



Free!

FALL 2017 Newsletter

MIDDLEBURY NATURAL FOODS CO-OP

# under the sun



## THE DEMOCRACY ISSUE

**CO-OP EXPANSION**  
*in the home stretch*

**WHAT'S SO GREAT ABOUT CO-OPS?**  
*impact of the co-operative business model*

**I OWN A GROCERY STORE WITH MY FRIENDS**  
*being a co-op member-owner*

**PREPARING YOUR GARDEN FOR WINTER**  
*words of wisdom from Horsford Nursery*

*co-op staff celebrate our expanded store*

## WHY DOES THE CO-OP EXIST?

The Co-op exists to help our member-owners, customers and the community benefit from:

- ✓ Healthy Foods
- ✓ Vibrant Local Economy
- ✓ Environmentally Sustainable & Energy Efficient Practices
- ✓ Cooperative Democratic Ownership
- ✓ Learning About These Values

## WHAT IS OUR BUYING CRITERIA?

Middlebury Natural Foods Co-op strives to select products that are local, organic, and free of:

- ✓ Artificial preservatives, colors, flavors
- ✓ Added hormones and antibiotics
- ✓ Transfats
- ✓ High fructose corn syrup
- ✓ Parabens (in body care products)
- ✓ Animal testing
- ✓ Irradiated foods

## CONTACT THE BOARD OF DIRECTORS:

board@middleburycoop.com  
(802) 388-7276

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EVERYONE WELCOME!  
OPEN 8am - 7pm EVERY DAY  
One Washington Street ✓ Middlebury Vermont  
(802)388-7276 ✓ middlebury.coop

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## SUPPORT LOCAL . . . BECOME A MEMBER

MEMBERS ENJOY:

- ✓ DISCOUNTS AT LOCAL BUSINESSES
- ✓ MEMBER DEALS
- ✓ PATRONAGE REFUND
- ✓ A VOICE AND A VOTE



After seven months, our expansion project will be wrapping up in October – just in time for the holiday season. With your help, we've accomplished **a retail floor increase of 50%**. You'll now notice **wider store aisles; doubled space for meat, cheese, and deli; an expanded dairy department; an expanded produce department; doubled indoor café seating and customer bathroom space; two additional cash registers and a customer service desk!**

Staff members are enjoying improvements in their work spaces, as well. Most notable of these is the beautiful, modern kitchen for our deli – complete with windows! We were also able to double the back room delivery/receiving space and add a new space for safely handling fresh meat. **In keeping with our Ends, we improved our energy efficiency by creating a better building envelope and purchasing more efficient equipment.**

In late November, we will complete one final detail which is a beautiful new surface on the retail floor. **This work requires the Co-op to be closed for two consecutive days.** The work will be done on Thanksgiving Thursday and Friday, **November 23rd and 24th.** It's not unusual for us to be closed on Thanksgiving Day, but this project will require us to close one additional day.

We have so many people to thank for helping us complete this project! There are too many to individually name, so I'll mention them in groups. I'd like to extend a big thank you to our **construction team of Naylor & Breen** and all of their subcontractors for not only building us a beautiful addition within budget and on time but also for keeping the store open the entire time. It was super pleasant to work with you.

Next, I'd like to thank the team at **Vermont Integrated Architecture** in Middlebury for designing a complicated expansion and **Renaissance Development** of Vergennes for being my owner's representative at the table. Both teams helped me with the overwhelming details, budget, and construction challenges that always inevitably come up.

**Thank you to the staff** for working through all of the chaos, noise, and discomfort, as well as parking off-site for seven months. **Thank you to our neighbors,** both businesses and homeowners, for helping make a downtown development project go smoothly. We couldn't have done it without your cooperation.

And finally, I'd like to extend **a huge thank you to member-owners** for helping fund this project through your member loans and for shopping through the construction chaos. Your business during this challenging time was critical to our success and your verbal encouragement and appreciation to staff during these seven months was much appreciated. This is your store; you own it. Help us make it as great as it can be.

**When a community works together, it's amazing what we can accomplish. Thank you all!**

Always Cooperatively Yours,



Glenn Lower, General Manger  
Middlebury Natural Foods Co-op

# a word from the board

Do food cooperatives have a role in the era of big organic?

Jay Leshinsky

Most of the grocery world from giants like Kroger and Walmart to community owned food coops and privately held natural food stores are trying to anticipate and prepare for the effects of the Amazon purchase of Whole Foods Markets. The Amazon purchase is one of many examples of increasing centralization of the organic and natural food system that includes producers, distributors and especially retailers.

