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CO-OP NEWS

A Publication of the North Coast Co-op • May 2016

Welcome to
Bike Month

p. 4

*Win
This
Bike!*



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

EDITOR

Melanie Bettenhausen
 Marketing & Membership Director
 (707) 502-3555 ext. 132
melanieb@northcoast.coop

GRAPHICS & COORDINATION

Zev Smith-Danford
 Graphic Design Coordinator
 (707) 502-3555 ext. 120
zevsmithdanford@northcoast.coop

Alenya Felts

Marketing & Graphics Assistant
 (707) 502-3555 ext. 129
alenyafelts@northcoast.coop

ARCATA LOCATION

811 I St., Arcata • (707) 822-5947
 Open daily: 6 am to 9 pm
 Kevin Waters, Store Manager
kevinwaters@northcoast.coop

EUREKA LOCATION

25 4th St., Eureka • (707) 443-6027
 Open Daily: 6 am to 9 pm
 Toby Massey, Store Manager
tobymassey@northcoast.coop

COOPERATIVE OFFICES

811 I St., Arcata

INTERIM GENERAL MANAGER

Ron Sharp (707) 502-3555 ext. 124
ronsharp@northcoast.coop

MEMBERSHIP COORDINATOR

Bella Waters (707) 502-3555 ext. 135
bellawaters@northcoast.coop

HUMAN RESOURCES

Lisa Landry (707) 826-8670 ext. 127
lisalandry@northcoast.coop

ACCOUNTING

Kris Harris (707) 502-3555 ext. 138
krisharris@northcoast.coop

BOARD OF DIRECTORS

Mary Ella Anderson, Jeremy Cotton,
 Dave Feral, Colin Fiske, Peggy Leviton,
 Leah Stamper, Cheri Strong
board@northcoast.coop

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.

Co-op Cooking Classes Suspended Through Jan. 2017



Jolie Harvey
 Outreach Coordinator

Well, the Co-op is evolving and changing just like life. Most likely you read in the April Co-op News article from Interim General Manager, Ron Sharp, that the Prepared Foods Department (Deli & Bakery) will be experi-

encing a remodel at our Eureka location. During this remodel time, the Prepared Foods Department will be utilizing the Community Kitchen in Eureka so that they can continue to provide you, our member-owners, with the same quality hot and cold food that you expect from the Co-op. Because of this, we cannot offer a summer or fall edition of the Community Kitchen Cooking Class Schedule.

For those of you who are familiar with the Community Kitchens, you will think to yourself – well that’s not a big deal, you have the Community Kitchen in Arcata. Unfortunately, that is no longer an option as of July. The Danco Group has chosen to not renew our lease at the Plaza Point Building. For this reason, we will not have classes in Arcata beyond our current schedule that ends in June.

Cooking classes are just one component of what we do as the Outreach Department. Look for more in-store sampling and of course we’ll be at many exciting community events, such as: Atalanta, Thrill of the Grill, and the Co-

op’s Annual Membership Meeting, just to name a few.

I know it’s a lot of information to absorb and understand, but know that the Outreach Department is here and cooking classes will resume just as soon as possible. It’s a sacrifice that we need to make for the greater good, and the Co-op community--when it comes to increased Deli & Bakery offerings in our Eureka store, this is exciting news!

Thank you for your understanding and patience during this exciting time at the Co-op. For questions, concerns, please contact Jolie Harvey, Outreach Coordinator at jolieharvey@northcoast.coop or (707) 443-6027 x102.



The Community Kitchen, across the street from North Coast Co-op's Arcata store location.



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Photos by Zev Smith-Danford

Originally published in the March 2015 Co-op News. Find our online archive at issuu.com/northcoastcoop.

Sautéed Braising Greens with Grapefruit Vinaigrette

Featuring locally grown braising greens from Little River Farm

Delicious and healthy greens are available throughout the year, but this time of year is typically when the adventurous dark, leafy greens bounty is at its peak. Braising greens are a mix of greens that include kale, chard,

collards, mustard, bok choy, raddichio, and turnip greens. They're really great because you get several varieties of chock-full-of-vitamins greens that are so versatile. Braising greens can be steamed, sautéed, stewed, braised or they can be

served on their own, as a side dish, or incorporated in to tacos, burritos, pizza, soups and stews. So go ahead and stuff a bag full of these tasty treats and try out this recipe that includes a tangy dressing!

