

CO-OP NEWSLETTER



FREE!

WINTER 2018

MIDDLEBURY NATURAL FOODS CO-OP

under the sun



THE HEALTHY FOOD ISSUE

THE TRUE COST OF FOOD

Where does your money really go?

THE INSIDE SCOOP

Keeping it cool at Champlain Orchards

CITRUSSES...

Grapefruit & Avocado Salad

GARDEN PLANNING

It's that time of year!

Bill Suhr of Champlain Orchards, Photo: S.P. Reid

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** ✓ **PARABENS**
- ✓ **HIGH FRUCTOSE CORN SYRUP**
- ✓ **ANIMAL TESTING**

CONTACT THE BOARD OF DIRECTORS:

board@middleburycoop.com
(802) 388-7276

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**MIDDLEBURY
NATURAL
FOODS
CO-OP**

EVERYONE WELCOME!

OPEN 8:00AM ✓ 7:00PM EVERYDAY

ONE WASHINGTON STREET, MIDDLEBURY, VERMONT
(802)388-7276 ✓ middlebury.coop

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Grapefruit & Avocado Salad

BECOME A MEMBER!

✓ **DISCOUNTS AT LOCAL BUSINESSES**

✓ **MEMBER DEALS**

PATRONAGE REFUND ✓ A VOICE AND A VOTE

membership@middleburycoop.com

Dear Co-op Friends,

By the time you read this, our expansion project will be complete and we will have successfully made it through the first holiday season in our "new" store - wow! Customers and staff alike are saying how wonderful it is to have all the extra space during the crowded holiday shopping weeks. Thank you, everyone, for your patience as we work through the inevitable hiccups with new equipment, new layout, new products, etc. Staff members have been working incredibly hard, often at night, to get the store into shape. We've managed to keep the store open for the entire eight months of expansion, except for one day (Nov. 24) which was used to pour and harden the new floor - hope you love it as much as we do. Our expansion was finished on time and within budget, but not surprisingly, the new equipment and new layout will need further adjustments in the coming months, until we feel they are best meeting our needs. Let's take a moment to appreciate some of the results we can already enjoy - wider aisles, more meat, deli and dairy options, a customer service desk, more seating for diners and two beautiful new bathrooms (did you or your child make one of the colorful tiles on the walls? Check them out!).

Now more than ever, I feel that we made the right choice by staying in our current location, helping to maintain a vibrant downtown. We also invested in energy efficient construction that will help us achieve our goal of zero increase in carbon footprint. Signs of this effort are all around, but may be hard to notice. Check out our new solar lights in the parking area. We also have solar hot water on the roof and a solar farm in partnership with [Misty Knoll farm](#). Our energy efficient building envelope was dramatically improved in this expansion: the original goal of the design team was to improve upon the existing building performance (pre-construction) of .75 CFM50/square foot, and we set a lofty goal of .40 CFM50/square foot. The results from our blower door test proved that we did better than our goal, achieving 0.33CFM50/square foot (the lower number is better!). We are making progress.

Our larger retail and storage space allows us to increase our product holding by about 50%. This means more sales of local products on our shelves, as well as organic and natural products from near and far. Take some time to look for the LOCAL signs throughout the store and discover Vermont made products that are new to our shelves. To help support us in our expanded business, we've hired some great new people to add to our already wonderful staff. We are nearing a total of 100 Co-op staff members - that's 100 local folks with good jobs in our community.

In this issue of Under the Sun, we celebrate Healthy Food - the primary goal of our Co-op. One way we define healthy food is by using our Buying Criteria. You'll find a detailed description of our Buying Criteria inside this newsletter. It's very hard to find definitions of healthy in our food industry today, and what you do find is often confusing. Our buying criteria emphasizes choosing organic and local products. We are so proud of the fact that local products make up as much as one-third of our store sales. Our aim is to continue to keep the focus on our buying criteria, and especially local and organic in the expanded new store.

Thank you, once more for all your support during our expansion. We'd like to invite you to celebrate with us at our Grand Opening on Saturday, Jan. 6th, 10 am - 3 pm at the Co-op. Hope to see you there!

Always Cooperatively Yours,



A stylized, handwritten signature in black ink that reads "Glenn".

Glenn Lower, General Manager
Middlebury Natural Foods Co-op

a word from the board

Why Equity Is at the Heart of Food System Transformation

By Molly Anderson



People shop at the food co-op for all sorts of reasons - for bulk teas and spices, or the freshest possible ingredients for a special dinner, or maybe to support local farmers and food businesses, or to find a wide assortment of organic food to avoid feeding

your family pesticide residues with their meals. Many of us shopping at the co-op are aware that our US food system has some deep problems, and we want to be part of a solution. We read about farmworkers dying from heat exhaustion in California, after making a long and dangerous trek to reach a job in the United States. We read about food deserts and gross disparities in health outcomes for populations in areas without good access to healthy food. We read about the growing dangers of antibiotic resistance to serious diseases – a problem that the World Health Organization tells us is comparable to climate change in its impacts on human health and caused in large part by feeding antibiotics to livestock to make them grow faster. These are all side-effects of 'business as usual' in our food system and a result of buying food at the cheapest possible price from all over the world regardless of how it was grown and by whom. Participating in a member-owned food

The US food system is founded upon and continues to be supported by exploitation – of the natural environment and people with little political power.

business that operates on cooperative principles is an important alternative to 'business as usual'.

