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CO-OP NEWS

A Publication of the North Coast Co-op • Feb. 2017

Cheese, Please!

NORTH COAST CO-OP
CHEESE DEPARTMENT PICKS p.4



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CO-OP NEWS
NORTH COAST CO-OP
811 I STREET
ARCATA, CA 95521

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THE COOPERATIVE PRINCIPLES:

Voluntary & Open Membership
 Democratic Member Control
 Member Economic Participation
 Autonomy & Independence
 Education, Training & Information
 Cooperation Among Cooperatives
 Concern for Community

The Co-op does not officially endorse the services or products of any paid advertiser. All articles, columns and letters are the expressed opinion of the author and not the Co-op News.

LETTERS TO THE EDITOR

Letters must include your name, address, member #, and telephone #. Letters should be kept to a maximum of 250 words and may be edited. We regret that we may not be able to publish all letters due to limited space. Email your letters to co-opnews@northcoast.coop or send them to: Co-op News, 811 I Street, Arcata, CA 95521. Deadline for letters is the 10th of each month.

Letter from the Editor



Cassie Blom

Marketing & Membership Director

The first couple of months of each calendar year is a unique time for all of us here at North Coast Co-op. Like many of you, we take this time to reflect on the past year—what we've accomplished, what has changed, and where we might have fallen short. However, since our fiscal year runs from April through March, it is also a time to identify what we want to accomplish in the home stretch of our fiscal year, and to solidify plans for the year ahead. In the Marketing & Membership Department, we have been evaluating all of the ways we communicate with and serve our members and our community, looking for areas of improvement. A few highlights of what we're focusing on include better supporting our local ven-

dors, increasing accessibility to the Co-op, and engaging our member-owners.

As a former local vendor (the founder and previous owner of Beer Kissed), our local program is especially near and dear to my heart. There are some exciting things happening with our local program; read more about our progress on page 3. The other major priorities have included increasing accessibility to the Co-op for more of our community, and making sure our members feel all our love and appreciation.

Increasing accessibility to the Co-op has been a priority for the Co-op for quite some time; the fact is that quality food is not affordable for everyone, and we want to help change that. This priority is also something we heard a lot about from our members in our most recent comprehensive member survey. While we have many ways to save on our products on a daily basis, our staff has also been working hard with our board to develop the Co-op Access Program. The Co-op Access Program will be a pilot program in Fiscal Year 2018 (starting in April 2017), and will provide memberships and extra discounts to a limited number of low-income individuals and families. It is our hope that through the Co-op Access Program, we will be able to provide af-

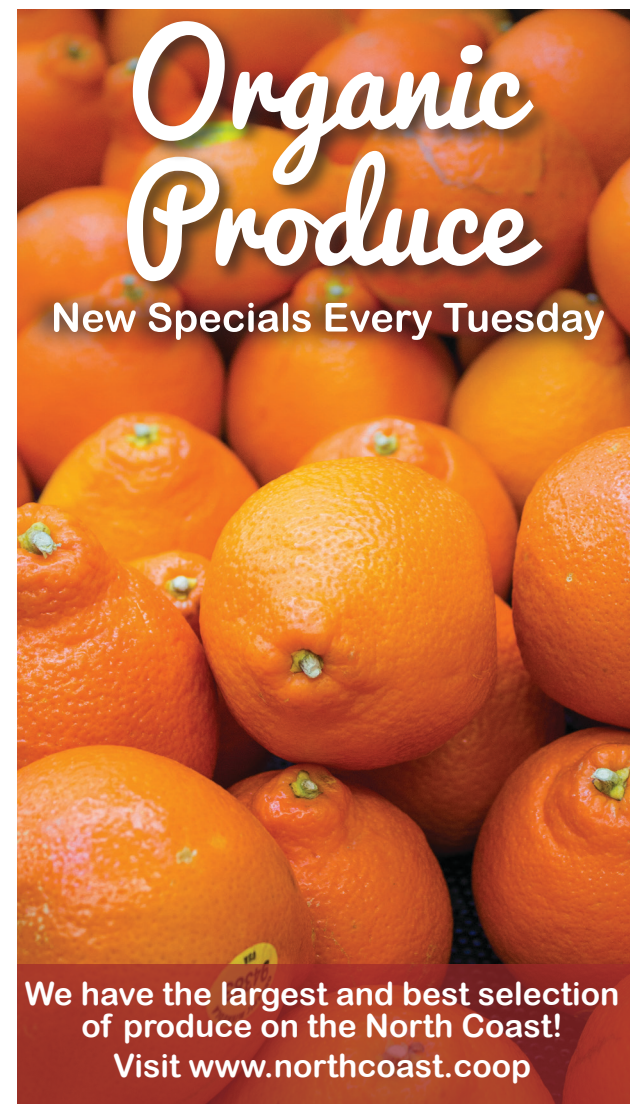
fordable, healthy food to those for whom it may otherwise be out of reach. More information about this program can be found on our website—details will be developing in the next several weeks.