Ingredients (serves 6)

- 10 ounces braising greens (one full reusable plastic Co-op produce bag)
- 1 medium-to-large grapefruit, to yield ½ cup fresh juice
- 2 teaspoons grapefruit zest (finely grated peel)
- 1 lemon, juiced to make 3 Tablespoons juice
- 2 large cloves garlic, chopped (divided)
- ½ teaspoon dried rosemary
- 1 Tablespoon pure maple syrup
- ⅓ cup thinly sliced dried figs
- 6 Tablespoons plus 1 teaspoon extra-virgin olive oil (divided)
- ⅛ teaspoon salt
- ⅛ teaspoon ground black pepper

Directions

1. Warm 6 Tablespoons oil and dried rosemary in a small pot on low heat until rosemary just begins to be aromatic. Do not boil. Remove from heat.
2. In a blender or food processor, combine syrup, grapefruit juice and zest (Fig. A), lemon juice, 1 chopped garlic clove, salt, and pepper; pulse for about 30 seconds. Run continuously on high while slowly adding oil-rosemary mixture. Continue blending for 1 minute. Adjust salt and pepper to taste. (Refrigerate in covered jar if not using immediately.)
3. In a large pan, heat remaining 1 teaspoon oil over medium heat. Add remaining chopped garlic and sauté until tender. Add braising greens, cook for 2 minutes, stirring frequently (Fig. B).
4. Add ½ cup vinaigrette to greens and sauté on medium-low heat until vinaigrette is warmed and greens are nearly tender, about 4 minutes. Add sliced figs and sauté 1 minute more. Remove from heat. Serve immediately.



April Board Meeting Recap



Jeremy Cotton
Employee Director

cluded a better diet, shopping in bulk, re-using containers, and being able to buy more ready-to-eat processed items (when purchasing organic food used to mean you made everything from scratch!). My favorite answer, however, was, “Nothing. I’ve been shopping at the Co-op my entire life!”

During the Member Comment period, Bill Schaser asked the Board to give support to the newest move towards repealing the ban on the sale of raw milk in Humboldt County. He pointed out that Eureka Natural Foods has already pledged their support, and he would like the support of other stores to help in the campaign. Support would consist of a letter to the Humboldt County Board of Supervisors. Bill pointed out that the health risks of drinking raw milk were minimal and that his main contention to the ban was that there are only three counties in California that have a ban on raw milk sales: Humboldt, Trinity, and King. His stance is that shoppers should be able to make their own choice.

Board Chair Dave Feral began the regular session by reflecting on the board retreat held in March. During the retreat, the board and attending members brainstormed how to proactively affect change

within the Co-op and the community at large. That discussion led the board to form two new committees: Earth Action Committee (EAC), and the Big Ideas Gathering (BIG). The BIG will meet informally each quarter to continue brainstorming ideas that would then be brought to the board or committees for discussion. Included in the discussion to form the new committees was also the decision to change the Treasurer from Jeremy Cotton to Peggy Leviton, automatically making her the chair of the Finance Committee.

At the March Member Action Committee meeting, two main items were discussed to be brought before the board: the reinstatement of a 10% senior discount to match our competitors and potentially have a return of seniors who have stopped shopping at the Co-op; and the issue of the ban on raw milk sales. Interim GM Ron Sharp stated he needed more information on the senior discount before a decision could be made. The board also needed more information on the subject of raw milk before making a decision. Even though it seemed like most of the board showed support for the repeal of the ban, no one wanted to make an uneducated decision (see below).

The Policies & Procedures Committee presented three proposed bylaws changes and one new bylaw, which would define Fair Share membership status. Time will be set aside at the June meeting and Annual Membership Meeting for Q&A on the proposed bylaws changes.

Other big news reported at the board meeting was the issue of future locations for board meetings later this year. With the impending reconstruction of the Eureka Deli, the Eureka Community Kitchen will be needed for food production needs. In Arcata, our lease with Danco for the Community Kitchen will not be renewed. The board decided that all board meetings will be held at the Ten Pin Building once these changes affect us. All changes in meeting locations and/or times will be properly posted.

Board of Directors to present first round of proposed bylaws changes at its June 2 meeting. Proposed changes will be printed in the June Co-op News.

On April 7, 2016, the Co-op Board of Directors held their monthly meeting in the Co-op’s Community Kitchen in Arcata. As the meeting opened, member-owners present were asked the following question, “What’s one way you’ve changed your shopping behavior since shopping at the Co-op?” Some of the responses in-

Raw Milk: to lift the ban or not to lift the ban?

Jeremy Cotton
Employee Director

At the April 7 board meeting, Bill Schaser asked the board to join Eureka Natural Foods in supporting the repeal of Humboldt County’s ban on the sale of raw milk. The board seemed to be ready to write a letter of support for Bill and the raw milk movement, but was hesitant to act without more education on the subject and clear membership support. So we, as the board, are asking for member feedback on the subject. I, Jeremy Cotton, work for the Cheese Department in Arcata, and have fielded many customers’ requests for raw milk cheese. So I know there is room for niche market at that store. But this alone cannot represent the feelings of our 15,000 strong membership base. Among the reports that have been presented to the board, three strong arguments emerge in favor of raw milk and two arguments arise in favor of keeping the ban in place.