The co-op's structure allows member-owners to have a say in what we buy and how the profits are distributed. Middlebury Natural Foods Co-op has been a great community partner by sponsoring or contributing to food access programs and events to raise awareness of healthier eating. But are we really addressing inequity? And why is that important?

Inequity, in contrast to inequality, is systematic exclusion from opportunities that would allow equitable outcomes. The US food system is founded upon and continues to be supported by exploitation – of the natural environment and people with little political power.

Our country was stolen from Native Americans, leaving a shameful legacy of broken treaties and people living on reservations with the highest prevalence of diabetes in the country. Much US wealth was built on the labor of cruelly enslaved peoples, Native American and African, who even now have not been able to access a fair share of that wealth. Wealth is rapidly trickling up – or more accurately, flooding up – to the wealthiest people, with only three people in the US now controlling more wealth than the bottom 50%, according to Forbes Magazine.

Through our foreign policies and trade agreements, we continue to exploit people and resources in other countries so that US citizens can enjoy exotic foods and items we consider staples year-round, although we can't produce

Participating in a member-owned food business that operates on cooperative principles is an important alternative to 'business as usual'.

them on US land (coffee, tea, and spices, to say nothing about our insatiable demand for petroleum). Through our 'cheap food' policy, designed to prevent urban populations from revolting, we continue to exploit farmers and indirectly farmworkers who make wages far below the poverty threshold.

A common reaction among relatively well-educated people in the US is to buy food certified to be organic, eco-labeled in some other way (e.g., Marine Stewardship Council seafood) Fair Trade (international or domestic) or humanely raised. But we can't buy our way to equity; and as long as racial and financial inequity persists in the food system, we are feeding ourselves on stolen labor and resources.

...as long as racial and financial inequity persists in the food system, we are feeding ourselves on stolen labor and resources.

So how can we work toward greater food system equity? This merits a larger community conversation, and conversations about climate justice and farming issues in Addison County are a good start. Equity will require enabling real participation of everyone in making and implementing decisions about our food, and seizing control away from wealth-mongers, Big Food and Big Ag—agribusinesses that are far more concerned about a steady flow of profits than a steady increase in public health and ecological integrity. It will mean each of us developing more awareness of the ways that our own well-being comes at the expense of other people's quality of life. It will mean not only buying good food, in a place like the coop where our purchases benefit our community, but participating in political forums to get money out of politics at every level and to fight for policies that provide the privileges of health and political voice enjoyed by the well-to-do to the least advantaged in our society.

...to 'put the last first' over and over, until our society is no longer marked by huge disparities in wealth, health, and political power.

And to 'put the last first' over and over, until our society is no longer marked by huge disparities in wealth, health, and political power. —Molly



BOARD ELECTIONS SPRING 2018

RUN FOR THE BOARD!

The MNFC Board is responsible for:

- Developing, monitoring, and revising policies that guide the store to achieve outcomes that are consistent with the members' values and vision.
- Ensuring (through consistent monitoring) that management achieves goals set by the Board and that the Board operates according to its established processes.
- Acting as a representative for all of the Co-op's member-owners.

Board members hold their positions for three-year terms, and elections are held every Spring.

If you are interested in becoming a Board member, please contact the Board at:

board@middleburycoop.com
or call the office at 802-388-7276.

the inside scoop

Bill Suhr of [Champlain Orchards](#), Shoreham VT
Interview By Karin Mott



When was the last time you took a bite of a Vermont Macintosh in March? If you've written off eating local apples past Thanksgiving, you're probably missing out on the extended pleasure of delicious Vermont apples, brought to you by the latest miracle in the cold storage industry - Controlled Atmosphere

Storage. In mid-October, we visited Champlain Orchards in Shoreham, VT. Our mission was to talk to owner Bill Suhr about the technology that has allowed his apple orchard to grow from a three-month orchard to a year-round operation. Here's what we learned:

On another sunny and unseasonably warm October day, we reluctantly bypass the tempting acres of ripe apple trees at Champlain Orchards and head straight into a large corrugated tin-sided building. As we enter, the temperature has already dropped significantly, even though we're not actually inside a storage room, yet. A wagon load of chain driven apple crates arrives with us, packed with ruby-tinged Cortlands - some of the 3,500 lbs they will process this season. Bill leads us through the busy entry corridor, stopping to introduce us to staff along the way.