The Whole Foods purchase brought to mind a book I recently read titled *Organizing Organic*. The author, Michael A. Haedicke, recounts the history of organics in the food economy. From my vantage point (I was born the same year Paul Keene started Walnut Acres one of the first commercial organic farms) many of the people interviewed for the book were familiar to me and several were Vermonters. Haedicke believes that from its beginnings as a movement (to counter "conventional" agriculture) after World War II organic agriculture contained both a transformative sector and expansionary sector. The transformative sector held decentralization, social justice, and local control as core values. While the expansionary sector also held these values it also saw expansion of organics to larger markets as key to a successful movement. As I read Haedicke's analysis, he suggests that organic food market expansion through consolidation, centralization and efficiency has become the primary driver in the organic sector and transformation relegated to the sidelines. Haedicke interviewed several administrators of large organic retailers. Consistently they expressed the rationale that bigger meant more organic food which created more organic farms. What could be bad about that? Haedicke doesn't come to any conclusion as to the good or bad coming from the primacy of expansionism. What I have seen is that big organic can cut some prices for consumers and get more product to more places. But I have questions: **What are the social costs of consolidation and centralization? Can the consumer cooperative movement expand organic (and local) and retain the commitment to community?**

Haedicke also came to the conclusion that consumer food cooperatives attempted to balance transformative values and expansionary competition better than any other sector of organics. Why did this happen? Many of the "third wave" (MNFC is one of them) of consumer cooperatives originated with the blossoming of the organic movement in the 1970's. Their values mirrored the values of the transformative sector of organic agriculture. Another possible reason is in the very structure of consumer cooperatives. **Consumer cooperatives are enterprises owned by consumers and managed democratically which aim at fulfilling the needs and aspirations of their members.** They operate within the market system, independently of the state, as a form of mutual aid, oriented toward service rather than pecuniary profit". To me the phrases "managed democratically" and "oriented to service" most clearly differentiates cooperative food stores from big organic retailers.

In today's world of increasing "big" organic (either large corporations or the state as in China) and centralization of power, operating within the market system and at the same time being oriented to service rather than profit is quite a challenge. Our member owners, as those of most consumer cooperatives have differing needs and aspirations.

How does a democratically managed cooperative integrate those needs and aspirations into a market economy business? One key way is by member/owner participation. Participation can be running for the Board of Directors of the cooperative, or choosing to vote in the election for directors. It can take the form of voting for policy (as in the case of the MNFC member/owners voting in favor of patronage dividends two years ago). It can be sharing viewpoints with Directors at a Board meeting or in community forums like our Co-op Conversations that predated the expansion. It can be putting suggestions in the suggestion box in the store or talking with friends and neighbors about co-op issues. It certainly can be shopping at the store as those everyday decisions effect the products we carry.

So my answer to the question "do food cooperatives have a role in the era of big organic" is rather a request. Continue to participate and we will all help to arrive at the answer.



# THE INSIDE SCOOP

Glenn - General Manager  
Interview by Melinda

Melinda: It's your day off - and you came in early this morning.

Glenn - Right. We moved the freezers - took them apart and moved them about 30 feet, then hooked them all back up again.

M: The Co-op - it's an integral part of our community. You are too. You've been here for a long time; been involved. But you're not from Addison county, right?

G: Nope. I was born in California, but my family moved to Virginia when I was three.

M: So, California, to Virginia... When did you move to Vermont?

G: In 1991.

M: What were you doing before you moved here?

G: I worked at a school outside of Boston. Taught high school biology, did some coaching. - We moved to Vermont because my wife accepted a position at Middlebury College. I looked for a teaching job, but there weren't any openings, or any prospects, and I didn't really want to teach something else.

M: I believe they're all retiring now. But that would have been a long time to wait, so you came to the Co-op.

G: I got started with the Co-op as a Super Worker.

M: A Super Worker?

G: I was attracted to the Co-op as a place to buy our food because we could work - my wife and I - together for an hour and a half each week and we would get a big 20% discount. Back then, folks who did that were called "Super Workers". So, every Tuesday night, we would come to sweep and mop the floors.

M: So it wasn't like the member-workers now, who package items in the bulk department. You came in after hours and actually cleaned?

G: Yup. And someone thought that we did such a good job that we ought to be on the Board. So I got elected.

M: You really must have done an excellent job cleaning. What was your first paid position here?

G: I was the assistant in the produce department. There were only two employees in produce at that point. I signed up to work Saturday, Sunday, and Monday, which made it the perfect job for daycare reasons.

M: Did you still clean the floors?

G: Nope.

M: When you look back to those early days, can you remember what a typical day would have been like?

G: Boy... I think I just tried to get the produce out there as efficiently as possible; tried to make it look good. I did keep the floors clean in my department.

M: Now, years later you're the General Manager. What is a typical day like for you?

G: Unless you generalize and say "meetings," there's no such thing as a typical day. Certainly not the past couple of years.

M: You have this long history with the Co-op, we have this exciting expansion going on, and things are changing very rapidly. What are your hopes for the future here?

G: My hope is that we can look back and know that we made the right decision to stay in our location and keep the town vital rather than relocate to a location on 7 North and contribute to that sort of strip look. I also hope is for more co-ops in more towns. I like to think that, in the next ten years, there will be another store in Addison County, either a satellite of the Middlebury Natural Foods Co-op or another store created by its own town.

M: We've only a couple of minutes left, and there's been something I've been wanting to ask you about.

G: Okay.

M: It has recently come to my attention that you like to clog dance. Is this true?

G: Oh... wow. I haven't done that since I was a teenager; don't think my body would agree anymore. How did you hear about that?"

M: Oh, come on... you don't clog on occasion?

G: Not even a little.

M: Tell me you at least own a pair of clogs.

G: Clogging has nothing to do with clogs.

