific support supporting health immune function, sinus health and respiratory. Herbal immunity support blend in which 8 traditionally used wild crafted herbs are used and a sinus enzyme blend with significant amounts of Bromelain and Protease. Herbal Immune Balance Sinus is a multidimensional immune support for sinus and upper respiratory health.

#### THE PRODUCT:WobenzymN

First introduced in Germany over 40 years ago, WobenzymN has been updated but still features the time-tested synergistic combination of plant-based enzymes, pancreatic enzymes and antioxidants. These powerful yet delicate enzymes are protected by a vegetable-based enteric coating which ensures optimal absorption and utilization in the blood stream. A unique blend of systemic enzymes that may provide temporary relief from aches, pain and muscle soreness due to everyday activity, supports the body's natural inflammation response, and leads to increased flexibility and mobility, and supports overall joint and tendon health. WobenzymN works holistically to support your body's natural response to inflammation. While inflammation in the body is a normal and natural response, the aches, pains and muscle soreness can keep it from living the active lifestyle you desire.

#### THE PRODUCT: Vitamin Code RAW Calcium

Vitamin Code RAW Calcium uses a patented form of marine algae known as Algas calcareas.sp, which is ecologically harvested off the shores of remote South America. This plant-form calcium provides 73 naturally occurring minerals and trace elements such as magnesium, Silica, boron, vanadium and strontium that have all been linked to healthy bones. Vitamin Code RAW Calcium contains a host of other raw vitamins and minerals as well as live probiotics and enzymes. Use to reduce the risk of osteoporosis, to increase bone strength and mineral density, and to slow bone loss.

### THE BRAND: TERRY NATURALLY

#### THE PRODUCT: Healthy Eyes

An antioxidant -rich formula that contains astaxanthin, lutein, and black currant to support healthy eyes. These powerful antioxidants may protect eyes from the damaging effects of free radicals. May help reduce eye fatigue, improve visual acuity, and supports healthy eye muscle strength.



## Body Care

### THE BRAND: MIROSOL FARM

Handcrafted skin care inspired by organic oils and herbs. Organic cold-process soap, creams, lotion, salves , lip balms and specialty skin care made with essential oils and botanicals. Many



are wildcrafted or grown on their farm in River Falls, Wisconsin. Casey and Olga started experimenting with soap and lotion recipes about 10 years ago. The complexity and aromatherapy properties of essential oils sparked an interest of the ladies and Mirosol Farm was created. Mirasol is Spanish for sunflower. Sunflower oil is the oil naturally highest in Vitamin E, it's one of the ingredients you'll find in most of these bath and body products.

#### THE PRODUCT: Tea Tree & Peppermint Moisturizing Foot Scrub

A unique shea butter foot scrub with dead sea salts and pumice to exfoliate, improve circulation, polish and smooth rough spots. Naturally scented with an invigorating essential oil blend,with natural antifungal and antibacterial properties. Will leave your feet feeling tingly and soft.

#### THE PRODUCT: Naked Calendula Cream

Organic cocoa and shea butters, calendula-infused organic coconut oil and skin-enriching botanicals like organic chamomile extract make this a smooth cream with endless possibilities for sensitive, chapped and irritated skin. Suitable for daily use, calendula cream is beneficial for dry elbows and knees as well as a mama's hands and belly. May help soothe eczema and other persistent skin irritations.

#### THE PRODUCT: Naked Body Butter

Pamper your growing belly and nurture your spirit with a blend of oils designed to ease itchiness and tightness and hydrate your skin. Now available unscented for mamas-to-be who are especially sensitive to scents. Organic shea butter whipped with unique oils into a light creamy butter that stays firm until spread on the skin, where it melts on contact. Packaged in a generous 5 fluid oz. tin - environmentally responsible and recyclable, no plastic or breakable glass - with a ridged top for easy opening.

#### THE PRODUCT: Mother Earth & Rosemary Mint Hand & Body Lotion

Our vegan-friendly lotions are blended from a special recipe of all-natural ingredients and organic oils and come in a lovely cobalt blue glass bottle. Organic sunflower oil is easily absorbed by all skin types and has a healing, protective effect. Our recipe is rounded out with enriching butters and oils and a paraben- and formaldehyde-free antimicrobial preservative.

### THE BRAND: SURYA BRASIL

#### THE PRODUCT: Henna Cream

Surya Henna Cream colors hair while conditioning, moisturizing and revitalizing your hair. This formula, enriched with vegetable extracts, nourishes hair for increased luster, softness, and elasticity. This unique coloring process does not strip the melanin from the cortex of the hair, but rather forms a protective coat of semi-permanent color around each strand. Surya Henna Cream is a new concept in hair coloring and treatment; it won't harm your hair or your health. Based in the principals of Ayurveda, Surya Henna Cream is formulated with a botanical complex of 15 herbs and fruits from India and



Brazil's Amazon rainforest. Available in Dark Brown and Light Brown

#### THE PRODUCT: Surya Brasil Restorative Shampoo Color Fixation

An Intensive Treatment infused with essential oils of Rose, Ylang Ylang, Jasmine, and Sandalwood. Surya Restorative Shampoo Color Fixation Intensive Treatment is a gentle cleansing formula that is enriched with rice protein to reconstruct the hair fiber and repair damage to split ends. Free of Lauril, mineral oils, synthetic fragrance, artificial colorants and parabens.

#### THE PRODUCT: Surya Brasil Leave-in Cream Conditioner Color Fixation

Surya Henna Leave-In Conditioner detangles, moisturizes and protects color-treated hair, promoting radiant shine and smoothness, and reducing volume. Surya Henna Leave-In Conditioner protects and locks in color longer, restoring the hair's natural beauty. Surya Henna Leave-In Conditioner does not contain parabens, mineral oil, synthetic colors and synthetic fragrances.

### THE BRAND: ZION HEALTH

#### THE PRODUCT: Adama Minerals Clay Bodywash

Zion Health Adama Minerals Clay Bodywash purifies, nourishes, and exfoliates skin. It is a gentle clay cleanser that contains enriching minerals and botanical herbs that stimulate skin cells and gently wash away pollutants and make-up residue. Adama Clay Body Wash is 100% vegan and is made with no parabens and no animal testing.

#### THE PRODUCT: Adama Minerals Clay Facewash

This gentle clay cleanser contains enriching minerals and botanical herbs that stimulate skin cells and gently wash away pollutants and make-up residue. A Botanical infusion of sage, coltsfoot, yarrow, balm mint, chamomile rosemary, althea, and wild thyme.



#### THE PRODUCT: Adama Clay C

Zion Health's Adama Clay C Powerful Antioxidant Vitamin C Serum gives you the age reversing benefit of vitamin C and kanwa montmorillonite clay. Vitamin C has been shown to stimulate collagen and have a lightening effect on pigmentation. Kanwa minerals contain trace minerals for a youthful skin. Zion Health's Adama Clay C contains pure vitamin C with active peptides and high grade ionic clay to increase skin luminosity and stimulate cellular renewal. Vitamin C Serum's antioxidant rich ingredients help increase circulation, increase luminosity, boost collagen , and protect the skin from the signs of aging.

#### THE PRODUCT: Adama Minerals Hydrating Cream

ZionHealth Adama Minerals Hydrating Cream contains in Hhgh concentration: Cloudberry Seed oil, Kanwa Minerals, & Safflower Oil a rich combination of Antioxidants and Healing Minerals to smooth, nourish, and repair damaged skin.

**Cloudberry Seed Oil:** contains a high concentration of Antioxidants to reduce the effects of premature aging.

**Kanwa Clay:** Contains a unique combination of 60 trace minerals to feed nutrients to hydrated cells.

**Safflower Oil:** Contains essential fatty acids that can smooth, nourish and help damaged skin hold onto moisture.



# Product Parade

By: Kristin Evenrud, Grocery Manager

Muir Glen

Ketchup! Kids of all ages love it, and some folks even say it is the only necessary condiment. Regardless of your fondness of ketchup, not all ketchup is created equal. Muir Glen ketchup is a stand out, hands-down winner in both taste and quality.

A little history:

Muir Glen was founded 10 years ago in the San Joaquin Valley of California. All of Muir Glen's tomatoes are field grown and vine ripened under certified organic practices — no synthetic pesticides, no chemical fertilizers, just gorgeous tomato taste, true to nature.

Muir Glen's Commitment to Quality:

Muir Glen growers' certified organic farming methods create healthy, nutrient-rich soil. Our products are all certified organic and bear the USDA Organic seal. We harvest our tomatoes in late summer at their peak of ripeness and deliver them to the processing facility within hours of picking. Our processing equipment is triple-washed to guarantee no cleaning agents are present. Our tomatoes are packaged without synthetic chemical additives of any kind. Ingredients: Tomato puree\* (tomato paste\*, water), naturally milled sugar\*, vinegar\*, sea salt, onion powder\*, garlic powder\*, cayenne pepper\*, natural flavor (\* denotes organic). Only 3g of sugar per TBSP. Compare that to the leading conventional brands with HFCS at 4g of sugar.