Karin: *Fresh apple season is short, as with most fruit seasons in Vermont. Most of the year, the local apples we eat have been stored for some time. You've found a way to extend the life of a stored apple. Tell us about this.*

Bill: We use Controlled Atmosphere Storage to keep our apples fresh for months longer than could be achieved with conventional cold storage methods.

"A controlled atmosphere is an agricultural storage method in which the concentrations of oxygen, carbon dioxide, and nitrogen, as well as the temperature and humidity of a storage room, are regulated." -Wikipedia

Bill unseals a door and we enter a room with an unimaginably high ceiling (25 feet, actually). Instantly, we're wishing we'd worn another layer. There are apple crates stacked from floor to ceiling, accessible only by a very skilled fork lift operator.

Karin: *Controlled Atmosphere Storage - how does it work?*

Bill: We regulate the amount of oxygen in the rooms: 21% is the normal level we breathe, and 2% is the oxygen level in the CAS rooms. Also, carbon dioxide is regulated by a "scrubbing" machine that vacuums it out of the rooms (and can be controlled by a cell phone!).



Karin: *How do you keep the apples cool?*

Bill: We use beet juice.

Karin: *What?!?*

Bill: We use a coolant called Thermera, which is made from sugar beets. Traditional coolers have a chiller, which works by pumping ammonia through tubes, all around the walls of the cooler area. In our storage facility, only beet juice is pumping around the walls. Ammonia stays in only one small part of the chiller - much safer than traditional operations, in the event of a leak.

Karin: *You've had a huge apple year - around 140,000 bushels so far, I think. Do you have enough storage for all of them?*

Bill: Well, not really. Currently, storing around 50,000 bushels puts us at full capacity. We're working on building four new rooms - an additional 28,000 bushels will go into these, but we still need to rely on [VT Refrigerated Storage](#) for overflow (in the Old Shoreham Co-op).

Karin: *There are so many varieties of apples in here. Do they all store well?*

Bill: Results are really varied, and some even improve with storage, such as Red Delicious (yes, you heard that right!). Green stemmed apples store well - brown stemmed do not. Keepsake is a great storage variety. Honeycrisp is actually very hard to store - their long sharp stems poke other apples and cause damage and rot.

Karin: *Growing from a seasonal orchard to a year-round business must have been a big change. How has CAS changed your business?*

Bill: We can provide year-round employment for 30 full-time staff (all local) and up to 10 months full-time employment for 45 Jamaican staff (here on H2A work visas). Before CAS, we'd have to quit in November.

Karin: *OK, you know I have to ask - what's your favorite apple?*

Bill: Really, whatever is ripe, or almost ripe (my taste!), but Belle du Boskoop and Crimson Topaz are at the top of my list.

Karin: *Thank you, Bill!*





THE DEEP DISH

THE TRUE COST OF FOOD

Should farmers and farm workers be paid a fair and livable wage for their work?

Is it important for food to be grown and produced in ways that minimize the impact on our personal health and the health of our environment? What is that worth? The average person in our community would likely answer an emphatic 'yes' to those first two questions, though it can be difficult to draw connections between those issues and the price tags on our food.

As a mission-driven natural foods Co-op, these are questions we grapple with daily and it can be difficult to strike a balance between offering foods at an attractive price, while still ensuring good environmental, health, and labor practices.

Understanding the true cost of food is key, though **the many hidden costs associated with "cheap food" make it challenging to do so.** When one considers the externalized costs of cheap food - those that aren't immediately reflected on a price tag - it becomes evident that, in many ways, **cheap foods are much more expensive in the long run.** Their impacts are not always obvious or visible, though we pay for the damage through taxpayer dollars spent on subsidies, environmental cleanup, and rising healthcare costs associated with poor diet, adverse farm labor conditions, and exposure to farm pollution. Unfortunately, the market is heavily tipped in favor of those who produce food unsustainably.

"But, organic, fairly-traded, sustainably produced food seems so expensive!",

We currently spend more per family on alcohol than we do on fruits and vegetables.

"But, organic, fairly-traded, sustainably produced food seems so expensive!", you might be saying. **Consider this: Most people in the developed world spend less than 10% of their total household income on food.** This figure has dropped significantly over the last half-century, from 40-50% of household expenditure. We currently spend more per family on alcohol than we do on fruits and vegetables. Food has never been cheaper and more abundant than it is today, and we, as a society have never been more overfed and undernourished. We can no longer afford to eat this way.

So, what's the alternative?

Small, diversified, organic farms use less fuel and produce fewer greenhouse gases than their conventional mono-culture mega-farm counterparts. They raise animals in appropriate scale and rotationally graze animals to avoid over-grazing and to allow the land to naturally recycle animal wastes, which, in turn, helps build and fortify the soil. They rotate crops and employ beneficial insects to minimize issues with pests and avoid pesticides. They use green manures (cover crops) and compost to fortify and build fertile topsoil. Buying meat & produce from local farmers saves 17 times the fuel costs associated with the typical well-traveled meats, fruits, and veggies from afar.