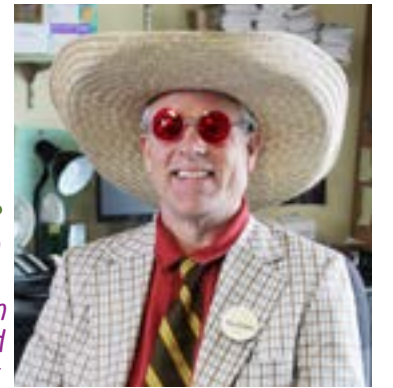
M: Oh... okay. So, umm, anything else you want to share? Now's your chance. Expansion? Day-to-day managerial stuff?

G: Clogging is a style of Appalachian Mountain dancing that came over from Ireland. As bluegrass - or Appalachian music - grew, the dancing grew with it. It evolved from Irish dancing as people immigrated into the country.

M: I learned more about clogging than I anticipated...

G: Also, I'd like to add, it's pretty exciting to do a community development project like this and see the incredible support from the community. It's neat how everyone feels more and more like they own it and that they are getting to see the store grow the way they want it to - and I don't know why Appalachian Mountain dancing is even called clogging. It's more about the heels than the toes - and, finally, I would like to mention that the Co-op has the best staff of any co-op I've ever known. They perform in ways that other co-ops look at and say "How do you guys do that?!" I'm very proud of this.

M: You should be. You helped cultivate it.



# rally for change



1 in 5 children and youth in Addison County know hunger. Over 3,500 Addison County residents participate in the 3Squares VT program. There are 26 summer meal sites in Addison County. 10 senior meal sites serve our older citizens several times a week all summer long. Below is an anecdote from Jan Demers, Executive Director.

*We had moved to another state so that my husband could work on his Master's Degree. He was making \$35 a week. Housing came with a job he had taken while at Boston University and we were paying our bills. How, I don't know. What I do know is how to make a chicken last a week for a family of four. First you roast it. The next day you make a casserole from what is left. After that, the bones are boiled for a good long time and you make soup.*

Those we serve have the same challenges. **How can we keep hunger at bay and food on the table?**

Between July 1, 2016 and June 30, 2017 CVOEO's Food Shelf in Middlebury served 1,964 households with 3,711 individuals in multiple visits: 357 of this number were under the age of 18, 357 were seniors and 1,133 of that number are people with disabilities.

CVOEO is a nonprofit corporation formed in 1965 to carry out the Economic Opportunity Act of 1964 in the Vermont Counties of Addison, Chittenden, Franklin and Grand Isle. CVOEO is one of five Community Action Agencies in Vermont. Its mission is to address fundamental issues of economic, social and racial justice and works with people to achieve economic independence. Its vision is to bridge gaps and build futures.

We are located at 54 Creek Road in Middlebury. Ask for Donna Rose, Food Shelf Coordinator, (802) 388-2285.

Join us November 2nd - 8th as we round up for local food shelves: **CVOEO & HOPE**  
together these local food shelves help bring food, support, counseling, and services to thousands of Vermonters in need.  
At the end of the week, the co-op will match all donations raised at the registers.



For more than 50 years, HOPE has been providing vital assistance to low income people in Addison County. Our mission is to improve the lives of people in Addison County, Vermont by working with individuals to identify

and secure the tools and resources needed to meet their basic needs. **HOPE is a community-based, private, non-profit organization that provides a wide array of services to more than 3,000 low income people each year.** Rather than working from a static list of services, HOPE works with low income and homeless people to provide assistance with food, clothing, housing, employment needs, medical needs, and much more. **HOPE's charity resale store provides free or low cost items to people who cannot afford them, and everyone is welcome to shop.**

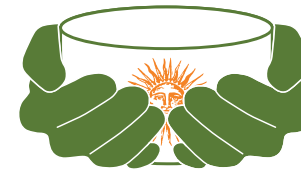
*Through our Local Food Access Program, HOPE collaborates with local growers and producers to rescue surplus farm food and make it available to low income food insecure people in our community. Lily Bradburn, HOPE's Local Food Access Coordinator, spearheads activities including gleaning (salvaging usable produce not harvested), farm pickups, and food processing.*

We appreciate our community's support of our poverty relief efforts and invite those who are interested to take a tour of HOPE or volunteer with us.

We are located at 282 Boardman Street in Middlebury and welcome donations to our food shelf Mondays through Fridays from 8:30 am - 4:30 pm. Please contact us at (802) 388-3608 for information.