Engaging member-owners and showing them the immense appreciation we have for them is also a huge priority for all of us at the Co-op. While member-owners already enjoy many benefits, we can always do better. You may have noticed our first member-only coupons printed in two local publications over the last couple of months; we have had tremendous response, and this is just the beginning! We are working on a variety of unique and new benefits for our member-owners. It is crucial to us that our membership feel the love just as much as we do! Appreciation shouldn't be limited to specific days of the week or month; it's important that members are acknowledged every day. After all, we wouldn't be a successful cooperative without all of YOU! To weigh in on one aspect of member benefits, please see this month's member survey on page 2.

Have an idea for how we could show our love? Please don't hesitate to write a letter to the editor. We always love to hear your thoughts.

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Organic Produce
 New Specials Every Tuesday

We have the largest and best selection of produce on the North Coast!
 Visit www.northcoast.coop

Share the Spirit



Carrie Newman

Eureka Assistant Store Manager

Share the Spirit is just one of the many amazing programs that our co-op hosts for our community. It is a fundraising effort that gives everyone the opportunity to get involved in giving back to the community. Every holiday season for the past 27 years, the Co-op collects donations at the register for our local food bank, Food for People, to help support their programs. This fundraiser started in 1989 by a Co-op cashier, Mara Segal, who still works at the

Co-op. Mara placed gift bags in the registers with the slogan “Your small change can make a big difference,” and this concept carried on throughout the years; customers are encouraged to round up their purchase amount at the register towards Share the Spirit or give additional amount if they so choose.

Food for People is the largest hunger relief organization and official food bank for Humboldt County. These programs include a network of emergency food pantries, food distribution programs for children and seniors, nutrition education, outreach and advocacy activities, food drives and gleaning efforts, as well as many partnerships throughout the community

In the past few years since I became Assistant Store Manager, I have implemented a friendly competition, using creative prizes as incentives, to help encourage cashiers to participate in Share the Spirit. I also designed a fun weekly tracking system on a poster so cashiers could check how much they had raised. By adding this engaging

“I’m so proud of our cashiers with their active involvement, and passion to help and contribute to our community. To see what can be accomplished with the community’s generosity is truly remarkable.”

element, we’ve been able to successfully increase previous amounts donated. I’m so proud of our cashiers with their active involvement, and passion to help and contribute to our community. To see what can be accomplished with the community’s generosity is truly remarkable.

This year, we raised \$17,274 between the two stores, including the Co-op’s matched donation of \$5,000. I’m excited to say we had participation from all cashiers. Our top three cashiers who raised the largest amount in customer donations this year were: Taylor Rutledge with \$2,276.16, Joel Grosh with \$1,693.37, and Stephanie Ferkins with \$1,335.19. I’m incredibly thank-



ful for my team, our community, and my co-op. I look forward to raising even more donations for Share the Spirit in 2017.

GMO-Free Sonoma

By Kay Schaser

Back in 2014, legislation was introduced in California which would have prevented a city, county, or district from adopting or enforcing any law banning or regulating the planting of GMO crops after January 2015 unless approved by the Secretary of Agriculture. Fortunately for our food sovereignty, that provision got derailed and now we are able to welcome a new kid on the GMO-free block. With the passage of Measure M in November, Sonoma County joined Humboldt, Mendocino, Trinity, Marin, and Santa Cruz counties in protecting organic and conventional crops from transgenic contamination by prohibiting the cultivation of GMO crops within those counties (Sonoma’s being specific to the unincorporated areas).