Pamela's (Gluten Free Products)

A little history:

Pamela's Products, started in 1988, are known for delicious, gluten-free foods with a full line of baking mixes, cookies, snack bars and ready-to-eat cakes. Pamela grew up in her family bakery, working summers and learning the business. She realized at a young age that people with food allergies were being forced to settle on bland and dry baked goods. She set out to change the way Gluten free baked goods taste and boy do we think she has succeeded.

Pamela's Commitment to Quality:

High quality sugars including fruit juice, agave, coconut sugar, brown rice syrup and molasses create better tasting, decadent food. The palm shortening is made from the most healthful part of the palm and is sourced from companies with fair trade and environmental stewardship track records. Our nuts are from American suppliers to ensure freshness and quality. Minimally-processed grains like certified gluten-free oats, brown rice, millet and sorghum are used whenever possible to provide the benefits of whole grains they offer. Sweet creamery butter (non-rBGH of course) and the highest quality monounsaturated safflower oil are used. Pamela's does not use low quality oils. The cardboard used in our packaging is made from recycled materials and are recyclable. Soy ink is used in all cardboard printing. We continue to seek additional sources of recycled materials. We never use any artificial colors, flavors, preservatives. We never use high fructose corn syrup. We have statements from all suppliers

verifying our ingredients are non-GMO. We are currently preparing to join the non-GMO Project and are working closely with our vendors to assure the quality and source of all our ingredients

New Pamela's Products:

Artisan Flour Blend

- Delicious scratch baking will be back in your life. This flour blend has no dairy, no nuts, no salt, no leavening, no corn and no soy. It will work perfectly in most of your traditional recipes or with subtle tweaking such as adding more liquid. Now you can bake like you used to.

Ingredients: Brown Rice Flour, Tapioca Starch, White Rice Flour, Potato Starch, Sorghum Flour, Arrowroot Starch, Sweet Rice Flour, Guar Gum.

Pizza Crust Mix

- Finally a pizza crust that you can enjoy with simple toppings because the taste of the crust alone is that good. Create a flavorful, crispy crust whether baked in an oven, on a pizza stone, or in a brick oven with high fire heat; all with only oil, yeast and water; no eggs needed.

Ingredients: Brown Rice Flour, Tapioca Starch, Potato Starch, Sorghum Flour, White Rice Flour, Sweet Rice Flour, Grainless & Aluminum-Free Baking Powder (Sodium Bicarbonate, Sodium Acid Pyrophosphate, Potato Starch), Natural Evaporated Sugar, Sea Salt, Guar Gum, Baking Soda.

Ingredients: Brown Rice Flour, Tapioca Starch, Potato Starch, Sorghum Flour, White Rice Flour, Sweet Rice Flour, Grainless & Aluminum-Free Baking Powder (Sodium Bicarbonate, Sodium Acid Pyrophosphate, Potato Starch), Natural Evaporated Sugar, Sea Salt, Guar Gum, Baking Soda.

Try something new or one of our old favorites; cake mix, frosting mix, pancake and baking mix, bread mix or cookie mix.



Customer Requested Products

We previously discontinued these two items. However, due to overwhelming customer request for the Co-op to carry them, they are back on our shelves!

Ecover Natural Toilet Bowl Cleanser

\$4.39 – 25 OZ

Pine fresh scent. Triple action: Cleans, decalcifies and freshens. Fresh plant-based fragrance. Plant-based ingredients. Suitable for septic tanks.



Healthy Times Organic Vanilla Biscuits for Teethers

\$3.59 - 12 biscuits

Hard baked for Baby's necessity to bite down during teething. 25% more product in every box than any other organic teething biscuit. A good source of calcium for Baby's healthy growth and development. These biscuits for toddlers were the first organic biscuit and have brand recognition for 24 years. No soy in Healthy Times Biscuits for Teethers. Soy is an allergen to many babies. Certified Kosher: Renowned Circle U. Two flavors: Vanilla and Maple.



NEW by Customer Request

Nature's Path Ecopac Organic Corn Puffs

\$2.29 – 6 OZ

Golden orbs of whole corn puffed from the whole kernel. Fun for breakfast and low calorie, popcorn-like nibbles.





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# Options continue to GROW in the Co-op Meat Department

By: Kristin Evenrud, Grocery Manager and Meat Buyer

You won't find anything raised in confinement in the Oneota Co-op Meat department. Additionally, in response to our most recent member and customer survey, we have heard loudly and clearly that the community wants more meat options – especially the fresh, antibiotic free, additive free, and as-local-as-possible variety. We are happy to report that our meat options have increased and urge you to stop and check out our fresh and frozen meat case at the Oneota Co-op.

Recently, we have been able to bring in more great pork to Decorah. Beeler's is a multi-generational family pork farm from LeMars, IA and produces a wide variety of pork products. The pork is antibiotic free, vegetarian-fed and raised using the Haluka method. The Haluka method allows sows to move around, root and live together in social groups. Babies grow in a spacious, comfortable social area and weaned pigs romp, root and play together in deep-bedded outdoor areas. The genetics of their pigs are based on an old-style European heritage breed and have been refined to produce a consistent, naturally-delicious product. Beeler's products are gluten free, casein free, nitrate and nitrite free. Some of the fast favorites are "Li'l Bites" cocktail wieners, single slice ham, ¼ hams, stub tenders, all-pork wieners and sausages. Look for these great tasting and affordable Beeler's products in the fresh and frozen meat case.



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

Valley Natural Foods Co-op in Burnsville, MN is cooperating amongst cooperatives. They cut and wrap meat and wholesale it to other food co-ops – one of which recently became Oneota. One of the farms they use is Hidden Stream Farm located in Elgin MN. This farm is family-run, within 100 miles of Decorah, and raises meat the good old-fashioned way. They use a grass-based system to feed their cattle, moving the herd to fresh pasture every few days. They also refrain from using hormones or antibiotics with all of the animals they raise. Their hogs are fed a soybean meal for protein which is milled at the local granary and are also fed non-GMO corn and barley that they grow themselves. In addition, their hogs are given deep bedding in comfortable, open-ended hoop buildings allowing the hogs to root and dig as nature intended.

## COMMUNITY SUPPORTED AGRICULTURE Get your SHARE of C.S.A.

**The basics:** a farmer offers a certain number of "shares" to the public. Typically the share consists of a box of vegetables, but other farm products may be included. Interested consumers purchase a share (aka a "membership" or a "subscription") and in return receive a box (bag, basket) of seasonal produce each week throughout the farming season.

**Advantages for farmers:**

- Get to spend time marketing the food early in the year, before their 16-hour days in the field begin.
- Receive payment early in the season, which helps with the farm's cash flow.

**Advantages for consumers:**

- Eat ultra-fresh food, with all the flavor and vitamin benefits.
- Get exposed to new vegetables and new ways of cooking.
- Develop a relationship with the farmer who grows their food and learn more about how food is grown.
- It's a simple enough idea, but its impact has been profound. Tens of thousands of families have joined CSAs, and in some areas of the country there is more demand than there are CSA farms to fill it.

**Annie's Gardens and Greens**

Ann Bushman  
www.anniesgardensandgreens.com  
Weekly or bi-weekly share June through October  
Fort Atkinson, IA

**G It's Fresh**

Glen and Beth Elsbernd  
www.gitsfresh.com  
June through the 2nd week in November  
Ridgeway, IA

**Kitchen Table CSA**

Jeff and Mary Abbas  
www.kitchentablecsa.com  
Weekly shares  
Dorchester, IA

**Patchwork Green Farm**

Erik Sessions and Sara Peterson  
www.patchworkgreen.com  
Bi-weekly delivery May through October OR  
Market Share  
Decorah, IA

**Sweet Earth Farm**

Anne Bohl and Meghan Spees  
www.sweetearthfarmdecorah.com  
Weekly share June through October  
Decorah, IA

<http://www.localharvest.org/csa/>

# Health and Wellness Begin at Birth: Your Birth and Your Decorah Doula

By: Lindsey Harman, CD(DONA)

As Co-op member/owners and shoppers we pride ourselves on informed consumerism. Though we each have different grocery lists and unique dietary requirements, we find commonality in a desire for intentional, informed and autonomous relationships with the foundation of our health: our food and our farmers. As a seasoned Doula, I believe that the same should be true of birth.

Doulas have a unique role in birth that no other birth worker has the opportunity to embody – in allowing us to experience birth outside of a single employing institution, wherever and with whomever the mother chooses. I attend birth regularly in three different states, in various hospitals and homes with providers of all qualifications, and births where religious beliefs guide families' choices such as Amish, Mennonite, and Hasidic Jewish communities. I trust and honor women's instincts, and I am there to honor their needs and to witness their experience with them.