Cheryl of HOPE & Donna of CVOEO



# empty bowls

## Over 25 Years of Fighting Hunger

*"Empty Bowls is an international project to fight hunger, personalized by artists and art organizations on a community level. It was founded by Lisa Blackburn and Art teacher John Hartom in 1990-91 when they joined a drive to raise charitable funds in his Michigan community. Hartom's idea was to organize a charitable event to give artists and art students a way to make a personal difference. Hartom's students made ceramic bowls in their high school art classes. The finished products were then used as individual serving pieces for a fund-raising meal of soup and bread. Contributing guests kept the empty bowl." -Wikipedia*

Today, hundreds of communities hold some version of an Empty Bowls event. Their efforts support food related charities around the world and have raised millions of dollars to aid in the fight against hunger. Although the sponsors of the events may differ widely - from glass blowers to churches to Co-ops like ours, their goals remain the same:



Steve making soup

- **Raise as much money as possible to feed the world's hungry people.**
- **Increase awareness of hunger and related issues. Through education, awareness, and action, concerned individuals can change human attitudes that allow hunger to exist.**
- **Advocate for arts education. Nurturing the creative process through the arts enhances the possibility of finding new solutions to old problems.**

For 25 years, the Co-op has had the pleasure of collaborating with Middlebury Studio School (formerly, Frog Hollow) to help us pull off this event. Kathy Clarke has been particularly instrumental in coordinating dozens of local potters to create up to 80 bowls for us each year. In addition, we have enjoyed the generosity of the Middlebury United Methodist Church, which has provided the venue for this event free of charge. In fact, virtually every aspect of our event is possible because of the generosity of local businesses, organizations and individuals, from the local farms that provide soup ingredients to the local musicians that provide entertainment.

According to the U.S. Census, Current Population Survey, 1 in 9 Vermonters are dealing with food insecurity. This is a number well below the national average, but for 12% of our State's population, the number is still too high. Please join us this year for our 26th Empty Bowl dinner and be a part of the effort to eliminate hunger in Addison County. -Karin



**26th ANNUAL EMPTY BOWL DINNER**  
**Saturday, November 4, 2017 - 6:00 pm - Dinner served at 6:15 pm**  
Middlebury United Methodist Church - Proceeds benefit HOPE and CVOEO food shelves  
Soup, salad, bread, beverages, homemade desserts, and your choice of a handmade ceramic bowl  
**\$30 per person - tickets will be on sale at the Co-op mid-October**

# BETWEEN THE ROWS

## Preparing Your Garden for Winter

By: Eileen Schilling of [Horsford Gardens and Nursery](#) in Charlotte, VT



Avid gardeners know the gardening season isn't over even as summer is winding down. In fact, it seems there's just as much to do as in the spring, if not more! Here are a few tasks we make sure not to miss in the gardens at Horsford Gardens and Nursery:

### The Vegetable Garden

After your final harvest pull up annuals such as tomatoes, peppers, and beans. Remove leaf litter to help prevent the wintering over of leaf-borne diseases. Leave root vegetables for harvesting later, and brussels sprouts until after the Thanksgiving meal. You can also leave kale plants, as they tolerate some frost.

Topdress cleaned beds with a light layer of compost. Once the bed is cleaned and prepped, it's good to plant a cover crop to prevent erosion and weeds, to break up compacted soil, and to work into the garden later.

Some gardeners rototill their gardens in fall with the belief this brings insect eggs to the surface to perish. The following season you may see less bug issues but there is no guarantee.

### Herbs and Annuals

Annual flowers and herbs last one season. After your final harvest and seed gathering pull up the plants and compost them. Woody perennial herbs such as thyme, savory and lavender don't die to the ground so cutting them back late in the season can kill them. Herbs such as tarragon and lovage can be cut to the ground.

### Perennials

A perennial is a non-woody plant that dies to the ground each fall while the roots persist through winter. New growth emerges in spring from the crown. Cutting back the entire perennial garden has become standard practice in recent years. There are pros and cons to this.

**Pros:** It looks tidy. You get a jump on spring garden chores. Rodents cannot hide under stems and dead foliage, or live off the crowns of plants such as hosta, geraniums and daylilies.

**Cons:** You've made the garden bare and unprotected from winter's elements. Stems left standing will trap blowing leaves and falling snow. The layer of leaves and snow helps maintain a constant temperature and prevents intermittent freezing and thawing that

can kill plants. Decomposed leaves are wonderful soil builders. Birds live on bugs in the summer, and seeds and berries all winter. Leaving your grasses and coneflowers standing provides a natural food source all winter.

Cut back hosta leaves in early October before they turn to mush after a frost. Set out rodent traps beginning in August when critters are preparing their nests for the long winter.

### Trees

If you have newly planted young trees, especially fruit trees, wrap plastic tree guards around the trunk from the ground up. Tuck the bottom end into the ground. This is your best method to prevent mice and voles from girdling the tree, and will be the best \$2 you spend on your landscape.

### Shrubs

Prune plants that bloom on new wood in late summer or fall. *Hydrangea paniculata*, in particular, benefit from a sharp pruning that helps strengthen branches.

Shrubs that bloom on old wood, such as lilacs, should not be pruned in the fall. Doing so will remove all of next spring's flowers.

Newly planted shrubs (and trees) should be well watered right up to frost. If winter is light on snowfall and spring is light on rainfall, resume supplemental watering in the spring.

Plants begin to "shut down" and prepare for dormancy in late August when the days shorten and evening temperatures cool. You should stop fertilizing and adding compost to plants at this time. Late season feeding can trick a plant into growing, especially if we are treated to an Indian Summer.



# WHY ARE CO•OPS IMPORTANT TO MY LOCAL COMMUNITY?

Cooperative businesses - co-ops - are local businesses that have joined with other businesses to bring you a competitive alternative to big corporations. With co-ops you get expertise without compromise - selection, pricing, attention, and a vested interest in your community. From the outside, cooperatives may look like any other local business but behind the scenes they are unique. Did you know....