Like Humboldt, Sonoma tried and failed some years earlier to pass a similar measure. Last year, the Sonoma County Board of Supervisors, faced with adopting an ordinance outright or passing it on to the voters, elected the latter. We all know the hard work involved in a petition drive but with citizens collecting some 10,000 more signatures than necessary, the measure qualified for the ballot. And this time, despite opposition from the Sonoma Farm

Bureau and a concerted effort by the biotech companies to block the initiative, it handily passed 55.9% to 44.1%.

What does this mean for us in Humboldt? It means that we are now part of the largest contiguous GMO-free production zone in the entire U.S.—13,734 square miles in all. It also means the Second Congressional District has the distinction of being only one county shy of being a 100% GMO-free production zone.

Contrary to what biotech would have you believe, the main claim to fame for GMOs is resistance to glyphosate. As evidence of glyphosate’s damage continues to accumulate and residues continue to show up in human urine worldwide, citizens of “The Zone” can rest a little easier. Bravo to Sonoma County for filling in a gap in the chain!



Win a \$25 gift card!

Member Survey

Q: Would you prefer a once-a-month discount or regular member-only discounts, coupons and sales?



Member Name: _____

Member #: _____

Phone #: _____

Detach this entry form and return it to the Member Survey box located near Customer Service at either store location. Be sure to include your name, contact information, and member number so that we can contact you if your entry is drawn. You can also send your ideas to co-opnews@northcoast.coop with “Member Survey” in the subject line. Must be a member to enter. Co-op employees and their families are not eligible to win.

DEADLINE TO ENTER: FEBRUARY 28

January Board Meeting Report



Cheri Strong

Board of Directors Vice President

The North Coast Co-op Board of Directors welcomed 2017 with a fairly small and uneventful meeting. While there are still many irons in the fire, there was a moment of pause over the holidays with several board members out of town or busy with other events. Most of the committees did not meet in December and regular meetings resumed in January.

During the member comment period, one member mentioned the board vacancy that is opening with Dave Feral leaving and commented that it would be a short term that may not be necessary to fill. Another member and employee updated us on her reevaluation of how the Co-op uses the term “local” to represent products in the store. It has been a collaborative effort with many departments. For further details, see Cassie Blom’s article below.

General Manager Melanie Bettenhausen gave an update on the “board tracking system.” This is something we have been talking about for several months as a way for the board and Co-op staff to stay updated on the status of projects and requests made by the board. We often discuss many ideas and issues that may not get addressed for several months and it is easy for them to fall off the radar as new things come up at every meeting. Hopefully, this tool will help us to revisit these things and further address items as necessary, and enjoy the

satisfaction of checking them off the list.

The Member Action Committee (MAC) was the only committee to meet in December. The topic from that committee most discussed at the board meeting was the possibility of having a durable goods bank, where the Co-op would have a place where members could contribute reusable bags that they did not need for other members to use. There was a lot of conversation surrounding the feasibility and liability of offering members bags that had come from outside the store. The next MAC meeting is February 8, if you would like to join this discussion.

Melanie Bettenhausen gave her General Manager Report reminding us that, while we may have felt a lull in December, the Co-op was as busy as ever, moving forward with hiring staff to fill vacancies, working on the Deli remodel and much more. To see the full summary of the meeting you can request a board meeting packet from Customer Service a week before the meetings,

and as always, we hope to see you at the next board meeting.

Board and committee meeting dates and times are posted on our website and in the Reference Guide on page 8.

February Meetings

Board of Directors Meeting
Feb 2 • 6-8pm Ten Pin Building,
793 K Street, Arcata

Member Action Committee Meeting
Feb 8 • 6-7pm Ten Pin Building,
793 K Street, Arcata

Policy and Procedures Committee Meeting
Feb 15 • 4pm Ten Pin Building,
793 K Street, Arcata

Earth Action Committee Meeting
Feb 23 • 5:30pm Ten Pin Building,
793 K Street, Arcata

Co-op Brings Definition of Local Closer to Home



Cassie Blom

Marketing & Membership Director

As many of you are well aware, the Co-op has been a leader in all things local since its inception back in the 1970s. We have been buying local produce since the beginning and have made supporting local producers a main component of our business practices. In 2008, we created the Eat Local Challenge and helped develop the widely recognized Local Food Month. Over time, however, we have struggled with our definition of local. We have wanted individual shoppers to define local in whichever way best fits their worldview, and we have strived to be inclusive of our regional foodshed. Meanwhile, the term “local” has become a more widely used term in the marketing world—some define local as coming from anywhere in California. While we are thrilled that more people care about local, we are also concerned about the word starting to lose its true meaning. No matter how we have defined local over the years, it is important for us to recognize that we haven’t been telling

the local story as effectively as we could recently; a main obstacle being that we are not all on the same page about what local means.

