

Local Produce Guide October | November | December

<i>Apples</i>	Oct	Nov	Dec	Farm
Bellflower	●	●		Clendenen's Cider Works
Blushing Gold	●	●	●	Clendenen's Cider Works
Crab Apple	●			Clendenen's Cider Works
Fuji	●	●	●	Clendenen's Cider Works Swallowdale Farm
Golden Blush	●			Swallowdale Farm
Golden Delicious	●	●	●	Clendenen's Cider Works
Granny Smith	●	●	●	Clendenen's Cider Works
Gravenstein Varieties	●			Clendenen's Cider Works
Hudson Gem	●			Swallowdale Farm
Ida Red	●	●	●	Clendenen's Cider Works
Jonagold	●	●		Clendenen's Cider Works Swallowdale Farm
King	●	●		Clendenen's Cider Works
Mutsu	●	●	●	Clendenen's Cider Works
Pink Lady			●	Clendenen's Cider Works
Pippin	●	●	●	Clendenen's Cider Works
Red Delicious	●	●	●	Clendenen's Cider Works
Rome Beauty			●	Clendenen's Cider Works
Sierra Beauty	●	●	●	Clendenen's Cider Works
Stayman Winesap	●	●	●	Clendenen's Cider Works
Spitzenberg	●			Clendenen's Cider Works
Waltana		●	●	Clendenen's Cider Works

<i>Pears</i>	Oct	Nov	Dec	Farm
Asian Pear	●			Neukom Family Farm
Bosc	●			Fruitwood Farm
Comice	●	●		Fruitwood Farm

<i>Lettuce</i>	Oct	Nov	Dec	Farm
Butter Varieties	●			Organic Matters Ranch
Green Leaf	●			Organic Matters Ranch
Oakleaf Varieties	●			Organic Matters Ranch
Red French Crisp	●			Organic Matters Ranch
Romaine	●			Organic Matters Ranch

<i>Melons</i>	Oct	Nov	Dec	Farm
Annana	●			Neukom Family Farms
Canary	●			Trident Lightning
Charleston Gray	●			Trident Lightning
Crane (Eel River)	●			Neukom Family Farms
Crenshaw	●			Trident Lightning
Gold Flower Watermelon	●			Patty Clary
Ha Ogen	●			Neukom Family Farms
Honeydew Varieties	●			Neukom Family Farms Trident Lightning
New Orchid Watermelon	●			Trident Lightning
Swan Lake	●			Neukom Family Farms
Sugar Baby Watermelon	●			Trident Lightning
Tiger Melon	●			La Huerta del Perro
Toad Skin	●			Neukom Family Farms

<i>Grapes</i>	Oct	Nov	Dec	Farm
Black Muscat	●			Pierce Family Farm
Green Grapes	●			Pierce Family Farm

<i>Potatoes</i>	Oct	Nov	Dec	Farm
Blue	●	●	●	Warren Creek Farms
Devina	●	●	●	Warren Creek Farms
Kennebec	●	●	●	Warren Creek Farms
Red	●	●	●	Warren Creek Farms
Russet	●	●	●	Warren Creek Farms
Variety	●	●	●	Warren Creek Farms
Yellow Fin	●	●	●	Warren Creek Farms
Yukon	●	●	●	Warren Creek Farms

<i>Mushrooms</i>	Oct	Nov	Dec	Farm
Lion's Mane	●	●		Mycality Mushrooms
Oyster Varieties	●	●		Mycality Mushrooms
Shiitake	●	●	●	Mycality Mushrooms

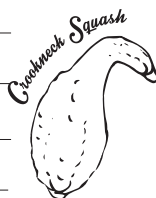
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<i>Root Veggies</i>	Oct	Nov	Dec	Farm
Beet Varieties	●	●	●	Wild Rose Farm
Carrots	●	●	●	Willow Creek Farms
Carrots, 5lb bag			●	Pierce Family Farm
Daikon Radish	●	●		Willow Creek Farms
Fennel	●	●		Flora Organica
Garlic	●	●		La Huerta del Perro
Leeks	●	●	●	Rain Fog Farm
Parsnips	●	●	●	Willow Creek Farms
Pink Beauty Radish	●	●		La Huerta del Perro
Rutabaga	●	●	●	Willow Creek Farms
Shallots	●	●	●	Pierce Family Farm
Turnips	●	●	●	Luna Farm
Watermelon Radish	●	●		La Huerta del Perro



<i>Squash</i>	Oct	Nov	Dec	Farm
Crookneck	●			Pierce Family Farm
Delicata	●	●	●	Warren Creek Farms Willow Creek Farms
Green Zucchini	●			Pierce Family Farm
Jack-o-Lantern Pumpkin	●			Warren Creek Farms
Kabocha Varieties	●	●	●	Warren Creek Farms Willow Creek Farms
Mini/Decorative Pumpkins	●			Warren Creek Farms
Red Kuri	●			Willow Creek Farms
Spaghetti	●			Willow Creek Farms
Sugar Pie Pumpkin	●	●	●	Willow Creek Farms



<i>Cucumber</i>	Oct	Nov	Dec	Farm
Slicing	●			Pierce Family Farm
Lemon Cucumber	●			Pierce Family Farm



<i>Greens</i>	Oct	Nov	Dec	Farm
Assorted Greens	●	●	●	Little River Farm
Chard Varieties	●	●	●	Wild Rose Farm
Collard Greens	●	●	●	Wild Rose Farm
Dandelion Greens	●	●	●	Wild Rose Farm
Kale Varieties	●	●	●	Wild Rose Farm
Mixed Greens	●	●	●	Wild Rose Farm
Mustard Greens	●	●	●	Wild Rose Farm
Spinach	●	●	●	Wild Rose Farm