## THERE ARE 5 TYPES OF COOPERATIVES



1. Consumer Cooperatives
2. Purchasing & Shared Service Cooperatives
3. Worker Cooperatives
4. Producer Cooperatives
5. Hybrid Cooperatives

## 7 PRINCIPLES OF COOPERATIVES

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Co-operation among Cooperatives
7. **Concern for Community**

The original principles were established in 1937 but have been revised twice since then to keep them up-to-date and remain relevant in today's society. The most recent revisions were completed in 1995.

## CO•OPs in YOUR Community



There are nearly **30,000 Cooperatives** in the United States with nearly **73,000 locations.**

- A. 12% Commercial Sales and Marketing
- B. 39% Social and Public Services
- C. 34% Financial services
- D. 15% Utilities

## WHY IS THIS IMPORTANT?

**Cooperatives create over 1.7 million jobs in the United States and contribute \$25 billion to U.S. wages.**

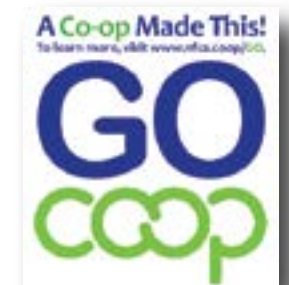
**CHOOSING A CO-OP MEANS PUTTING YOUR LOCAL COMMUNITY FIRST.**

Cooperatives drive **2X MORE LOCAL \$** than Big Corporations



## What can you do? Choose A Co-Op.

Make a choice. Shop a local Co-Op and support your local community. Like us on Facebook at [Facebook.com/ChooseACoop](https://www.facebook.com/ChooseACoop).



October is [CO-OP month](#), [FAIRTRADE month](#), and [NON-GMO Month](#). Look for these signs and look out for special deals on FAIRTRADE, NON-GMO, and CO-OP MADE products.

Look for our LOCAL signs to find VERMONT products!

# seed saving basics

The art of saving seeds is a ritual as old as civilization.

For approximately 10,000 years, individual farmers and gardeners created and sustained the genetic heritage of our seed stock, selecting and saving seeds from the most desirable plants over thousands of years to bring us to the fruits and vegetables we recognize and sustain ourselves with today. Now we can play an important role in carrying on this important heritage. While seed saving methods vary depending on the plant species, below are some general steps for saving dry seeds:

**Dry seeds are those that naturally mature in a dry state, rather than inside a wet fruit. The basic steps for processing and saving dry seeds involve harvesting, threshing, cleaning, drying, and storing.**



**Cleaning** - this refers to the process of separating the seed from the chaff. There are generally two methods:

- ✓ **Separation by weight** can be achieved by winnowing, which uses air to separate the heavier seeds from the lighter chaff. This can be done by setting up a box fan and slowly pouring your seed out into a tray in front of the fan.
- ✓ **Separation by shape and size** can be achieved using screens or hardware cloth with various sized holes. The Screens will either permit the seeds to pass through and the chaff to remain on top or will retain the seed on top and allow the chaff to pass through.

**Drying** - once seed is cleaned, set it out on a screen in a cool, dry place until you're sure it's dry enough for storage. When you can insert a fingernail without leaving an impression in the seed, it's dry enough to store.

**Storing** - For best results, seeds require a cool, dry, dark place for storage. Put them into plastic or muslin bags, then place them in a jar with a tight lid. **For maximum viability, a handy rule of thumb is to leave your jars in a dark spot where temperature and humidity, when added together, total less than 100. If you don't have a good spot at home that meets that description, the fridge or freezer make a perfect home for your stored seed.**

Keep in mind that diversity is important! Select seeds from a large number of plants to ensure you are collecting a genetically diverse sampling of seed. If space is a limitation, combine stock with other seed savers, or store and combine seed from several growing seasons. -Emily



**Harvesting** - Select seeds from hearty, viable plants that performed well in your garden. To ensure seed is true to type, you will also want to select plants that don't readily cross-pollinate (a quick internet search helps with this step). Beans are a good choice for beginners. Make sure seeds have reached desired maturity on the vine or stalk. For most dry seeds, this occurs after the flower has bloomed and the leaves and/or seed pods on the plant are beginning to turn papery and brown.

**Threshing** - is the process of separating the seeds from the plant and breaking up the remaining plant materials (stems, leaves, pods, etc.) into chaff. One fun method to try at home is to use a rubber car floor mat to roll and scrub the plant material, allowing the friction of the mat to break it down. Alternately, you could try roughing it all up in a paper bag or pillow case.



On Thursday, October 5th, generous restaurants, co-ops, and food stores statewide will participate in Share the Harvest by donating a portion of their day's sales to the Farm Share Program. NOFA Vermont thanks these participants and all of the people who eat out or shop at participating establishments on this date!

## SO HOW DOES IT WORK?

**STEP 1: Eat out or shop at participating businesses on October 5th**

**STEP 2: Those generous businesses will donate to Farm Share.**

**STEP 3: The \$ goes to our local farmers. Folks (who might not otherwise be able to afford it) can join a local CSA and receive delicious, healthy local food!**

NOFA Vermont's Farm Share Program is a great way to help limited-income Vermonters afford to purchase CSA (community supported agriculture) shares of fresh produce from their local farmers. Donations to the Farm Share Program go into a fund which helps subsidize CSA shares to needy Vermonters. NOFA Vermont believes that all Vermonters should be able to eat local organic food, regardless of their income level, while also making sure farmers get a good wage for their hard work.