It is with all of this in mind that we have spent the last several months taking a hard look at our definition of local, looking at each department individually, having passionate conversations about what makes a company local, and listening to our community. We have discussed the matter in many different forums, asking for input from Department Heads, the Merchandising team, management, and the board. We have been asking ourselves tough questions, and have worked tirelessly to simplify an issue with many subjective intricacies and nuances.

After coming to the realization that our definition of local—a 250-mile radius from our stores—may not be truly reflective of our members’ values, we surveyed member-owners through the *Co-op News* to learn about what local means to our community (October 2016). Indeed, the responses were unified in their message, but not completely in line with the Co-op’s 250-mile definition of local. Of the 45 responses, the words mentioned the most times were: *community*, *support*, *family*, *neighbor*, and *people*. We made a word cloud from the responses (see image on the right), and have to say—what a beautiful definition of local!

What makes this response even more lovely is that we at the Co-op couldn’t agree more. Local products and the people behind them have always been the heart-



beat of the Co-op. We hear so many stories about how we were a company’s first retail account, and how our team was able to provide guidance and support in the formative days of many producers’ entrepreneurship.

All of the above efforts have resulted in a proposed local region defined as Humboldt, Trinity, and Del Norte counties. Gone are the days of products made in Alameda County being called local. We are bringing local home, where our community feels it belongs. With this simplified definition, we are developing great promotional programs for our local vendors. We want to

shout our love for local from the mountaintops! We are also working on some behind-the-scenes support for our local vendors. They are our partners in creating a marketplace for locally produced goods, and our strong, organized support of their efforts is crucial for everyone’s success.

In the coming months, look for a renewed celebration of all things local here at the Co-op, as we finalize our new definition of local. Have an idea for how we could better tell the story of local? Please don’t hesitate to send a letter to the editor; see information on page 6.

A New Kind of Cheesy

This year, we're giving new meaning to cheesy ways to show your affection in February. We believe cheese is a great way to celebrate love each and every day! Surprise your loved one (or yourself!) with an array of artisan cheeses from our Cheese Department. Try out various cheeses, made with cow, goat or sheep's milk or, if you're steering clear of dairy, explore dairy-free cheese alternatives. Our enthusiastic and knowledgeable Cheese Department employees have picked some delicious recommendations to get you started.

Picks by Cheese Department Heads Jess Russell-Yount and Veronica Rudolph, and Cheese Clerks Emily Johnson and Christopher T. Wehland



1. BREBICET – SHEEP MILK CHEESE

Double-cream buttery quality; great paired with dried cherries.

2. LEYDEN GOUDA WITH CUMIN SEED – COW MILK CHEESE

Great to experiment with as substitution for other cheeses. The taste of cumin and nutty flavor of gouda make a luxurious and yummy combination. Try it on nachos for a fun twist!

3. VINTAGE GOUDA – COW MILK CHEESE

Absolutely bursting with complex and crowd-pleasing flavors, just a small piece of this ultra-flavorful cheese will hit the spot.

4. AOP FOURME D'AMBERT – COW MILK CHEESE

A creamy delicious French blue cheese, sure to please the blue cheese lover's palette; savory and nutty.

5. CHAMPIGNON MUSHROOM BRIE – COW MILK CHEESE

This Bavarian brie will add that something extra you didn't know your brie was missing. Eaten melted over a crusty baguette is the closest thing to cheese perfection you can experience on this continent. Truly one of life's greatest (and simplest) pleasures.

6. EWEPHORIA – SHEEP MILK CHEESE

This gouda features rich butterscotch and caramel flavors. It has a good crystalized texture, and goes great with apples.

7. FROMAGE BLANC – GOAT MILK CHEESE

This is a must for the goat cheese beginner. A light cream cheese texture; a mild tangy bite. Serve on toasted bread with any jam or jelly. Simple and delicious.