You can also feel confident that the money spent on local food is having a direct positive impact on your local economy, supporting a local farm family, and helping to preserve the agrarian

(Continued on page 10)

THE ENVIRONMENTAL IMPACTS OF CHEAP FOOD

The EPA estimates that we could save \$15 billion in water treatment spending if we eliminated agricultural pollutants

Chemical agriculture degrades and strips precious topsoil at an estimated loss of 24 billion tons of topsoil per year

Chemical agriculture kills pollinators and other beneficial insects that are critical to the security of our food supply

Agricultural runoff is the #1 pollutant of US rivers and waterways, killing wildlife, reducing biodiversity, and contaminating groundwater.

Chemical agriculture results in super-weeds and super-bugs, which require ever-larger doses of chemicals to deter



CHEAP FOOD'S IMPACT ON FARMERS AND FARMWORKERS

Farmers and ranchers receive, on average, only **15.6 cents** of every food dollar that consumers spend on food.

According to USDA, off-farm costs including marketing, processing, wholesaling, distribution and retailing account for more than **80 cents** of every food dollar spent in the United States.

Federal farm subsidies & crop insurance (which prop up the largest 10% of mega-farms and leave smaller, diversified farms in the lurch) cost US taxpayers **\$20 billion** per year

Farmworkers receive an **even smaller share** of the retail dollar, usually about one-third of what the farmer receives.

Exploitative labor practices (much of it involving child labor abuses) on imported products are also common and well documented. Particularly with produce, chocolate, and coffee.

About **75%** of the workers on U.S. crop farms were born abroad, mostly in Mexico, and exploitative labor practices among the migrant farmworker community are all too common.

Low wages in the farming and food service industries cost US taxpayers **\$153 billion** per year in government assistance programs

CHEAP FOOD'S IMPACT ON HUMAN HEALTH IN THE USA

OBESITY



- 1 in 3 adults
 - 1 in 5 children
- are considered clinically obese

DIABETES



- 24 million people are afflicted by type 2 diabetes
- 79 million people have pre-diabetes

ANTIBIOTICS



Antibiotic resistance* expenses cost the US \$55 billion each year

*mostly related to the abundance antibiotics of in our food and water supply

COST



Obesity-related health conditions cost the US \$147 billion each year

Obesity conditions cost the entire world \$2 trillion each year

landscape that we treasure so dearly in Vermont. When your recipe calls for foods that are not grown or produced in Vermont, buying foods bearing fair-trade certification guarantees that exploitative labor practices have been avoided and a premium is being paid to the farmer. Of course, the point-of-purchase price on these foods is higher. **It simply costs more (up front) to produce food this way, though it's far more reflective of the real values associated with producing the food item.**

When you're spending your hard-earned food dollars at your neighborhood food co-op, you're

going one step further to ensure that your local farmers are getting a fair shake and that everyone who handles that food throughout the supply chain is paid fairly. Co-ops work with significantly more local farmers and producers than their conventional grocery store counterparts and offer more organic and fair trade certified products as a percentage of total grocery sales. Our Co-op works with over 400 local farmers and producers, generating more than \$3.5 million in sales to local farmers and producers every year. \$1.3 million of that goes directly to Addison County farmers and producers. *–Emily*

EXPENSES FOR EACH CUSTOMER \$ SPENT AT THE CO-OP

- 1 64.7% COST OF GOODS
- 2 21% PERSONNEL
- 3 3.2% OPERATING
- 4 2.6% PROMOTIONS
- 5 2.3% PHYSICAL PLANT

- 6 1.4% PATRONAGE
- 7 1.0% TAXES
- 8 1.0% ADMIN
- 9 0.3% GOVERNANCE

10 2.5%
NET INCOME
"PROFIT"





RALLY FOR CHANGE

ROUND UP YOUR TOTAL AT THE REGISTERS FEBRUARY 2ND-8TH
The Co-op Will Match Your Donation.

Mary Johnson Children's Center

FEBRUARY
2ND - 8TH

For the past 48 years Mary Johnson Children's Center has served families in Addison County from Starksboro to Orwell. Over the years, the Center has grown and changed to meet the emerging needs of families and young children. The number of children who have attended the Center's programs number in the thousands.