Donations to the Farm Share Program are always welcomed and are accepted year round. If you would like to contribute to the Farm Share Program, you can do so online or make a donation by mail.

Demand for Farm Share Program support is significant and a waiting list for CSA share recipients has been established. The Farm Share Program is funded by individual donations and by the annual Share the Harvest fundraiser.



Buy Your Produce on Thursday, 10/5

Our Co-op Will Donate 30%

of Produce Sales to Share the Harvest!

If you know of a restaurant or food store who would like to participate in Share the Harvest please contact

**Becca Weiss**

[becca@nofavt.org](mailto:becca@nofavt.org) or 802-434-4122 x 20



# IN THE SPOTLIGHT...



October is Co-op Month, Fair Trade Month, and Non-GMO month, so it seems like the perfect time to shed a little light on Equal Exchange – a cooperative that is revolutionizing the fair trade of organic, non-GMO coffee, chocolate, bananas, and avocados. **All of their co-op produced, fair trade certified goods are 20% off for member-owners from October 12th – 18th!**

**History:** Equal Exchange was started 30 years ago to create an alternative trade paradigm where small farmers could have a seat at the trading table. The existing predominant trade model favors large plantations, agri-business, and multi-national corporations. Equal Exchange seeks to challenge that model in favor of one that supports & respects small farmers, builds communities, supports the environment and connects consumers and producers through information, education, and the exchange of products in the marketplace.

**Mission:** Their mission is to build long-term trade partnerships that are economically just and environmentally sound, to foster mutually beneficial relationships between farmers and consumers and to demonstrate, through their success, the contribution of

worker co-operatives and Fair Trade to a more equitable, democratic and sustainable world.

**Authentic Fair Trade:** Authentic fair trade is central to their mission at Equal Exchange. The fair trade model gives small-scale farmers collective power and financial stability while improving farming communities and protecting the environment. To do so, it utilizes a particular set of business practices voluntarily adopted by the producers and buyers of agricultural commodities and hand-made crafts that are designed to advance many economic, social and environmental goals, including:



- Raising and stabilizing the incomes of small-scale farmers, farm workers, and artisans
- More equitably distributing the economic gains, opportunities, and risks associated with the production and sale of these goods
- Increasing the organizational and commercial capacities of producer groups
- Supporting democratically owned and controlled producer organizations
- Promoting labor rights and the right of workers to organize
- Promoting safe and sustainable farming methods and working conditions
- Connecting consumers and producers
- Increasing consumer awareness and engagement with issues affecting producers

GROWN BY...  
**22** SMALL-SCALE AVOCADO FARMERS IN MICHOACÁN, MEXICO



SUPPLYING AVOCADOS TO...  
**425** FOOD CO-OPS & GROCERY STORES

AN ADDITIONAL  
**\$80,311**  
PAID INTO A FUND

FOR PROJECTS LIKE:  
• A tree planting campaign to improve the ecosystem through reforestation  
• An initiative to improve access to clean water and educate the local community about how to prevent water contamination



THANKS TO OUR LOYAL CUSTOMERS

JOIN THE REVOLUTION

WWW.BEYONDTHEPEEL.COM



## What Impact is Fair Trade Having on Farmers & Their Communities?

**Bananas:** According to the USDA, the average American eats 26 pounds of bananas per year. That's a lot of bananas - and a big opportunity for impact. The banana industry is notorious for low wages and heavy chemical use, causing major health problems across banana producing regions. Together, Equal Exchange and their banana partners are creating a trade model that respects farmers, builds communities, and supports the environment. By buying Equal Exchange bananas, you are choosing to connect yourself to these courageous banana farmers who are making history for themselves, and quite possibly, for the entire banana industry.

**Avocados:** Equal Exchange partners with PRAGOR, a progressive group of small-scale avocado farmers in Michoacán Mexico. PRAGOR is composed of 18 producer members who each own an average of 10-15 acres of land, all 100% organic. This region of Mexico is called "the avocado capital of the world." However, powerful corporate interests have made it difficult for small-scale farmers to compete. In response, PRAGOR courageously organized and decided they would collectively control the entire process from growing to exporting. PRAGOR's strength and perseverance is a lesson for anyone committed to working for change in the world!