8. KOKOS COCONUT GOUDA – DAIRY FREE

This cheese tastes like summer. Melt coconut gouda on turkey burgers with a homemade mango salsa for a delightfully satisfying meal.

9. GJETOST – GOAT MILK CHEESE

Gjetost with apples is a match made in heaven. This goat cheese has a fudge-like texture and tastes like caramel. It's a great snack for kids; simply cut up some apples and cheese and join them in snacking delight!

Fermenting Easy Kimchi

COOK & SAVE

By Ellie Christensen, Outreach Assistant,
and Jolie Harvey, Outreach Coordinator

As we age, our digestion can suffer with the decrease in production of digestive enzymes. Fermentation of vegetables and dairy products leads to the production of probiotic bacteria, all of which are living symbiotically with us throughout our digestive system. The probiotic bacteria's byproducts: lactic, acetic and amino acids all help maintain the balance of our digestive environments. Kimchi is a traditional fermented Korean side dish made of vegetables with a variety of seasonings. Kimchi includes acetic and amino acids, high levels of fiber and a huge amount of Vitamin C. In the Korean kitchen, different kimchis are made at different times of year. Our recipe focuses on the last of the fall and winter veggies and is a great option for using up the last of your winter garden veggies.



Ingredients

- 4 cups filtered water
- 4 Tablespoons sea salt or kosher salt (no preservatives)
- 1 Tablespoon cane sugar
- 1 medium head of green cabbage, cored and coarsely chopped
- 3 medium carrots, peeled and cut into thin rounds or shredded if you prefer
- 4 baby bok choy, rinsed and coarsely chopped
- 1 medium yellow onion
- 1 medium daikon radish, peeled and julienned
- 4 garlic cloves, minced
- 2 Tablespoons of fresh ginger, minced
- 3 green onions, coarsely chopped
- 2 teaspoons red chili pepper flakes

Tools

- 1 large glass jar
- 1 smaller jar or glass
- Weights – We used pie weights but beans or a can would work too!

Directions

1. Boil 4 cups of filtered water.
2. Mix salt and sugar with boiling water until dissolved and set aside to cool.
3. Wash and coarsely chop bok choy and core and coarsely chop the green cabbage.
4. Wash and peel carrots and daikon radish.
5. Cut carrots and radish into rounds or matchsticks, maintaining uniformity.
6. Add bok choy, green cabbage, carrots and daikon radish to the large jar.
7. Pour cooled brine over the mixed veggies all the way to the top of the jar.
8. Using the smaller jar or glass force the veggies below the top of the brine and weight it down.
9. Put the large jar on a plate or in a bowl to catch any overflow.
10. Let the veggies and brine sit for at least 3 hours.
11. After 3 hours, strain veggies from brine. Save the brine!
12. Mince yellow onion, green onion, ginger and garlic into a paste with a food mill or processor.
13. Toss veggies and paste together and add red chili pepper flakes.
14. Return veggies to the jar with the reserved brine.
15. Weigh the veggies down again (and set the jar inside a bowl or plate to catch overflow) below the brine and set in a cool, dry place for 3-5 days to start.
16. Check daily. You should see small, bubbles rising to the surface and the liquid will begin to double.
17. After 5 days, time to taste test. Ferment longer if you like.
18. Once fermentation has occurred, keep in the fridge for up to 3 weeks.

Step 15: Weigh down your fermenting kimchi!



Submit a Letter to the Editor

We want to hear from you!

Letters must include your name, address, member number, and phone number. Space is limited; please be concise (preferably 250 words or less).

We regret that we may not be able to publish all letters due to limited space.

Email your letters to co-opnews@northcoast.coop or send them to: Co-op News, 811 I Street, Arcata, CA 95521. Letters must be received by the 10th of the month.



Letter to the editor:

"I'm glad to be able to respond to the Letter from the Editor (Co-op News, December 2016). It was very inspirational to me and did help me to remember how grateful I am for my town, my friends and relations. My co-op is unique in the openness it provides to groups to table for their organization, providing field trips and opportunities for members and others to be involved. Co-op is a weekly part of my life where I see friendly faces and wonderful food. I see the whole community here represented on any one day. The Co-op is the thread that ties many of us together."

Submitted by Carol Woods, member number 21371

We ♥ Our Members Giveaway!