While best known for it's early childhood program on Water Street in Middlebury, the Center operates: *Early childhood programs in Middlebury, East Middlebury and Orwell, Afterschool and Summer School Age Programs in Middlebury, Salisbury, Weybridge, New Haven, Bristol, Starksboro, Monkton and, in the summer, Vergennes.*

- **Middlebury Nourishes** *A summer food program serving lunches to Camp Kookamunga, Middle and High School summer programs, Midsommer Lunch and an "open site" at the Memorial Sports Center. Anyone between 2 and 18 can drop in for a free lunch. No charge, no id's. During the summer MJCC serves over 12,000 meals.*
- **RFD** *An 8 week summer nutrition and enrichment program for children and youth in under served areas of Addison County, RFD delivers lunches and programming to residents of mobile home parks that are inaccessible to a downtown convenience store or other services.*
- **Farm to Preschool** *The Center is partnering with Shelburne Farms and other local partners on a VT FEED (Food Education Every Day) project to pilot a Farm to Preschool initiative in Addison County. This project includes local sourcing of snacks and meals, food preparation and taste testing; garden-based curricula; field trips to farms or farmers' markets; parent workshops and more.*
- **FEED** (Food Education Every Day) *project to pilot a Farm to Preschool initiative in Addison County. This project includes local sourcing of snacks and meals, food preparation and taste testing; garden-based curricula; field trips to farms or farmers' markets; parent workshops and more.*
- **Head Start** *Mary Johnson partners with Head Start to offer qualifying families Head Start services at our program on Water Street. A Head Start Early Care Advocate works at the program with the families of 15 children*
- **Therapeutic Childcare** *Partnering with the Counseling Service of Addison County, MJCC provides therapeutic childcare that supports children who struggle with social, emotional and behavioral (SEB) challenges. There are 20 children at MJCC who benefit from this additional support.*

The Center has helped families navigate the critical early years of their children's lives for the past 48 years by providing our county's children with a safe, stable and supportive environment. Parents, too, are offered the same safe supportive environment and a staff who understand that the family is the foremost influence in a child's life. Families become part of the Center's culture of connection and that support continues informally even after a child no longer attends one of the Center's programs.

[Mary Johnson Children's Center is a critical part of the network of support for families and young children in our community.](#)





BETWEEN THE ROWS

Planning Your Garden 2018



SWISS CHARD SEEDS

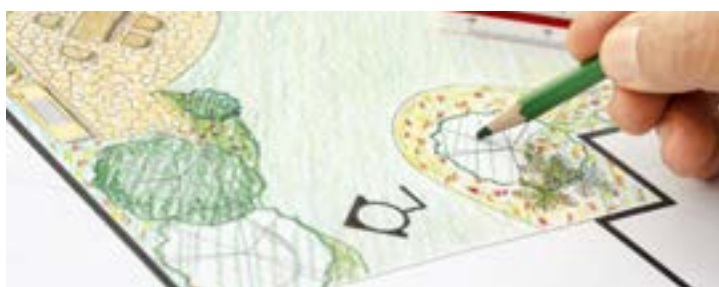
What better way to shake off the winter blues than to pore over the glossy pages of your favorite seed catalogs and dream of your next garden?

Now is the perfect time to begin this planning phase!

We love this handy guide from [Seed Savers Exchange](#) which will help you through the planning process whether you're a green-thumbed novice or a master gardener -*Emily*



HIGH MOWING SEEDS CATALOGUE 2018



GARDEN SKETCH



HANGING TOMATO PLANTS

Give It Some Thought

As with most endeavors, it pays to think through your garden project before you order your seeds or transplants. Which vegetable varieties really pique your interest? How much land can you commit to a garden? (Be sure to allow adequate space between rows!) How much time do you have to devote to weeding, mulching, watering, and other garden maintenance? Consider our plant hardiness zone here in Vermont (5a) and choose plants that thrive in this region over the course of the year.

Prioritize crops that excite or intrigue you.

And if you had a garden last year, make sure to rotate your crops this year, moving the location of each plant family to increase soil fertility and crop yield. Consider saving seeds from your garden, too. With just a few extra considerations, you can also plan to save seeds from your garden.

Choose a Good Location

Most vegetables grow best when they get at least six hours of sun a day, so be sure to plant your garden in a sunlight-rich location. If that sunny spot is close to a convenient water source for irrigation, that's even better. Sowing your seeds or planting your transplants near a water source will make it easier to keep your soil at the optimal moisture level.

Start Small

Bigger doesn't always mean better when it comes to basic garden planning. If you're new to gardening, or if you have limited time to devote to your garden, commit to a plot size that won't overwhelm you and concentrate on a selection of vegetables you like to eat that are also easy to grow. Radishes, lettuce, spinach, and carrots are just a few of the crops that don't take a lot of time or experience to produce a harvest.

Pay Attention to Your Soil

There's no way to overemphasize the importance of good soil: your garden will grow best in nutrient-rich, well-drained, weeded, and loosened (non-compacted) soil. Before you plant each spring, take the time to enrich your soil with quality compost or other organic matter if you want to boost your soil's fertility and your garden's production. Mulch (like leaves, straw, and hay) also adds valuable nutrients to the soil and will cut down significantly on your need to weed.

Grow What You Love

What's the point of growing vegetables you don't like to eat? Let your palate dictate your choices when choosing your crops, but try to stay open to planting at least a couple new vegetables each year to keep your home garden a bit more exciting. The last thing you want is to have your garden feel like a chore rather than a source of inspiration and relaxation.