In a culture where the average prenatal appointment lasts ten minutes, where major abdominal surgery accounts for over a third of the births in our country and where our maternal death rate has doubled since 1987, I support women wanting more for themselves and for their babies. Emily Young-Johnson, Certified Nurse Midwife at Mayo adds, "Working with Doulas during my years as a midwife has been a blessing in more ways than one. The wealth of experience and ideas the Doula brings to the birth is always helpful, there is more support for the laboring mother and her family, and the mother is always more confident in her choices and the power of her body to birth her baby."

Women who have me at their births want someone there who truly knows them and their family, supports their choices fully whatever they may be and whenever they choose to make them, believes in the natural physiology of birth, supports their partner in achieving the role they want at their birth, is trained in positioning and comfort measures that facilitate the natural progression of labor, and assists in avoiding costly intervention. As a trained Midwife's Assistant and certifying Child Birth Educator through BirthWorks International, I also offer breastfeeding support and a variety of birth classes and gatherings in our community including the Toward Better Birth series at the Co-op, and I recently was the guest speaker at Winneshiek Medical Center's Prenatal Power Hour.

As a Doula I work with the mother to clarify and honor individual needs and desires during pregnancy, birth, and postpartum. I help to process fears and concerns should they arise, and provide the unique support that a mother deserves as they prepare to welcome their baby. I accompany the mother and her partner during labor to help create an informed and satisfying birth experience in support of the choices they make. As a Doula I provide emotional and physical comfort measures, suggestions for labor



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

progress and positioning, relaxation and focal techniques, and assist with facilitating communication. I am always saddened when I hear a mother say, "I didn't even know that was an option!" when referring to her previous birth experience. I strive to share all potential birth options with a mother (not just the option that the provider prefers) and then support her.

I chose Doula care for both of my sons' births and I believe the benefits of excellent Doula care to be endless. A mother of three shared the following after giving birth to her third child, and the first time she experienced a natural and non-medicated birth and doula care, "Thanks for sharing in the most awesome thing I have ever done. I will never doubt that I truly can do anything I set my mind to. I am still in awe and he's perfect!"

Statistically, the impact of Doula care at a birth can be tremendous for both mother and baby, as well as financially. According to MH Klaus', "Mothering the Mother", Doula care can:

- \*decrease the use of an epidural by 60%
- \*decrease cesarean sections by 50%
- \*decrease the use of pitocin by 40%
- \*decrease the use of pain medications (narcotics) by 30%
- \*decrease the length of labor

The statistics of births that I have attended are actually much higher than these numbers and I would add that Doula care can increase healthy outcomes - physically, emotionally and spiritually - for the mother, the baby, the partner and the family. Certified Doula care is submittable to health insurance and can greatly reduce the cost of the overall prenatal, delivery, and postpartum care expenses. If you or someone you know are interested in learning more about Doula care, I am happy to meet for a free and confidential interview to see if I am a fit for you and your partner. Your Body. Your Baby. Your Birth. Don't forget.

Lindsey Harman is a certified birth doula residing in Decorah. For more information and for a list of local birth related providers, check out Arrival Arts Doula Care on Facebook, email [arrivalarts@gmail.com](mailto:arrivalarts@gmail.com) or call 563-379-6268.

Fresh from your local farmer.



## 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 and Outreach Manager**, Nate Furler ..... nate@oneotacoop.com  
**Financial Manager**, Larry Neuzil ..... larry@oneotacoop.com  
**HR Coordinator/Office Manager**, Deb Reiling ..... deb@oneotacoop.com  
**IT Specialist**, Niki Mosier ..... it@oneotacoop.com  
**Produce Manager**, Betsy Peirce ..... produce@oneotacoop.com  
**Grocery Manager**, Kristin Evenrud ..... grocery@oneotacoop.com  
**Cafe Manager**, Mattias Kriemelmeyer ..... deli@oneotacoop.com  
**Front End Manager**, Ruth Jenkins ..... frontend@oneotacoop.com  
**Wellness Manager**, Gretchen Schempp ..... gretchen@oneotacoop.com  
**Bulk Buyer**, Carl Haakenstad ..... bulkfoods@oneotacoop.com  
**Grocery Buyer**, Frances Kittleson ..... frances@oneotacoop.com  
**Freezer Buyer**, Carrie Johanningmeier ..... carrie@oneotacoop.com  
**Education & Outreach Coordinator**, Johanna Bergan ..... johanna@oneotacoop.com  
**Meat Buyer**, Kristin Evenrud ..... meat@oneotacoop.com  
**Bakery, Cheese & Dairy Buyer**, Beth Rotto ..... beth@oneotacoop.com  
**Wine and Beer Buyer**, Carina Cavagnaro ..... carina@oneotacoop.com  
**Member Volunteer Coordinator**, Cerrisa Snethen ..... membervolunteers@oneotacoop.com  
**Customer Service**, general inquiries ..... customerservice@oneotacoop.com

## "The Scoop" Newsletter Staff

**Editor** ..... Nate Furler  
**Design/Layout** ..... Deb Paulson/Zelda Productions  
**Proofing** ..... Cathy Baldner  
The Scoop is published quarterly 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.

## 2012-2013 Co-op Board of Directors

Johnice Cross ..... oneotacross@gmail.com  
Lora Friest ..... oneotafriest@gmail.com  
Gary Hensley ..... oneotahensley@gmail.com  
Jon Jensen ..... oneotajensen@gmail.com  
Anne Dykstra ..... oneotadykstra@gmail.com  
Steve McCargar ..... oneotamccargar@gmail.com  
Bill Pardee, President ..... oneotapardee@gmail.com

## 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)

## Member Volunteers - November/December/January

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.

Gary Hensley	Brenda Burke	Deneb Woods	Rick Scheffert
Jon Jensen	Mwara Muriuri	Jordan McAffrey	Sheryl Scheffert
Steve McCargar	Jon Hart	Onita Mohr	Randall Duvall
Bill Pardee	Mary Hart	Annette Schweinefus	Toast Houdek
Anne Dykstra	Arllys Adelmann	Lindsey Harman	Wendy Stevens
Lora Friest	Carol Bentley-Iverson	Jeff Scott	Jim Stevens
Rita Lyngaas	Georgie Klevar	Barb Dale	Brita Nelson
David Kester	Emily Hackman	Lyle Luzum	Jerry Aulwes
Ellen Cutting	Nancy Eldridge	Sue Luzum	JoAnn Aulwes
Steffen Mirsky	Hannah Breckbill	Zoe Klosterboer	Becky Ruff
Sharon Huber	Cynthia Lantz	Jerry Skoda	Phil Schmidt
Noah Klammer	Maddie Ford	Jan Heikes	Luther Sustainability House
Louise Hagen	Spencer Ward	Lee Zook	Megen Kabele
Colin Curwen-McAdams	Shodi Moris	Ellen Vance	Kristin Albertson
Whitney Brewer	LeAnn Popenhagen	Julie Fischer	Amanda Wikan
Elizabeth Makarewicz	Gabe Twedt	Robert Fischer	
Dennis Carter	Clara Bergan	Kelly Skoda	

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

## 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 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. 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!



## Welcome to these new member-owners:

Seth VanderHorst	Delbert J. Scholtes	Connie Askelsen-Kuennen
Amelia Kundel	Garth Bestor	Melissa Ramirez
Ashley Haight	Andrew Sassaman	Julie Carr
Marleen Burgess	Angelica Mangiamele	Laura Arnold
Connie Benedict	Sarah Imoehl	Rob Teff
Leslie Shalabi	Sarah Bryan	Richard Pirodsky
Michele Cliff	Jane Reeves	Benjamin Kratchmer
Brandon Dahlstrom	Kathy Koether	Kay D. Walter
Erin Roseland-Cline	John Liemandt	Lawrence A. Bauer
Dodie Fuhr	Lara Martinsen-Burrell	Ross S. Kurth
Anna Rewa Jeras	Kim Glock	Greg Koether
James Johanningmeier	Katie Case	Chris Olson
Olena Phillips	Lesla Riedel	Veronna B. Capone
Daniel Kirkeby	Dawn Reding	Steve Warner
Paul Weighner	Timothy Gehler	Nathan Ersig
Teresa Dehning	Carl Cooley	Ingrid Cologne
Jamie Carnevale	Brandy Anderson	Chaim Abrahams
Dawn Sanderman	Anne E Kaspar	Alan Malinas
	Paul Mattson	