# IN 2016, EQUAL EXCHANGE CUSTOMERS PURCHASED

**15,388,000**  
EQUAL EXCHANGE BANANAS



**= \$2,451,356**  
PAID DIRECT TO SMALL SCALE FARMERS



**1,150** SMALL-SCALE BANANA FARMERS



**OWN**  
**6,435**  
ACRES OF LAND



**SUPPLY**  
**350** CO-OPS & GROCERY STORES  
**11,000,000**  
CONSUMERS



**\$192,350**  
PAID TOWARD

- HEALTH CARE
- FARM IMPROVEMENT
- RETIREMENT
- SCHOOLS



WWW.BEYONDTHEPEEL.COM  
ALL BANANAS ARE NOT CREATED EQUAL





*Happy Co-op Month!! In honor of this special time, we'd like to share one of our favorite articles about what it means to be a member-owner of a co-op, written by Mandy Makinen of National Co-op Grocers:*

## The Deep Dish

### I own a grocery store with my friends

*I am probably the last person you would expect to own a grocery store, and yet, I do. In fact, I own three. I am a Midwestern, married suburban mother of two, my car is twelve years old and most of my fashion finds come from the thrift store. I don't fit the bill for corporate honcho, and my bank account corroborates that truth.*

*So how do I manage to own not one but three successful grocery stores? I guess in true "industry disruptor" style, I found a unique solution to a common problem: how to get the kind of food I want, and have my voice heard by a place where I shop. That solution is food co-ops. My local food co-op offers me fresh local food, a way to support my community and the opportunity to invest in the co-op, ensuring it remains a resource in our community for good.*

*To be honest, I'm mostly in it for the food. I can still remember the first time I tried a fresh, organic and locally grown sugar snap pea. The crisp, tender pod was a shimmering, almost translucent spring green, the texture was light and juicy and crunchy, the flavor sweet and slightly floral in a way that only a freshly picked pea can taste. I had this amazing experience in the produce aisle of my co-op, the specimen unceremoniously thrust at me by a tall guy with a beard and a flannel shirt, the very same guy, it turned out, who had grown the peas, picked them early that morning and brought them to the store to sample to customers, like me.*

*As a sales technique, it worked, you better believe I bought some. But unpredictably, it had a life-changing effect on me because it opened my eyes to the existence, and value, of locally grown food. It turns out*

*that locally grown food is not just better tasting, it's better for the local economy because it keeps people employed in the rural areas that surround where I live and it's traveled a much shorter distance to arrive on my plate. Another unexpected bonus of buying locally grown food has been that fresher vegetables actually have more plant sugar in them (it's chemistry!) so they have been a much easier sell for my kids. When vegetables taste the way nature intends them, people more naturally enjoy them. It's neat how that works.*

*Most of us don't expect a lot more than food out of our grocery store, but why shouldn't we? Eating is one of life's greatest pleasures but to be real, it's one of its greatest chores, too. Buying and eating food is not optional, so it makes sense that we should have somewhere to buy food that is just here to help us meet that basic need, not to make money for business executives that live in other states. I don't know about you, but I am tired of sending my money to Wall Street while Main Street closes up shop. **Food cooperatives are locally owned by the people that shop there**, like me, and my investment means that I get to vote for our board of directors and weigh in on important governance changes. If I wanted to, I could even run for the board!*

*Even better, when I buy food at my co-op more of the money I spend goes back to the local community via local producers and patronage refunds (a return on your investment, similar to a stock dividend or profit sharing but your amount is proportionate to how much you spend). Also, **co-ops provide good jobs, most of them with benefits, to people in my neighborhood.** Because co-ops are community-based (and because I'm an owner!) it's easy for me to see how my shopping choices can benefit my community directly.*

#### **You can own a food co-op, too**

*There are many reasons why it's smart and fun (yes, fun!) to shop at and invest in your local food co-op, I could never cover all the reasons here. For me, shopping the co-op is a great way to get the fresh, local and healthy food that I love (plus super tasty treats and snacks!) and at the same time, participate in an organization that is working to meet the needs of my community first and foremost. That community focus will never change as long as it exists because that's what being a co-op means, and that's what makes it different from other stores. **Just like you don't need a wallet full of Benjamins to own a food co-op, you don't need a Ph.D. to know that co-op ownership just makes sense.***



# OCTOBER

FEATURED CO-OP CONNECTION BUSINESS:  
**STONE LEAF TEAHOUSE**  
10% OFF FOR MEMBERS EVERY DAY

# 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4 CLASS AT HANNAFORD CAREER CENTER COOKING WITH BEER 5:30 - 7:30	5 SHARE THE HARVEST BUY YOUR PRODUCE TODAY!! MEMBER DEAL: ORGANIC VALLEY additional 20% off for members 10/5 - 10/11	6	7 TRUCKLOAD SALE 8:30AM-4:00PM
8	9	10	11 CLASS AT HANNAFORD CAREER CENTER HOME FERMENTATION 5:30 - 7:30	12 MEMBER DEAL: EQUAL EXCHANGE additional 20% off for members 10/12-10/18	13	14
15	16	17	18 CLASS AT HANNAFORD CAREER CENTER HERBAL APPROACHES TO LYME 5:30 - 7:30	19 MEMBER DEAL: LOTUS FOODS additional 20% off for members 10/19-10/25	20	21
22	23	24	25 CLASS AT HANNAFORD CAREER CENTER SHOPPING AND COOKING WITH BULK FOODS 5:30 - 7:30	26 MEMBER DEAL: SCOTT FARM additional 20% off for members 10/26-11/1	27	28
29	30	 <b>OCTOBER IS: FAIR TRADE, NON GMO, AND CO-OP MONTH! LET'S CELEBRATE!</b>		SCOTT FARM 10/26-11/1		