Shop Local, Heirloom, Organic, & Open-Pollinated Seeds

Choose regionally-bred seeds from reputable sources whenever possible. Seed breeders with good seed stewardship in mind are breeding to produce high-quality, open-pollinated, organically grown, regionally specific seed.



HANGING GREENS



VERTICAL HERB GARDEN



BACKYARD PLOT & GREENHOUSE

eating healthy in 2018

Simple food Resolutions

What comes to mind when you think of healthy foods?

If you asked a dozen people this question, you'd likely get a dozen different answers. In fact, the FDA is in the process of redefining "healthy foods" and recently needed to extend the public comment period on the use of the term "healthy" on food labels in response to the overwhelming volume of feedback. It seems that we have a lot to say on the subject and those of us looking for guidance on how to eat a healthier diet find our heads spinning with often contradictory information about what it means for foods to be healthy.

Because one of our Co-op Ends is to provide the community with healthy foods, it's a topic that we spend a lot of time thinking about, so when we learned that [Michael Pollan](#) would be giving a lecture at Dartmouth College we jumped at the chance to send a few staff to hear what he had to say. When Pollan gives lectures, it's standing room only. Food and diet book writers quote

him constantly, and he's the subject of many a food-related conversation. His broad appeal is probably an indication of how confused we are about food, and how much we love it when people make it very clear to us what we should and shouldn't eat. He has a way of making it all sound so simple: **eat real food, not too much, mostly plants.**

Following Pollan's simple food rules "could render fad diets irrelevant, positively impact the environment, champion local food producers, and bring the processed food industry to its knees" says Eve Adamson of [NCG](#). So why aren't we busy toppling the \$60 billion diet & weight loss industry and tackling Big Food? Certainly not because we're busy cooking. The average American spends just 27 minutes a day cooking or preparing food. That's half of the time we spent cooking in 1965. The average adult spends more time watching, scrolling and reading about food on social media than they do cooking their daily

REMEMBER:

It's not an
all-or-nothing
proposition

SKIP THE

- Powders / Pills
- Food-like substances
- Wacky Diets

RESOLVE TO EAT:

- Real food
- Not too much
- Mostly plants

COOKING IS
AN ACT OF
REVOLUTION!

Cooking three
meals a week
at home can
make a HUGE
difference

RECLAIM
YOUR
KITCHEN!!!

NARRATIVES TO DISCARD:

- You don't have time
- It isn't fun
- You don't know what you're doing

meals! In 2015 and 2016, we spent more money at restaurants and bars than at grocery stores. The rise of convenience foods and ready-to-make meal services like *Blue Apron* points to the notion that we simply feel too busy to shop for and cook healthy meals at home. But, as Pollan points out, this isn't so much about a lack of time and more about the way we use our time these days. "The phenomenon of Americans working more than ever is a myth", says Pollan but "the sense that we have less time is real".

So, what is lost when we as a society decide we're too busy to cook? We lose skills, we lose confidence, and we lose control of our health. We're outsourcing food preparation to big businesses and their priorities when feeding us are very different from the priorities we'd set when preparing a meal for our family at home. They're interested in producing food as cheaply as possible yielding the highest profit possible. They would like us to believe that it's very complicated so that we'll leave it up to them. They're also interested in making you a

repeat customer, spending millions of dollars in a conscious effort – taking place in labs and marketing meetings and grocery-store aisles – to get people hooked on foods that are convenient and cheap but, unfortunately, not so healthy.

What is a health-conscious shopper to do?

Skip the powders, pills, food-like substances, and wacky diets. Resolve to eat real food, not too much, and mostly plants. Reclaim your kitchen and choose to think of cooking as an act of revolution! Also, remember that it's not an all-or-nothing proposition; even choosing to cook three meals a week at home can make a huge difference. Discard the narrative that you don't have time, it isn't fun, and you don't know what you're doing. Just keep it simple and enjoy every bite. *–Emily*



IN THE SPOTLIGHT...


Lundberg Family Farms





Founder Albert Lundberg understood the importance of caring for the soil. He recognized that the dust bowl resulted from poor soil management and short-sighted farming techniques. With this in mind, the Lundberg's made a choice to avoid growing typical conventional rice. Their Certified Organic and Eco-Farmed rice is grown with a concern for the environment. They treat the soil, air, and water as important resources, respecting the delicate balances of nature. They are a proud participant of the Non-GMO Project, and positioned their company as an early leader in organic farming, energy conservation, use of renewable energy, providing safe and fair working conditions, and many other environmentally responsible and socially responsible practices.


**20% OFF
LUNDBERG**
FOR MEMBER-OWNERS
3/25-3/31


Here at MNFC we take food seriously, and strive to provide local, and organic whenever possible. We refrain from purchasing food with artificial ingredients, irradiated ingredients, added hormones, added antibiotics, parabens, and high fructose corn syrup - or anything that was tested on animals.