## Wellness Wednesday

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



# 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 02/27/13 - 04/2/13

* Regular prices subject to change			
	Sale Price	Regular Price	Savings
Bulk			
Equal Exchange, Organic French Roast Decaf	\$11.99/#	\$13.99/#	\$2.00/#
Equal Exchange, Organic Fair Trade Bulk Hot Cocoa Mix	\$7.49/#	\$9.99/#	\$2.50/#
Equal Exchange, Organic Fair Trade Bulk Baking Cocoa	\$7.49/#	\$13.99/#	\$6.50/#
Grandy Oats, Organic High Antioxidant Trail Mix	\$8.49/#	\$10.49/#	\$2.00/#
New England Naturals, Tex Mex Trail Mix	\$5.49/#	\$6.49/#	\$1.00/#
New England Naturals, Save the Forest Chocolate Trail Mix	\$5.79/#	\$8.29/#	\$2.50/#
Once Again, Organic Smooth Peanut butter	\$5.29/#	\$7.79/#	\$2.50/#
Refrigerated			
EarthBalance, Mindful Mayo Original, 16oz	\$2.99	\$4.59	\$1.60
Mindful Mayo Organic, 16oz	\$3.79	\$4.69	\$0.90
Mindful Mayo W/ olive Oil, 16oz	\$2.99	\$4.69	\$1.70
Frozen			
Henry & Lisa, Wild Salmon Fillet w/ Marinade, 9oz	\$6.99	\$7.99	\$1.00
Packaged Grocery			
Arrowhead Mills, Organic Graham Cracker Pie Crust, 6oz	\$2.79	\$3.49	\$0.70
Annie's, Organic Bernio's w/ Tomato & Cheese, 15oz	\$1.99	\$2.79	\$0.80
CLIF			
BUILDER BAR Chocolate Peanut, 2.4oz	\$1.39	\$2.19	\$0.80
BUILDER BAR Chocolate , 2.4oz	\$1.39	\$2.19	\$0.80
BUILDER BAR Chocolate Chip, 2.4oz	\$1.39	\$2.19	\$0.80
BUILDER BAR Crunchy Peanut, 2.4oz	\$1.39	\$2.19	\$0.80
Enjoy Life			
Semi Sweet Chocolate Chips, 10oz	\$3.49	\$4.79	\$1.30
Semi Sweet Mega Chunks, 10oz	\$3.49	\$4.79	\$1.30
Freekeh Foods, Original Ancient Grain, 8 OZ	\$3.49	\$4.49	\$1.00
Ginger People			
Chewy Original Gin Gin, 3oz	\$1.79	\$2.49	\$0.70
Chewy Spicy Apple Gin Gin, 3oz	\$1.79	\$2.49	\$0.70
Lundberg Farms, Organic Brown Rice Syrup, 21oz	\$5.29	\$6.79	\$1.50
Madhava, Organic Coconut Sugar Blonde, 16oz	\$3.49	\$5.49	\$2.00
PACIFIC			
Organic Cream of Mushroom , 12oz	\$2.29	\$2.99	\$0.70
Organic Cream of Chicken, 12oz	\$2.29	\$2.99	\$0.70
Ancient Harvest			
Organic Quinoa Flour, 18oz	\$5.79	\$7.79	\$2.00
Organic Quinoa Flakes, 12oz	\$4.49	\$5.99	\$1.50
Rapunzel			
Organic Vegetable Boullion w/ Herbs, 3.10oz	\$2.49	\$3.39	\$0.90
Organic Vegetable Boullion No Salt, 2.4oz	\$2.49	\$3.39	\$0.90
Real Salt			
Real Salt, Shaker, 9oz	\$2.99	\$4.29	\$1.30
Sea Salt, Kosher Shaker, 8oz	\$2.99	\$4.29	\$1.30
Real Salt, Organic Seasoned, 4.10oz	\$2.99	\$4.29	\$1.30
Sea Salt Kosher Pouch, 16oz	\$5.29	\$7.39	\$2.10
Surf Sweet			
Organic Gummy Worms, 2.75oz	\$1.49	\$2.19	\$0.70
Organic Jelly Beans, 2.75oz	\$1.49	\$2.19	\$0.70
Oranic Sour Worms, 2.75oz	\$1.49	\$2.19	\$0.70
Yummy Earth			
Organic Vitamin C Drops, 3.3oz	\$1.79	\$2.49	\$0.70
Organic Vitamin Lollipop, 3oz	\$1.79	\$2.49	\$0.70
Organic Fruit Lollipop, 3oz	\$1.79	\$2.49	\$0.70
Organic Wild Peppermint Drops, 3.3oz	\$1.79	\$2.49	\$0.70
Organic Fruit Lollipop, 12.3oz	\$4.99	\$6.99	\$2.00
Citrus Magic			
Air Freshener, Lemon, Orange, Original, 3.5oz	\$4.49	\$6.79	\$2.30
Air Freshener, Spray, 3.5oz	\$4.49	\$6.79	\$2.30

Body Care			
Soothing Touch, Bath Salts			
Cedar Sage, 32oz	\$9.99	\$12.99	\$3.00
Rest and Relax, 32oz	\$9.99	\$12.99	\$3.00

### Special Artisan cheeses - every month!



Cheese lovers can sign up for one month or for 6 months of the Co-op Cheese Club. Each month has a theme. Based on the theme, we will be bringing in some special, delightful, rare, artisan, and probably quite expensive cheeses. We'll cut the wheels among the cheese club members. There will usually be two cheeses listed, and members can expect an accompaniment (i.e. fruit, crackers, bread, olives, etc.) and possibly a surprise cheese as well. It will always be a great value and fresh cut! There is limited space, so folks who are interested are encouraged to sign up early.

- March - Swiss cheese
- April - French cheese
- May - Raw Milk cheese
- June - Midwest cheese

6-month subscription - \$150  
1-month subscription - \$30  
Sign-up today - 563.382.4666

What are members of the Co-op Cheese Club saying?  
“The choices have been amazing. Very enjoyable and worth every cent.”  
“We plan to renew! We enjoy having new cheeses every month.”  
“Loving this cheese club.”  
“I really, really, really appreciate your efforts to bring us tasty selections.”



## Member Deals 04/3/13 - 04/30/13

* Regular prices subject to change			
	Sale Price	Regular Price	Savings
Bulk			
Once Again, Crunchy Salted Peanut Butter	\$3.89/#	\$4.99/#	\$1.10/#
Refrigerated			
Follow Your Heart, Roasted Garlic Vegenaize, 12oz	\$3.99	\$6.09	\$2.10
Horseradish Vegenaize, 8oz	\$2.79	\$4.29	\$1.50
Tarter Sauce Vegenaize, 8oz	\$2.79	\$4.29	\$1.50
Goodbelly, Blueberry Probiotic Drink, 2.7oz	\$3.99	\$5.99	\$2.00
Mango Probiotic Drink, 2.7oz	\$3.99	\$5.99	\$2.00
Strawberry Probiotic Drink, 2.7oz	\$3.99	\$5.99	\$2.00
Pom Blackberry Probiotic Drink, 2.7oz	\$3.99	\$5.99	\$2.00
Straight shot Probiotic Drink, 2.7oz	\$2.49	\$2.99	\$0.50
Wildwood, Teriyaki Organic Baked Tofu, 6oz	\$3.29	\$3.99	\$0.70
Aloha Organic Baked Tofu, 6oz	\$3.29	\$3.99	\$0.70
Organic Sprouted Tofu, 14oz	\$1.79	\$2.49	\$0.70
Frozen			
Organic Prairie, Organic 85% Ground Beef, 16oz	\$8.49	\$9.99	\$1.50
Organic Ground Turkey Chub, 12oz	\$6.99	\$7.99	\$1.00
Ozerys, Morning Rounds Muesli Pita, 12.7oz	\$2.49	\$3.39	\$0.90
Morning Rounds Apple Cinnamon Pita, 12.7oz	\$2.49	\$3.39	\$0.90
Morning Rounds Cranberry Orange Pita, 12.7oz	\$2.49	\$3.39	\$0.90
Packaged Grocery			
MONTE BENE, Garlic Marinara Sauce, 24oz	\$3.99	\$4.59	\$0.60
Tomato Basil Sauce, 24oz	\$3.99	\$5.49	\$1.50
MTVIKO, Kriti Olive oil Toast, 6.4oz	\$2.79	\$3.99	\$1.20
NAPA VALLEY, Grapeseed Oil, 25.4oz	\$7.49	\$10.19	\$2.70
Organic Balsamic Vinaigrette, 12.7oz	\$4.99	\$6.59	\$1.60
SEAPOINT FARMS, Dry Roasted Light Salt Edamame, 4oz	\$1.29	\$2.09	\$0.80
Dry Roasted Wasabi Edamame, 3.5oz	\$1.29	\$2.09	\$0.80
Dry Roasted Gojji Edamame, 3.5oz	\$1.79	\$2.79	\$1.00
SWEET LEAF, SWEETLEAF SWEETENER, 35ct	\$2.79	\$4.39	\$1.60
SWEETLEAF SWEETENER, 70ct	\$4.89	\$7.79	\$2.90
SUGAR LEAF, 16oz	\$4.89	\$7.59	\$2.70
SWEETLEAF SWEETENER, 4oz	\$7.79	\$11.99	\$4.20
Body Care			
Giovanni, Shampoo 2 Chic, 8.5oz	\$6.49	\$8.29	\$1.80
Conditioner 2 Chic, 8.5oz	\$6.49	\$8.29	\$1.80
Leave-in Conditioner 2 Chic, 4oz	\$6.49	\$8.29	\$1.80
Flat Iron Mist 2 Chic, 4oz	\$6.49	\$8.29	\$1.80
Blow Out Mist 2 Chic, 4oz	\$6.49	\$8.29	\$1.80
Hair and Body Potion 2 Chic, 1.8oz	\$5.79	\$8.29	\$2.50
Indigo Wild, Zum Mist, Wee Mist, 4 oz	\$8.29	\$9.99	\$1.70
Jason, Shampoo, Thin to Thick, 8oz	\$8.49	\$11.99	\$3.50
Conditioner, Thin to Thick, 8oz	\$8.49	\$11.99	\$3.50
Hairspray Thin to Thick, 8oz	\$8.49	\$11.99	\$3.50
Shampoo, Vitamin E with A, 16oz	\$7.99	\$9.99	\$2.00
Conditioner, Vitamin E with A, 16oz	\$7.99	\$9.99	\$2.00
Dandruff Relief Shampoo, 12oz	\$8.99	\$10.99	\$2.00
KISS MY FACE, Kids Mineral Sunblock, 4oz	\$9.99	\$13.99	\$4.00
Mineral Sunscreen, 3oz	\$10.99	\$14.99	\$4.00
Soothing Touch, Narayan Oil, 1 oz	\$8.99	\$12.99	\$4.00
Salt Scrub, 20oz	\$10.99	\$13.99	\$3.00
Narayan Balm, 1.5oz	\$6.79	\$8.99	\$2.20
Weleda, Arnica Massage Oil, 3.4 OZ	\$15.99	\$19.99	\$4.00
Sea Buckthorn Body Oil, 3.4 OZ	\$18.99	\$24.99	\$6.00
Nutrition			
Urban Moonshine, Original Bitters, 2 oz	\$12.99	\$15.39	\$2.40
Citrus Bitters, 2oz	\$12.99	\$15.39	\$2.40
Maple Bitters, 2oz	\$12.99	\$15.39	\$2.40