# NOVEMBER

FEATURED CO-OP CONNECTION BUSINESS:  
**COUNTY TIRE CENTER**  
10% OFF PARTS & 5% OFF TIRES  
FOR MEMBERS EVERY DAY

**RALLY FOR CHANGE**  
2 for CVOEO & HOPE  
11/2 - 11/8

**EMPTY BOWL DINNER**  
4

**THANKSGIVING**  
23  
STORE CLOSED  
23 & 24TH  
FOR HOLIDAY & EXPANSION

MEMBER DEALS: NOVEMBER

11/2-11/8 **BOBS RED MILL**  
additional 20% off for members

11/9-11/15 **ELMER FARM**  
additional 20% off for members

11/16-11/22 **LAKE CHAMPLAIN CHOCOLATES**  
additional 20% off for members

11/25-11/29 **BADGER**  
additional 20% off for members

11/30-12/6 **TROIS PETITS COCHONS**  
additional 20% off for members



**REMEMBER TO  
PLACE YOUR  
TURKEY  
ORDERS FOR  
THE HOLIDAYS!**

# DECEMBER

FEATURED CO-OP CONNECTION BUSINESS:  
**MAPLE LANDMARK WOODCRAFT**  
10% OFF FOR MEMBERS EVERY DAY

**STORE CLOSING**  
@5PM 12/24  
**STORE CLOSED**  
12/25 FOR HOLIDAY

**STORE CLOSING**  
@5PM 12/31  
FOR HOLIDAY

MEMBER DEALS: DECEMBER

12/7-12/13 **BIONATURAE**  
additional 20% off for members

12/14-12/20 **VERMONT CREAMERY**  
additional 20% off for members

12/21-12/27 **KRIN'S BAKERY**  
additional 20% off for members

12/28-1/3 **NIMAN RANCH**  
additional 20% off for members

## WHOLE STUFFED HUBBARD SQUASH

THIS IS A PERFECT THANKSGIVING TURKEY ALTERNATIVE,  
AND CAN EASILY BE ADJUSTED FOR A VEGAN DIET



### INGREDIENTS

- 1 10-12 lb hubbard squash
- 12 cups cornbread stuffing mix
- 6 tbsp unsalted butter
- 2 onions, finely diced
- 2 apples, diced
- 1 cup pecans, toasted
- 1/2 cup dried cranberries
- 2 large eggs (or egg substitute)
- 1 cup vegetable stock
- 1 c half and half
- salt and pepper

### FOR THE SQUASH

- Preheat oven to 375F.
- Cut off top of squash (the "lid") and scoop out seeds.
- Place squash in lightly oiled baking dish and bake 1 to 1.5 hours (until tender)

### FOR THE STUFFING

- Preheat oven to 350F.
- Sauté melted butter, onions, and apples in a skillet over medium heat about 10 minutes.
- Add this mixture to the stuffing mix, then add the pecans, cranberries, eggs, stock, half and half, salt and pepper. Mix together until combined

When cool enough to touch, fill the squash with stuffing and bake 45 minutes covered and then 15 minutes uncovered. Serve whole at the table. Serves: 10 servings

## PUMPKIN SOUP

Cindy Hill, Co-op member-owner



### INGREDIENTS

- 1 whole small pie pumpkin
- 6 C stock
- 1 tsp thyme
- 2 cloves garlic, minced
- 1 medium onion, finely chopped
- 2 tbs sunflower oil
- fresh black pepper, ground
- fresh parsley, chopped
- splash of sherry or vinegar
- 1/2 C heavy cream (optional)

Slice pumpkin in half and scoop out the seeds & stringy pulp. Brush cut surface with oil, salt, & pepper. Bake at 350, cut side down, until fork-tender, about 45 minutes. Set aside and cool. Meanwhile, boil potato in a small pot until soft, then drain and mash. Peel skins from pumpkin and puree the pulp. You'll want to end up with about 4 cups of puree. Heat sunflower oil in a large pot over medium-high heat. Add onion and cook until translucent, stirring occasionally. Add garlic, salt, pepper, and thyme, then cook an additional minute or two. Add pumpkin puree and mashed potato, then whisk in the stock. Heat it through, then blend with an immersion blender, or in batches in a regular blender. Just before you are ready to serve, add the cream, a splash of sherry or vinegar, and a sprinkle of fresh parsley. A swirl of yogurt or sour cream is a nice touch.

# Winter Squash & Pumpkins



*Buttercup*



*Sweet Dumpling*



*Acorn*



*Delicata*



*Butternut*



*Spaghetti*



*Red Kuri*



*Jack O' Lantern*



*Pie Pumpkin*



*Baby Blue Hubbard*

Winter squash are harvested late summer through fall, then "cured" or "hardened off" in open air to toughen their exterior. This process ensures the squash will keep for months without refrigeration. Squash that has been hurried through this step and improperly cured will appear shiny and may be tender enough to be pierced by your fingernail. When selecting any variety of winter squash, the stem is the best indication of ripeness. Stems should be tan, dry, and on some varieties, look fibrous and frayed, or corky. Fresh green stems and those leaking sap signal that the squash was harvested before it was ready. Ripe squash should have vivid, saturated (deep) color and a matte, rather than glossy, finish. - Winter Squash Guide: Co+op, stronger together