 **ARTIFICIAL COLORS** Processed food manufacturers add dyes that are derived from petroleum to turn unattractive mixtures of ingredients and food additives into alluring novelties. They turn to artificial colors because they are cheaper and brighter than most natural colorings. Red 40, Yellow 5, and Yellow 6 account for 90% of all dyes used.

 **ARTIFICIAL FLAVORS** Because smell makes up 80-90% of the sense of taste, chemicals that give food a specific smell are big business. These flavors are complex mixtures of more than 100 chemicals. Solvents, emulsifiers, flavor modifiers, and preservatives make up 80-90% of the mixture. Natural flavors are required by the FDA to be derived from animals or plants.

 **IRRADIATED INGREDIENTS** Irradiation is the application of ionizing radiation as a method of preserving and extending the shelf life of a food. Irradiation damages food by breaking up molecules and creating free radicals, damaging vitamins and enzymes, and combining with existing chemicals in the food (like pesticides) to form new chemicals called unique radiolytic products (URPs) which may be toxic.

 **ANIMALS** are made to suffer and often die during a number of routine tests for cosmetic and body care products. The information that has historically been gained from animal tests is increasingly being replaced with quicker, cheaper and more reliable non-animal methods.

 **PARABENS** are preservatives found in other body care products. Health concerns include cancer (particularly of the breast), developmental issues. Pregnant women and children are especially vulnerable as parabens are absorbed through skin and the GI tract, and

IRRADIATED
INGREDIENTS



ANIMAL
TESTING



PARABENS



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MNFC
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These "buying criteria" have been developed in cooperation with the Co-op board to meet the needs of the MNFC community, and anyone who LOVES food.

If you have a concerns or solutions regarding to our buying criteria contact the board at: board@middleburycoop.com

DED
VATIVES,
ORS, &
VORS



STRIVES
CT FOOD
AT IS
ORGANIC,
EE FROM:



ARTIFICIAL PRESERVATIVES

are added to foods and medicines to extend shelf life.



HORMONES

rBST/rBGH is a genetically modified (GMO) growth hormone given to dairy cows to boost milk output. According to the Canadian Journal for Veterinary Research, side effects for the animal include reduced pregnancy rates, visibly abnormal milk, hoof disorders and a need for more drug treatments for health problems.



ANTIBIOTICS

When animals are fed routine doses of antibiotics, they then serve as a reservoir of resistant pathogens and resistance mechanisms that can directly or indirectly result in antibiotic resistant infections in humans. Resistant bacteria may be transmitted to humans through the foods we eat.



TRANS-FATS are industrially-produced fats and are the worst for our bodies - they raise our LDL 'bad' cholesterol and lower our HDL 'good' cholesterol.



HIGH FRUCTOSE CORN SYRUP

HFCS is a GMO. Large doses of any kind of sugar are harmful, but the biochemistry of different kinds of sugar and their respective effects on absorption, appetite, and metabolism are different. Because it is in so many processed food products, the average American consumes over 60 lbs of it per year. We currently require a land area the size of Massachusetts to grow the GMO corn to make the HFCS we annually consume!

ADDED
HORMONES &
ANIBIOTICS



TRANSFATS



HIGH
FRUCTOSE
CORN SYRUP



shampoos, conditioners, lotions, and
ncerns include endocrine disruption,
velopmental and reproductive issues.
pecially vulnerable. These chemicals are
and the body is unable to metabolize them.

GRAPEFRUIT & AVOCADO SALAD

Alice Waters

Chef-owner: Chez Panisse
Berkeley, California



INGREDIENTS

- 2 medium ruby grapefruits
(reserve 1 teaspoon finely grated zest)
- 1 medium shallot, minced
- 1 teaspoon white wine vinegar
- 2 medium Hass avocados, sliced 1/4" thick
- Salt
- 2 tablespoons extra-virgin olive oil
- Freshly ground pepper
- Mint leaves, for garnish

STEP 1 • Using a sharp knife, cut the skin and all of the bitter white pith off of the grapefruits. Working over a bowl, cut in between the membranes to release the sections. Squeeze the juice from the membranes into the bowl.

STEP 2 • Transfer 2 tablespoons of the juice to another bowl. Add the zest, shallot, and vinegar; let the dressing stand for 10 minutes.

STEP 3 • Season the avocado with salt and arrange on plates with the grapefruit sections. Stir the oil into the dressing; season with salt and pepper. Drizzle onto the grapefruit and avocado, garnish with the mint and serve.

FOOD FOCUS CITRUSSES...

MURCOTT MANDARIN



Also known as the "honey tangerine", Murcotts are actually a Mandarin Orange, they are much sweeter than oranges – almost candy-like – and are delicious eaten alone or sliced and glazed atop a custard tart.

LEMON



Though not usually eaten on their own, lemons are perhaps the most useful of the citrus. Their juice, rind, and zest are used in cooking, as a preservative, cleaning agent and fragrance.