## Sampling in the Aisles

Stop in and try something new!

Every Friday from  
3:00 to 5:00 pm





# The Beautiful and Subtle World of Flower Essences

By Gretchen Fox Schempp, Wellness Manager,

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

Though the thermometer reads below zero as I write this and I am praying for more snow still, by the time you read this the earth will likely be springing forth life from underground and overhead.

What better time of the year to write about flowers and their lovely and gentle powers?

Flower essences are liquid extracts intended generally for oral use but also can be used alternatively and more subtly in a mist for physical spaces, topically or in bath water. Flower essences are used to address issues such as emotional well-being, soul development and mind-body health. First developed by English physician Dr. Edward Bach in the 1930’s, flower essences are now gaining recognition professionally for adjunct use in holistic health and wellness programs.

Flower essences are often confused with essential oils and herbal remedies. To rectify any confusion, I will explain the nature of these remedies here. Flower essences do not work because of the chemical composition of the liquid, but for the *life forces* derived from the plants' nature. They are *vibrational* in their abilities. They work through human energy fields rather than a direct bio-chemical interaction with the body. I like the following idea noted in the “Flower Essence Repertory” by Patricia Kaminski and Richard Katz: “The action of flower essences can be compared to the effects we experience from hearing a particularly moving piece of music, or seeing an inspirational work of art. The light or sound waves which reach our senses may evoke profound feelings in our soul, which indirectly affect our breathing, pulse rate, and other physical states. These patterns do not impact us by direct physical or chemical intervention in our bodies. Rather, it is the contour and arrangement of the light or sound which awakens an experience within our own soul similar to that which arose within the soul of the creator of the musical or art form. This is the phenomenon of *resonance*, as when a guitar string sounds when a matching note is sung. In a similar way, the specific structure and shape of the life forces conveyed by each flower essence resonate with, and awaken, particular qualities within the human soul.”

Flower essences were intended by Dr. Bach to be simple and safe for home care. Though, to skillfully select remedies for oneself, self-awareness is key to recognizing particular emotional issues. Working with another person, whether it is a counselor or simply someone trusted you can talk to, helps to gain insight and can help activate our self-awareness. With this awareness and self-reflection we can better envision what our core struggle or immediate issue is. While certain issues can be considered “themes,” others can be more simply “bumps in the road.” Some essences may be better used over long periods of time, when dealing with life themes. Others can be used short term to potentially help smooth the “bumps.”

*NOTE: While there are many situations where self-care is appropriate, it is crucial to know when professional assistance is needed.*

The Flourish Formulas are a wonderful introduction to flower essences. These bottles are combinations of flower essences from three different lines, along with pure food-grade essential oils, selected for their therapeutic properties and safety. They are packaged with spray tops, ready for direct application. As with any flower essence, the most important time for application is upon awakening and before sleep. This is because the body-soul matrix is shifting and more open to receiving these remedies. I find it helpful to keep remedies near the bedside or in the bathroom for easy use at these times. The Flourish Formulas, like single essences, can be used topically as well as internally. An effective location to use topically is at the pulse point inside the wrist. Other receptor sites such as meridians and chakra points respond well to flower essences as well. Here is a basic overview of the 12 Flourish Formulas.

- Activ8:** A blend of eight flowers to empower purpose and passion.
- Flora-Sleep:** Flowers for restful repose and rejuvenation
- Fear-Less:** Composure and containment when challenged by fear, anxiety or panic.
- Grace:** A symphony of white lilies to nourish feminine qualities of the Soul.



- Grief Relief:** Solace and insight in times of sorrow and searching.
- Grounding Green:** Green flowers to strengthen Body-earth alignment.
- Illumine:** Allowing the light of understanding to transform discouragement and depression.
- Kinder Garden:** A child’s bouquet to soothe feelings and nourish radiance.
- Magenta Self Healer:** Magenta blossoms to encourage self-healing potential and physical vitality.
- Post-Trauma Stabilizer:** To recover and rebuild from shock and trauma.
- Mind-Full:** Imparting a vibrant state of mental coherence and clarity.
- Sacred Heart:** Integrating heart strength and compassion in relationships.

*(Flourish formulas are herbal supplements. The information provided is not intended to diagnose, treat, cure or prevent any disease. These products and the statements have not been evaluated by the US Food and Drug Administration.)*

“The Flower Essence Repertory” can be a helpful selection guide when a person has identified their soul issue or theme. The selection guide is easy to use. Alphabetically arranged are states of consciousness ranging from anxiety to meditation to vitality. Under each listed state are all the different essences indicated and descriptions of how they relate to the state of mind. With this information a person can choose their own essence. Alternatively, each essence itself can be looked up and cross referenced to each state of consciousness that it relates back to. It is an easy reference book to use and we have 2 of them available at the store for checkout. (See wellness attendant for book checkouts.) FES also graciously supplies us with information on flower essences that you can take home free of charge. Ask for a complimentary book on the Flourish Formulas or look for information sheets on other special blends near the products themselves. They even have a blend specifically for our animal friends. I have used this one with great success in my home for calming one or all of my 4 dogs.

The Flower essences that we handle at the store are Flower Essence Services or FES for short. We currently handle the leading 40 essences (Quintessentials), the Flourish Formulas, Five Flower Remedy, Yarrow Environmental Solution and the Animal Rescue Formula. These essences are prepared from a sun infusion of wildflowers or pristine garden blossoms in a bowl of water, which is then further diluted and preserved with brandy. FES essences are prepared with special attention to purity of environment, vibrancy and potency of blossoms, celestial and meteorological conditions and very particular study of physical and energetic properties of the plant through its life cycle.

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# Food. Made by Foodies, but Not Just for Foodies.

By: Mattias Kriemelmeyer, Cafe Manager

In 2012 the Water Street Cafe experienced our largest sales growth since its re-branding in 2010. We thank you for your loyalty and support of our daily culinary creations. Our main objective is to continue our focus on organic and local sources for our ingredients. We currently use roughly 85% organic ingredients in our menu items and we continually strive to increase this percentage. The entirety of our meat used in the Cafe is free of antibiotics, hormones, nitrates, and nitrites. Our beef is local and grass fed, our pork is local, and all of our dairy ingredients are certified organic.