<i>Tomatoes</i>	Oct	Nov	Dec	Farm
Cherry Varieties	●			Willow Creek Farms Luna Farm Pierce Family Farm
Mixed Heirloom	●	●	●	Willow Creek Farms Luna Farm Pierce Family Farm Earthly Edibles
Roma		●	●	Pierce Family Farm
Slicing		●	●	Willow Creek Farms

<i>Herbs</i>	Oct	Nov	Dec	Farm
Basil	●			Earthly Edibles Pierce Family Farm
Cilantro	●	●	●	Wild Rose Farm
Kaffir Lime Leaves	●	●		Claudia's Herbs
Parsley Varieties	●	●	●	Luna Farm Little River Farm Rain Frog Farm

<i>Peppers</i>	Oct	Nov	Dec	Farm
Anaheim	●	●		Willow Creek Farms
Bell Varieties	●	●		Pierce Family Farm
Cayenne	●	●		Flora Organica
Italian Sweet (Carmen)	●	●		Willow Creek Farms
Jalapeño	●	●		Pierce Family Farm
Jimmy Nardello	●	●		Flora Organica
Padrón	●	●		Flora Organica
Pimento	●	●		Willow Creek Farms
Poblano	●	●		Willow Creek Farms
Serrano	●	●		Willow Creek Farms
Shishito	●	●		Flora Organica

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<i>... and more!</i>	Oct	Nov	Dec	Farm
Artichokes	●	●	●	Earthly Edibles
Bok Choy Varieties	●	●	●	Willow Creek Farms
Broccoli	●	●		Earthly Edibles
Cauliflower Varieties	●			Organic Matters Ranch
Brussels Sprouts		●	●	Flora Organica
Eggplant Varieties	●			Pierce Family Farm Willow Creek Farms
Fuyu Persimmon	●	●		Willow Creek Farms
Green & Red Cabbage Varieties	●	●	●	Willow Creek Farms Organic Matters Ranch
Hachiya Persimmon	●	●		Willow Creek Farms
Napa Cabbage	●	●	●	Willow Creek Farms Organic Matters Ranch
Peashoots	●	●		Feral Family Farm
Pineapple Guava		●	●	Claudia's Herbs
Romanesco	●			Organic Matters Ranch
Sunflower Shoots	●			Feral Family Farm
Wheatgrass	●	●	●	Feral Family Farm

<i>Where's your farmer?</i>		
Swallowdale Farm <i>in Arcata</i>	Organic Matters Ranch <i>in Freshwater</i>	Hunter Orchards <i>in Grenada</i>
Feral Family Farm <i>in Arcata</i>	Patty Clary <i>in Hoopa</i>	Flora Organica <i>in McKinleyville</i>
Little River Farm <i>in Bayside</i>	Earthly Edibles <i>in Korb</i>	Trident Lightning <i>in Phillippsville</i>
Rain Frog Farm <i>in Blue Lake</i>	Fruitwood Farms <i>in Orleans</i>	Luna Farm <i>in Willow Creek</i>
Wild Rose Farm <i>in Blue Lake</i>	Henry Rose <i>in Orleans</i>	Neukom Family Farm <i>in Willow Creek</i>
Mycality Mushrooms <i>in Fairhaven</i>	La Huerta Del Perro <i>in Orleans</i>	Willow Creek Farms <i>in Willow Creek</i>
Clendenen's Cider Works <i>in Fortuna</i>	Pierce Family Farm <i>in Orleans</i>	Trying something new? Ask for a sample!

Weather may affect produce availability

[Continued from page 3] we posted fairly dramatic changes to schedules in advance and then asked employees to come forward with suggested changes. Some volunteered to work fewer hours and some had already planned to give notice, allowing us to make some cuts through attrition. We adjusted schedules to reduce impacts to each individual as opportunities arose. With input from the management team, I ultimately made the final decision as to which positions would get cut.

This has been extremely difficult as I know and appreciate all of our employees—I watch their kids grow up, know about their personal interests, and understand their reliance on their income from the Co-op—but my job is to do what is in the best interest of the Co-op. I wrote a labor reduction plan with detailed financial analysis and adjusted it weekly as I received feedback from employees and watched with anticipation what our sales trend would be. I may have waited too long, but I was holding out hope that the Co-op

would make a recovery.

I still hold that hope, and back it with the efforts that have been underway. Some of the changes are so new that they have yet to show the results in our financials. With new refrigerated cases installed in Eureka, we saw significant sales increases with just two days of them being filled; meat jumped 14% and beer jumped 17%. We have more changes coming that will allow for an improved layout, and by the end of October our new hot/cold bar will be installed.

We have decided to end our forward buying program, but are in our warehouse lease until February 2019. If you know of a local producer who needs warehousing space (and possibly equipment), please send them my way. Our landlord has been very understanding and will work with us and a new tenant to work out a good situation for both.

There is so much more that we are doing. If you would like to participate in our path to financial recovery, the best thing you

can do is to spend your dollars with the store you own—the Co-op! You can also invest in C Shares, which provides operating cash. Other companies are publicly traded or have large private investors, whereas the Co-op relies on many smaller contributions from its owners, our members. Visit our website or contact our Membership Coordinator at (707) 822-5947 ext. 234 if you'd like to learn more.

I know this article is somewhat disheartening, but I hope your takeaway is that we are all working very hard and making difficult decisions in the best interest of the Co-op. By being transparent, I hope it inspires you to participate in any way you can. As always, I'd love to hear from you, whatever you have to say. I hope to see you on October 21 at our Annual Membership Meeting and 45-year celebration. If you have questions or concerns of any kind, please don't hesitate to contact me at (707) 822-5947 ext. 220 or gm@northcoast.coop. ■