The very sound of the name evokes thoughts of tangy refreshment. Their fragrant skins and succulent flesh smell and taste decadent, but fear not, these fruits are an essential part of a healthy diet, especially in the colder months. In addition to fiber and vitamin C, citrus fruits supply calcium, potassium, folate and vitamin A. At the Co-op, citrus is almost always Certified Organic, so you can feel free to take advantage of the zests and rinds, too! Though the season for these fruits begins in Early Fall, there are still plenty of delicious Oranges, Tangerines and Grapefruits that are at their best and available at the Co-op January through March. *-Karin*

BLOOD ORANGE



These beauties are graced with distinctive ruby red flesh and carry a flavor quite similar to raspberries. They are wonderful eaten fresh but are also juiced and made into preserves and salad dressings.

NAVEL ORANGE



These easy to peel orbs are usually seedless as well, which makes them a perennial favorite in lunch boxes. They are characterized by the growth of a second fruit at the apex, which looks a lot like a human belly button.

MINNEOLA TANGELLO



Juicier than oranges and with a distinctive "nipple" on the end, Minneolas are a cross between a grapefruit and a tangerine. Enjoy them all on their own, or in a salad, and grab an extra napkin!

GRAPEFRUIT



The Ruby Red variety you'll find in our Produce Department is rich in vitamin C and lycopene. As a powerful antioxidant, the grapefruit can play a helpful role in your New Year's Healthy Diet Resolutions.

CO-OP CALENDAR

WEEKLY SALES, MEMBER DEALS, & EVENTS

GRAND OPENING!!



SATURDAY JANUARY 6
10:00AM - 3:00PM

FREEBIES • GIVEAWAYS • RAFFLES

ONE DAY ONLY:
FREE ON-TAP BEVERAGE
W/CO-OP MUG!

COFFEE • TEA • KOMBUCHA • CIDER

FREE MCKENZIES HOT DOGS
WHILE THEY LAST!

MEMBERSHIP DRIVE
BUY OR DONATE A SHARE, RECEIVE A
HANDMADE IN VERMONT CO-OP MUG!

LOOK FOR CO-OP CLASSES IN MARCH!

Wednesdays from 5:30-7:30
March 21st - April 25th

SAVE THE DATE FOR OUR SPRING SUSTAINABILITY
SERIES AT THE HANNAFORD CAREER CENTER.
STAY TUNED TO THE CLASSES SECTION OF OUR
WEB PAGE FOR FULL COURSE LISTINGS AND
DESCRIPTIONS. WE HOPE YOU'LL JOIN US FOR
SOME HANDS-ON LEARNING AND FUN! -EMILY

education@middleburycoop.com

JANUARY

FEATURED CO-OP CONNECTION BUSINESS
REV FITNESS FOR WOMEN
25% OFF ENROLLMENT FEE 10% OFF PERSONAL TRAINING

**STORE
CLOSED**
MONDAY 1/1
FOR HOLIDAY



**GRAND
OPENING**
SATURDAY 1/6
10AM - 3PM



1/4 - 1/10 NEW YEAR BREAKFAST
MEMBER DEALS: 20% OFF MNFC LOGO PRODUCTS

1/11-1/17 SOUL FOOD
MEMBER DEALS: 20% OFF URBAN MOONSHINE

1/18 - 1/24 THAI COOKING
MEMBER DEALS: 20% OFF SPECTRUM
1/25 - 1/31 ORGANIC FAMILY DINNER
MEMBER DEALS: 20% OFF LUNDBERG

FEBRUARY

FEATURED CO-OP CONNECTION BUSINESS
MIDDLEBURY SWEETS
10% OFF



RALLY FOR CHANGE
2/1-2/7
**MARY JOHNSON
CHILDREN'S
CENTER**



2/1 - 2/7 HEALTHY SUPER BOWL EATS
MEMBER DEALS: 20% OFF SO DELICIOUS

2/8 - 2/14 SWEETHEART BREAKFAST
MEMBER DEALS: 20% OFF ORANGE OWL

2/15 - 2/21 WARM UP WITH SOUP
MEMBER DEALS: 20% OFF RED HEN BAKING CO

2/22 - 2/28 INDIAN CUISINE
MEMBER DEALS: 20% OFF CHAMPLAIN VALLEY APIARIES

MARCH

FEATURED CO-OP CONNECTION BUSINESS
PRO SKIN STUDIO
10% OFF ANY MASSAGE OR FACIAL

3/1 - 3/7 SUSHI WEEK
MEMBER DEALS: 20% OFF TOM'S OF MAINE
3/8 - 3/14 SAINT PATRICK'S DAY
MEMBER DEALS: 20% OFF KIMBALL BROOK FARM

3/15 - 3/21 SAP SEASON
MEMBER DEALS: 20% OFF SEVENTH GENERATION

3/22 - 3/28 SALAD WEEK
MEMBER DEALS: 20% OFF HONEYWILYA FISH