## ENTRÉES

12-15 servings per pan - \$55/pan  
Some of our favorites include:  
*lasagna, meatloaf, salsa verde enchilada pie, and chicken chile enchilada pie and our speciality Swedish Meatballs. Ask the chef for other choices and suggestions.*

## HOMEMADE SOUPS

\$4.99/lb  
Over 50 soups to choose from!  
Some of the favorites:  
*Potato Dill - Hearty Bean & Vegetable - African Peanut - Italian Bean & Squash - Clam Chowder - Red Lentil with Greens & Lime - Spicy Thai Carrot - Mulligatawny - Hungarian Mushroom - Cajun Corn Chowder*

## DIPS & SPREADS

priced per pound - please call for pricing  
*hummus - dill dip - spinach artichoke dip black bean dip - white bean dip - garden veggie dip our famous guacamole and many more - inquire with the chef*

## BOX LUNCHES

*Includes a sandwich, pickle, salad and Waving Grains cookie or a piece of organic fruit.*  
With a Vegetarian or Vegan Sandwich \$7.50  
With a Meat Sandwich \$8.50  
meat choices include: smoked turkey, roast beef, genoa salami, and ham

## EXTRAS

Single serving bag of Kettle Chips - \$1.50  
Blue Sky Sodas - \$1.00  
Izzie's Sodas - \$1.65  
Organic Santa Cruz Soda or Switch Sparkling Juices - \$1.30  
Bottle Teas - \$1.60  
Coffee by the pot - \$12.50 per pot (includes container rental)  
Cookies - \$1.25

## SHEETCAKES

**Cake flavors:** chocolate, vanilla, marble, carrot, apple, banana  
**Frosting flavors:** vanilla buttercream, chocolate buttercream, cream cheese

**9x13 - quarter sheet**  
serves roughly 20 - \$30.00 (1.50 per serving)  
**12x18 - half sheet**  
serves 36-48 - \$60.00 (1.66-1.25 per serving)  
*12x18 cakes can be scored either in 36 or 48 servings. Design is restricted to messages with simple piping. Requests may be taken for more intricate designs, and additional charges may apply. Please allow 5 days advance notice for all cake orders.*

**Flourless Chocolate Cake \$30.00**  
*This cake stands alone. Four ingredients combined to make the richest, most satisfying chocolate experience. Eggs, chocolate, butter, and coffee. Coffee is optional. Serves 16*

## SPECIAL EVENTS

*Please call to get a quote for your special event. We cater many types of events, including:*  
weddings • anniversaries • birthdays  
benefits • graduations • conferences  
family reunions • bar mitzvah • and more!  
*email: deli@oneotacoop.com or call 563-382-4666 and ask for Mattias.*

Water Street Cafe

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ONEOTA COMMUNITY FOOD COOPERATIVE

312 West Water Street  
Decorah, Iowa 52101  
563.382.4666  
www.oneotacoop.com

When you shop at the Water Street Cafe you can count on the fact that we take the quality of our product very seriously. We know how important it is for members and customers to know the source that your food comes from, and your trust in us is very important. Our reputation is one you can trust. Our sourcing is transparent and our staff is knowledgeable. Working with the highest-quality fresh, local, and organic food is what I consider the best part of my job. We maintain a strong sense of ownership for what we create. In my experience, when you give a cook creative control over what he or she is preparing, there is a sense of pride

## PANINI

**Summer Panino Hours (Apr-Oct)**  
Monday-Saturday 8:00 am - 7:30 pm  
Sunday 10:00 am - 6:00 pm  
**Winter Panino Hours (Nov-Mar)**  
Monday-Saturday 8:00 am - 7:00 pm  
Sunday 10:00 am - 6:00 pm  
*In a hurry? Call ahead with your panino order 563-382-4666. We'll have it ready for you to pick up.*

California Turkey..... 6.39  
sliced smoked turkey breast, cheddar cheese, fresh avocado, fresh tomato, chipotle mayo served on organic Sourdough bread  
**Hot Ham and Swiss** ..... 6.39  
sliced ham, swiss cheese, honey mustard dressing and mayo served on Pumpernickel Rye bread  
**Water Street Tuna** ..... 6.39  
house-made Tuna salad, fresh tomatoes, cheddar cheese served on organic Sourdough bread  
**The Magic Mushroom** ..... 6.79  
marinated Portabello mushrooms, mozzarella cheese, roasted red peppers, served on local ciabatta bread  
**Turkey Mango Madness**..... 6.39  
sliced turkey, curried mango mayo, provolone cheese, roasted red peppers, served on Rudi's Sourdough bread  
**Turkey Jack** ..... 6.39  
sliced turkey, cilantro mayo, pepperjack cheese, served on Waving Grains Wheat bread  
**Fresh Caprese** ..... 6.79  
fresh mozzarella, fresh sliced tomatoes, pesto, balsamic vinegar, served on Waving Grains Ciabatta bread  
**SW Turkey Tom**..... 6.39  
sliced turkey, cilantro mayo, divina tomatoes, cheddar cheese, served on Rudi's Sourdough bread  
**Chipotle Beef or Tofu** ..... 6.39  
sliced roast beef or seasoned tofu, chipotle mayo, grilled green peppers, grilled onions, provolone and cheddar cheese, served on Rudi's Sourdough bread  
**BBQ Chicken** ..... 6.39  
BBQ chicken, sliced red onion, cilantro mayo, pepper jack and provolone cheese, served on Rudi's Sourdough bread  
**Italian Lovers** ..... 6.79  
genoa salami, pepperoncini, divina tomatoes, Italian dressing, mozzarella cheese, served on Waving Grains Ciabatta bread  
**Pesto Pantheon** ..... 6.79  
bacon, mozzarella cheese, fresh sliced tomato, pesto, served on Waving Grains Ciabatta bread  
**Grilled PB & Jelly**..... \$3.99  
organic peanut butter, Crofter's organic jelly, Waving Grains Wheat bread  
**Kid's Grilled Cheese** ..... \$3.99  
cheddar cheese, served on Rudi's Sourdough bread  
**1/2 sandwich w/ cup of soup** ..... \$4.79  
your choice of half of any panino on the menu along with a cup of your choice of soup  
**PANINO OF THE WEEK**..... \$5.79  
New flavors and sandwich concepts as well as old favorites!

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Monday-Saturday 8:00 am - 8:30 pm  
Sunday 10:00 am - 7:00 pm  
**Winter Store Hours (Nov-Mar)**  
Monday-Saturday 8:00 am - 8:00 pm  
Sunday 10:00 am - 7:00 pm

Water Street Cafe

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and care that goes into that food that you cannot get otherwise. I believe you appreciate this and that is why first-time customers become long-time consumers of the Water Street Cafe. It also keeps us interested and challenged in our careers as creative chefs. I hope you are enjoying our "Around the World" hot bar menu. It is our most popular item and we have a lot of fun with it. If you aren't familiar with this part of our menu, the talented chefs in the Café design a completely unique daily menu based on a cultural theme. The reason we are able to pull this off on a routine basis is our incredible Water Street Café staff. It takes a special

## OPEN HOURS

Nearly every item sold in the Water Street Cafe is made fresh daily, from scratch, in our kitchen. We use primarily organic ingredients, focusing on local and organic ingredients when at all possible. The Water Street Cafe is open for breakfast, lunch and dinner. Beginning at 8:00 am, Monday through Saturday, you can find breakfast sandwiches and breakfast burritos available. Brunch begins every Sunday at 11:00 am.

## HOT BAR

Our hot bar, salad bar, panini and soups are available each day beginning at 11:00 am. At the Water Street Cafe you will find a hot bar based each day on a different culinary or regional theme. With variations such as Greek, Chinese, Soul Food, BBQ and Italian, you will be pleasantly surprised by what our talented chefs come up with. If you are looking for something to take home for an easy dinner, we also have Whole Roasted Chickens available for purchase every afternoon.

For a list of upcoming hot bar themes, check out our menu online at [www.oneotacoop.com](http://www.oneotacoop.com).

## SALAD BAR

In addition to our daily hot bar selections, we also offer a full salad bar, two made-from-scratch soups, and fresh made-to-order panini (grilled sandwiches).

## GRAB-N-GO

Our grab-n-go cooler is always stocked with fresh cold sandwiches, dips, spreads, and salads for anyone in a hurry.

## FRESH BAKERY

Our pastry case has an assorted supply of treats made just blocks from the Co-op by local Waving Grains Bakery.

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## PLATTERS

**Domestic Cheese Platter**  
*Shullsburg cheese: Swiss, Smoky Parmesan, Organic Cheddar, Pepperjack*  
small 12" (serves 20-25) - \$30  
large 16" (serves 25-30) - \$45

**Vegetable and Dip Platter**  
*Fresh organic veggies with your choice of dips: Homemade Ranch, Blue Cheese Walnut, Annie's Goddess Dressing or Rstd Red Pepper Hummus.*  
small 12" (serves 20-25) - \$30  
large 16" (serves 25-30) - \$45

**Cold Cuts Platter**  
*Sliced turkey, roast beef, ham, salami (no hormones or antibiotics)*  
small 12" (serves 16-22) - \$40  
large 16" (serves 24-30) - \$55

**Fruit Platter**  
*An array of colorful fruits for any occasion centered around a crème caramel dip. Organic fruit when possible.*  
Call for prices - dependent on season and availability  
small 12" (serves 20-25) - \$40 estimated  
large 16" (serves 25-30) - \$60 estimated

**Antipasto Platter**  
*Fresh vegetables, olives, parmesan cheese, marinated artichoke hearts, Prosciutto ham.*  
small 12" (serves 20-25) - \$40  
large 16" (serves 25-30) - \$55

**Mediterranean Platter**  
*Olives, hummus, cucumbers, vegetarian dolmas and dates accompanied by whole wheat pita bread wedges.*  
small 12" (serves 20-25) - \$40  
large 16" (serves 25-30) - \$55

**Sandwich Platter**  
*Your choice of sandwiches, cut into bite size pieces and arranged beautifully on a 12 or 16 inch platter.*  
small 12" (serves 20-25) - \$35 - choice of 2 sandwiches  
large 16" (serves 25-30) - \$55 - choice of 3 sandwiches

chef to be able to design and prepare a full meal for a hundred people in less than 3 hours. Miranda Quandahl and Mary Steele have both been with us for several years and are talented chefs. They are the backbone of the food that is presented on our daily hot bar. In addition, what keeps us going strong are our customers and the "foodie" feedback we get. We love every chance we get to talk food with you. As you might imagine, we are food geeks as well. We are truly passionate about food. I'd like to thank you on behalf of the staff here at the Water Street Cafe for your continued patronage and support. It serves our souls to serve your bellies.