February is National Chocolate Lovers' Month, and we plan on celebrating! Dark chocolate is a great source of antioxidants and minerals, so why not indulge a little? We carry many amazing local and seasonal chocolates from some of your favorite brands. One lucky member will win an assortment of chocolates from Green & Blacks, Humboldt Chocolate, Theo, Equal Exchange, Alter Eco, and more! Whether you enjoy dark or milk chocolate, you're sure to enjoy the selection we've put together for this decadent month. Head to Customer Service at either store location to enter.

Enter to win at at Customer Service at either Co-op location.

Deadline to enter: February 28, 2017



Stay Connected

Keep your contact information up to date!



Hundreds of patronage refund letters have been returned to us for incorrect addresses. Please notify the Co-op with your change of address so when we have important information to share (like your patronage refund!), we can get it to you.

To update your contact information, go to Customer Service at either store or contact our Membership Coordinator, Nicole Chase, at nicolechase@northcoast.coop or 707-822-5947 ext. 234.

Wellness Wednesday

10% OFF

bath & body, supplements, skin care



Wellness Wednesday is the First Wednesday of Every Month

smoothies, fresh juices & kombucha on tap

made with organic fruits & veggies



Bring or Buy a Reusable Cup, Save 10¢ at the Register

Co-op News Reference Guide

Board of Directors Activities

Co-op member-owners are encouraged to attend board and committee meetings. Learn more about the board, and find meeting agendas and minutes at northcoast.coop/about_us/board/.

Board of Directors Meetings

Feb 2 • 6-8pm Ten Pin Building, 793 K Street, Arcata

Member Action Committee Meeting

Feb 8 • 6-7pm Ten Pin Building, 793 K Street, Arcata

Policy and Procedures Committee Meeting

Feb 15 • 4pm Ten Pin Building, 793 K Street, Arcata

Earth Action Committee Meeting

Feb 23 • 5:30pm Ten Pin Building, 793 K Street, Arcata

Co-op Sponsored Events

Feb 10 • Theo Bleckmann Elegy, presented by Redwood Jazz Alliance. Composer and vocalist with his own musical approach to jazz, cabaret, classical, experimental and improvised music. 8pm at Fulkerson Recital Hall, HSU. More information at www.redwoodjazzalliance.org

Feb 28–Mar 6 (Rescheduled) • Point in Time Count. This biennial event documents the number of sheltered and unsheltered homeless persons. Volunteers are needed for many task including clerical

duties, counting homeless individuals, keeping coffee brewed, and much more. More information at www.humboldthousing.org

Mar 4 • CASA Big Night Dinner & Auction. This annual fundraiser supports CASA's work for children in the foster care system. Bid on the gift basket donated by the Co-op. More information at www.humboldtcasa.org

Mar 30–Apr 2 • Redwood Coast Music Festival. Great music and fun all weekend long, this event kicks off with a Taste of Main Street and a dance. Ceremonies, dance contests, concerts and parties throughout Eureka. Don't forget to get your tickets at either Co-op location. More information at www.rcmfest.org

Co-op at Events

Mar 3–Mar 4 • Bowl for Kids Sake, a carnival Masquerade. This event benefits Big Brothers Big Sisters of the North Coast. Team Co-op will be bowling in this fundraiser for BBBS. Volunteer, join a team or donate. More information at www.ncbbbs.org

Mar 30 • 25th annual Taste of Main Street. Sample food from local participating restaurants and food producers, including a stop at the Eureka Co-op. This fundraiser for Eureka Main Street always sells out, so get your tickets early. More information at www.eurekamainstreet.org

Deadlines & Reminders

Feb 28 Member Surveys due (see p. 2)

Feb 28 We ♥ Our Members giveaway deadline (see p. 6)

GET ACTIVE AT THE CO-OP!

Attend a meeting... or three!

BOARD OF DIRECTORS MEETING

1st Thursday of the month

6PM at the Ten Pin Building, 793 K St., Arcata

MEMBER ACTION COMMITTEE

2nd Wednesday of the month

6PM at the Ten Pin Building, 793 K St., Arcata

EARTH ACTION COMMITTEE

4th Thursday of the month

6PM at the Ten Pin Building, 793 K St., Arcata

NORTH COAST
CO-OP