## BEVERAGES

The Cafe features an entirely organic espresso bar, from bean to cream. We have options for the allergy sensitive, including cow, soy and coconut milk. Our flavored syrups are also organic, and make wonderful Italian sodas if something cool and refreshing is more to your liking. We also offer several choices of fresh-brewed hot coffee and tea for enjoyment in-house or on-the-go.

## THE GREEN PLATE

The Green Plate Program was developed as a way to reduce the amount of waste, as a business and community, we produce. Members of the Green Plate Program have the option of using a food take-out container that is washable and reusable. For the minimal cost of one reusable container, repeat Water Street Cafe customers can purchase a take-out container made from BPA-free plastic which can be returned to the Cafe in exchange for a new, clean take-out container. For more information, inquire with the Cafe staff.

## GLUTEN SENSITIVITY

At the Water Street Cafe we always have options for individuals with gluten sensitivities. We do not claim to be a gluten-free kitchen because we use wheat flours and gluten-containing products in our kitchen. However, we take precautionary measures to keep our gluten-free foods from cross contaminating with foods containing gluten. We take this responsibility very seriously, and our staff are trained on techniques to avoid contamination.

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

## SALADS

Try one of our tasty fresh salads at your next party. Priced per pound

- Salad Selections -

- Apple Cranberry Red Cabbage
  - Chickpea Chermoula
  - Coleslaw
  - Currant Barley
  - Curried Quinoa with Corn and Mushrooms
  - DonDon Noodles
  - Garbanzo Bean Salad
  - Greek Pasta Salad
  - Greek White Bean Salad
  - Indonesian Rice Salad
  - Ionian Potato Salad
  - Lemony Basil Pasta Salad
  - Marinated Beet Salad with Feta
  - Mediterranean Salad
  - Mexican Potato Salad
  - Millet Tabouli
- Orzo Pasta Salad with Roasted Tomatoes
  - Pasta Primavera Salad with Rice Noodles
  - Quinoa Black Bean Salad
  - Quinoa Feta Salad
  - Quinoa Salad
  - Red Potato and Egg Salad
  - Roasted Yam and Chili Salad
  - Potato Salad with Lime
  - Santa Fe Salad
  - Savory Potato Salad
  - Thai Noodle Salad
  - Three Bean Salad
  - Toasted Sesame Asian Slaw
  - Tzatziki Potato Salad
  - Zorba's Pasta Salad

We are dedicated to using **local and organic ingredients** when at all possible.

Water Street Cafe

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**Note:**  
3 day notice requested for most catering orders  
Larger orders or special requests/substitutions could require 7 days  
Special Dietary needs? Let's talk! Many of our options are gluten-free, and we can substitute for other requirements.



# Mrs. Fizzleby Ferments

By: Beth Rotto, Cheese and Chill Buyer

My husband calls me Mrs. Fizzleby. I've started fermenting bubbly tonic drinks, and now I've got the bug (literally!). My cupboard is fizzling away with various jars of delicious, fruity tonics. And I'm devouring a new book we have for sale at the Co-op, "The Art of Fermentation: An In-depth Exploration of the Essential Concepts and Processes from around the World with Practical Information on Fermenting Vegetables, Fruits, Grains, Milk, Beans, Meats, and More" by Sandor Ellix Katz. How about that? I believe this guy is a genius. The first chapter called "Fermentation as a Coevolutionary Force" had me spellbound- no kidding! Then I started browsing the various sections containing the basic concepts for making many things I hadn't thought about producing myself. Wow! Make my own miso?



To quote from Michael Pollen, from the foreward, "Sandor Katz writes about the transformative power of fermentation with such infectious enthusiasm that he makes you want to try things just to see what happens." That's it! Just the book I need for fun in the kitchen this time of year. I've been inspired to make my own kefir (I'm using the packets of Yogurmet kefir starter we sell) and my own buttermilk (by adding a 1/4 c. Organic Valley buttermilk to a quart of milk and letting it sit on the counter overnight to be transformed), then mixing up buttermilk pancake batter and let it sit overnight to make it better (I'm still not sure how many days the batter keeps while still producing light, delicious pancakes, but I know it's at least three.).

Years ago, I made yogurt but never was entirely satisfied with the results. Now I've read Katz's troubleshooting section on yogurt and I'm ready to try again. "The Art of Fermentation" contains great explanations and interesting history. (I also am inspired by a Co-op shopper who's been making yogurt for two years, always using a portion of his previous batch to start the next.)

Fermented foods have traditionally been found in every culture as a means to preserve food and to aid in its digestion. Although fermenting and culturing our food has been called a dying art, I hope that it's actually a part of a food renaissance. The book "Art of Fermentation" certainly will add to the cause. Fermentation processes takes some nurturing and practice, but as we share what we culture, we can inspire others, re-energize our

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

community, and cultivate living works of art. I'm all excited to tweak new recipes, locate good jars, bottles and lids, and plan upcoming menus. When harvest season comes around this year, I might try fermenting sauerkraut and other garden vegetables. What about you?

Making good food takes some thought, creativity and experimenting, and I think it's great fun. So try something new, take notes, and adjust based on your experience. Resize your recipe so that it fits in the pans, bowls, or jars that you have. Ask yourself, "What herbs or flavors would make this better?" "How can I streamline my system?" "What size recipe is right for my household?"

If you aren't ready to have ferments filling your counters but would like to add more fermented foods to your diet for the beneficial aspects of these foods, look to the Oneota Co-op. When I think about it, I work in departments alive with fermented foods - sourdough bread, cheese, and in the refrigerated department there's sauerkraut, kim chi, pickles, kefirs, yogurts, miso, tempeh, Good Belly juices and other probiotic drinks, cultured butter, sour cream, buttermilk and more.

Sandor Katz points out that Tempeh Reuben Sandwiches contains four fermented foods: bread, tempeh, sauerkraut and cheese. Here's how I make mine:

1. Saute thin slices of tempeh in oil. I cut mine in half lengthwise, then into thirds. The tempeh can be marinated in tamari sauce diluted with a little water, along with curry powder, or with paprika and dill.
2. Spread a homemade Thousand Island dressing on toasted rye bread. Mix together 1 c. mayonnaise or veganaise, 1/4 c. catsup and 1/4 c. sweet relish for the dressing. Place tempeh slices on top.
3. Cover tempeh with a generous portion of warmed sauerkraut and slices of Swiss or Emmenthal cheese. Pop under the broiler for a minute to serve open faced, or put another piece of toast on top and enjoy.

One of my good pancake experiments: In the evening, stir together 1/2 c. unbleached flour, 1/2 c. whole wheat flour, and 1/2 c. buckwheat flour with 1 1/2 c. buttermilk and 1/2 c. blueberries. Set on the counter and let it begin to ferment. In the morning, stir then add 3 T. sugar, 1 tsp. baking powder, 1/2 tsp. baking soda, 3 T. sugar, 1 tsp. salt, and one lightly beaten egg. Stir until mixed. The batter will be all bubbly and your mouth will start watering. Bake them on a medium hot griddle as for all pancakes. We ate these topped with applesauce, plain kefir or yogurt and a little maple syrup. You can make as many as you want and keep the leftover in the refrigerator, ready for the next day or two.

# HUNGER IS ALL AROUND

Submitted by: Georgie Klevar, Oneota Co-op Member/Owner

**O**ur neighboring state of Minnesota recognizes March as FoodShare Month. According to its website, "Each March, Minnesota FoodShare directs the March Campaign, the largest food drive in the state and restocks almost 300 food shelves across Minnesota. It recruits thousands of congregations, companies, schools and community groups to run local fund and food drives to aid in the effort."

Iowa has no such statewide campaign, but I'm suggesting that locally we can sacrifice a little to make significant donations to our food pantries. One dollar given to our local food pantries becomes eleven dollars when they purchase from the Northeast Food Bank in Waterloo. So even small donations are helpful

Further, "Throughout the year, Minnesota FoodShare advocates on behalf of hungry families with state and federal lawmakers and educates the public about hunger in Minnesota."

Locally there have been some discussions and educational sessions about food and hunger, and it's important to keep them going. The causes of hunger are complex and sometimes controversial. In a recent article in "The Nation", Anna Lappe wrote, "Nobel Prize-winning economist Amartya Sen published "Poverty and Famines", challenging the common perception about the root causes of hunger. His conclusion—radical at the time—was that famine is not a crisis of productivity but a crisis of power. Ten years earlier, in her 1971 book, Diet for a Small Planet, my mother, Frances Moore Lappé, put forward a similarly heretical notion: on a planet that produces more than enough calories to make us all chubby, hunger's root cause is clearly not a scarcity of food but a scarcity of democracy."

Mary Treacy works as a volunteer at a Twin Cities non-profit organization with a food pantry and second hand store. She has compiled the following list of resources and shares it with us:

Statistics about hunger abound, many based on the most recent Census which produced some amazing facts about hunger in America. "A Place at the Table" (<http://www.takepart.com/place-at-the-table>) is a major film exploring the issue of hunger in America. It is due out in theaters nationwide in March and you can view the trailer now on YouTube. There is also a companion book, available in paperback and e-book from Amazon, Barnes and Noble and other booksellers. For more on the book, check out: <http://www.takepart.com/place-at-the-table>.

The producer of the film, Lori

**e7** a local community whose fabric is strengthened through caring, and sharing gifts of time, energy, and resources.

Silverbush, was in the Twin Cities in October promoting the film which premiered at Sundance. She was quoted at that time on MPR: "Fifty million Americans – that's not a fringe... that's not the people you probably have in your head as the hungry people – 50 million Americans have to wonder, sometimes daily, sometimes weekly, how they're going to get food on the table for their families. And that's energy they're not devoting to their work, to parenting, to their communities. It's a great drain."

"Talk of the Nation" on NPR carried an interesting piece in September on "The Ugly Truth About Food Waste in America." Each year Americans waste 33 million tons of food. Dana Gunders, a scientist at the Natural Resources Defense Council, and author Jonathan Bloom discussed the economic and environmental impacts of food waste and what can be done to fight the growing problem. The show is podcast on Science Friday and you can listen to it online at: (<http://www.npr.org/2012/11/23/165774988/npr-the-ugly-truth-about-food-waste-in-america>)

"American Wasteland: How America Throws Away Nearly Half of Its Food (and What We Can Do about It)" by Jonathan Blum explores how more people are going hungry while simultaneously more people are morbidly obese. The book sheds light on the history, culture, and mindset of waste while exploring the parallel eco-friendly and sustainable-food movements.

General resources for young people to get involved in ending hunger are plentiful. There are materials designed for the social studies, health and other specific curricula; as well as materials for Sunday School, Scout, 4-H and other youth group leaders. There are programs designed for and by kids, some really fine examples. One place to start is with the "Kids Can Make a Difference" website <http://www.kidscanmakeadifference.org/>), one of many on the web.

Of course practically any newspaper or magazine you read, radio or TV show you follow, or your favorite social media has facts and figures, anecdotes, stories and more. The challenge is to get the conversation started locally and let it take on a life of its own. The goal is to encourage your community members to understand the facts, to realize they have a role to play, and to see the need to support those in need in this community.



Attention Farmers & Gardeners:

Spring Plant Sale

at Oneota Community Food Co-op

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# Taking Steps for Sustainable Palm Oil

In honor of Earth Day, Earth Balance will donate 10% of sales from Earth Balance® Soymilk and Earth Balance® Original and Olive Oil Buttery Spreads purchased between 4/17 and 4/30/13 at participating co-op retailers to support the important work of Orangutan Foundation International (OFI).

There's a lot of press surrounding the current state of palm oil, and Earth Balance® is doing something about it. As palm oil is one of the critical elements to its proprietary blend of oils, this company is dedicated to being proactive in growing awareness around the issue.

If you're not familiar with the palm oil issue, it centers around the serious problems palm oil production creates for endangered orangutans in tropical rainforest regions, including Borneo and Sumatra. These problems include deforestation, habitat loss, and the harming of orangutans and other wildlife. Rather than re-using and re-planting previously deforested areas, some palm oil producers are instead choosing to destroy orangutan rainforest habitat to make way for palm oil plantations, leaving orangutans homeless and vulnerable to starvation, disease, poaching, and other conflicts—all problems pushing the orangutan species closer to extinction.

Earth Balance cares deeply about this ongoing issue. While Earth Balance® is

only a small palm oil user (they use less than 0.05% of all palm oil), they are taking a big stand *against* unsustainable palm oil. Here's how...

First, Earth Balance is firmly committed to sustainable sourcing, and believes in the power of informed consumers to change the world for the better. They are educating their suppliers about ways to safeguard the rainforest through sustainable palm oil sourcing, and educating customers about how they can have a direct positive impact by exclusively purchasing responsibly-sourced palm oil products.

Thirty percent of Earth Balance's palm oil comes from Brazil. Their Brazil-sourced palm oil is 100% organic and is used in all of their organic products (and because orangutans are not native to South America, the Brazilian palm industry does not adversely impact their wellbeing). The remaining 70% of the palm oil Earth Balance uses comes from responsible sources in peninsular Malaysia (also a non-native orangutan habitat), which are all members of the Roundtable for Sustainable Palm Oil (RSPO), the leading global organization developing and implementing global standards for sustainable palm oil production. Earth Balance insists on continuing assurances from suppliers that all palm fruit oil purchased for Earth Balance® complies with the RSPO



policies, and they are committed to terminating any suppliers that violate these policies.

Earth Balance also purchases GreenPalm Certificates, which work a lot like carbon credits. The money used to purchase these certificates helps improve the infrastructure and practices behind sustainable palm oil. Moreover, they are supporting the action-oriented, on-the-ground conservation work of Orangutan Foundation International (OFI) in Indonesian Borneo. OFI is a non-governmental, non-profit organization,

led by world-renown primatologist and conservationist Dr. Biruté Mary Galdikas. OFI is committed to rescuing and rehabilitating orangutans that are adversely affected by the palm oil industry, and has been working for more than 40 years to conserve rainforest habitat and educate people throughout the world about the orangutans' plight.

To learn more or donate to Orangutan Foundation International, visit [www.orangutan.org](http://www.orangutan.org).  
[EarthBalanceNatural.com](http://EarthBalanceNatural.com)  
[MadeJustRight.com](http://MadeJustRight.com)

**Comment:** "Someone over in Wellness talked me into liquid Dr. Bronner's castile soap. I cut it 50% with water and I LIKE IT! Way better than "La De Dah" salon shampoo." Michael Klimesh

**Response:** Glad you like it Michael! Dr. Bronner's castile soaps have so many uses - and they're biodegradable. It is the perfect soap to take on your next camping trip. It can be used as a shampoo, body wash, for brushing teeth, washing dishes and even to launder clothes. It is gentle and effective and highly concentrated - so, yes, dilute it if you like. It makes a great refill diluted half strength in any foaming hand soap dispenser. Bring your own bottle or container and purchase it in bulk to save money on refills. Gretchen Schempp - Wellness Manager

**Comment:** "The cheese choices this month were once again really top notch. Beth is doing a really good job choosing cheeses for us. I'm really glad I became a member and opted also for the cheese club." SallyJo

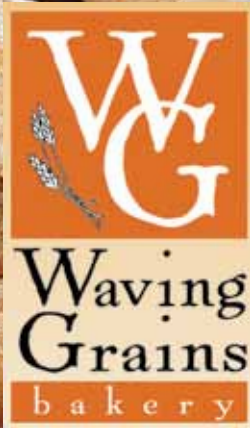
**Response:** Thank you, SallyJo. The response to the Cheese Club has been so positive that Beth has inspired ideas with other departments to think about similar projects. We thought the next one to try might be a Wine Club. Be on the lookout for more offerings like this to come in 2013. David Lester - General Manager



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by Cerrisa Snethen, Volunteer Member Coordinator

Rachel's road to Decorah is a turning and twisty one, but after paying her inevitable American food service employment dues, and letting an "AmeriCorps" stint lead her to build homes for migrant farmers, build trails in Maine, and help low income elderly

While Rachel does most of the Co-op runs, she and Jon do their once a month “big shop” together. “We mostly shop the perimeter,” she tells me, citing the lower cost and generally higher nutrient content. “We’re BIG bulk shoppers. We don’t buy a lot of packaged snack foods at my house. If we’re snacking, it’s something like popcorn, fruit, or toast. We like bulk because we really do try and stay within a budget, which

While the Sandhorst girls love their Co-op, daughter Sylvia has a unique and charming set of priorities. As Rachel drove her girls recently to the People's Co-op in Lacrosse, she exclaimed to her girls, "Look, they even have a yoga studio here! Right across the street from the co-op!" to which Sylvia replied matter-of-factly, "Yeah, but every town should have a yoga studio-- you can always just forage for your own food." When Sylvia's not foraging her Mom thinks that she and sister Lily most love the Co-op's candy section and our new popular Noosa yogurt. Rachel's favorite Co-op guilty pleasure? "Probably the salt and



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diversity of its  
membership.

Ah, the wider circle! Just the final dot I was looking for. Thanks Rachel. We'll look forward to connecting with you again, the next time we see you in the aisles.



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