Argument #1 (pro): Health Benefits of Raw Milk

Many people around the county have reported how the consumption of raw milk has positively increased their basic health. Digestive problems have disappeared in patients who switched from pasteurized

milk to raw milk. Reports also cite the examples of how dairy farmers (including local dairy farmers) feed their own children raw milk, and those children are perfectly healthy in regards to their raw milk consumption while customers at large have no access to raw milk and experience health problems related to pasteurized milk.

Argument #2 (con): Health Risks of Raw Milk

There is a chance of getting sick from the consumption of raw milk, with a chance of the most severe consequence being death. This chance is extremely low with an average of 115 Americans per year getting sick from raw milk. When compared to other foods, this number is extremely low.

Argument #3 (pro): Creation of a Niche Market

By lifting the ban on raw milk in Humboldt County, there would immediately be a small, niche market for raw cow and goat milk locally. This would potentially be good for the local economy.

Argument #4 (con): Fear of Loss of Business

Some dairy people (for lack of a better word for dairymen) feel like it would put Humboldt County’s reputation at risk if someone got sick from our raw milk, since a lot of our organic milk is shipped to large municipalities such as Los Angeles. There is also a perception that there could be a

loss of business at the small dairy level of not being able to get their milk to a creamery if they support raw milk. The feeling is that a creamery might no longer purchase milk from said dairy.

Argument #5 (pro): Freedom of Choice

Most people in favor of raw milk sales are baffled that there are only three counties in California with this ban in place: Humboldt, Trinity, and Kings. In Kings County, people travel an average twenty minutes out of the county to get raw milk, but here in Humboldt, it is a three-hour round trip from Eureka to Crescent City to get to the nearest market that sells raw milk. Local farmers are afraid to sell raw milk privately or under the table because the fine is \$1,000 and a possible 90 days in jail for each offense. The argument that comes up most from supporters of raw milk, however, is simply a matter of freedom of choice. Why, they ask, can we not make our own choices about raw milk when people can make choices about raw beef, chicken, and especially oysters?

Once again, we the Board of Directors of the North Coast Co-op is looking for feedback from the membership on this issue. Please respond to the Member Survey question on page 6 and join us at the July 7 Board Meeting where we’ll discuss the feedback and potentially take action.

Get Involved Attend a Board Meeting

Board of Directors Meeting

May 5, 6-8pm
Co-op Community Kitchen, Eureka
25 4th Street Eureka, CA 95501

Member Action Committee

May 11, 6-8pm
Co-op Community Kitchen, Arcata
971 8th St. in Arcata

Earth Action Committee

May 17, 6-7:30pm
Co-op Community Kitchen, Arcata

Finance Committee

May 24, 5:30-7pm
Ten Pin Warehouse Conference Room
(meets quarterly)

More about our Board and Committees at www.northcoast.coop/about_us/board

Editor’s Note: In the April Co-op News we featured an article about upgrades to our Eureka Deli, but we didn’t mention a timeline. We are just in the planning phases now and anticipate work to begin in early 2017. Keep an eye out for opportunities to invest in the Co-op and this great project! To read the full article, visit http://www.northcoast.coop/shop_

Win this Trek Chelsea 9 Bike

Valued at over \$800



Enter to win one of two Trek Chelsea 9 bikes at either Co-op location. This bike comes with a front rack, front and rear fenders, and helmet. Perfect for commuting to work, a weekend ride with friends, or picking up groceries at the North Coast Co-op!

Deadline to Enter: **May 31**

Courtesy of Revolution Bicycles & the North Coast Co-op



Bike to Work Days



In Arcata
May 11, 7-9am



In Eureka
May 18, 7-9am

Bike to Work Day will be celebrated in Arcata on Wednesday, May 11 and in Eureka on Wednesday, May 18. The Bike to Work Days start with a morning Energizer Station (7 – 9am) at the respective North Coast Co-ops. The Co-op will provide water, coffee and healthy snacks for your bike commute. Also, enter to win one of two commuter bikes with helmets. Noon rallies happen at the Arcata Plaza and Old Town Gazebo. Local bike shops offer free mini tune-ups at Bike to Work Day Energizer Stations and noon rallies! Find out more at www.humbike.org, or check out Bike Month Humboldt on Facebook.

Additional Bike Month Events



water



snacks



free mini tune-ups



hot beverages

May • Community Bike Kitchen Open Hours, Tuesdays and Wednesdays 6-8pm, 1000 B Street, Eureka

Wednesdays in May • Wheel-in Wednesdays. Group commuter rides from Arcata to Eureka every Wednesday in May. Meet at the Arcata North Coast Co-op, group leaves at 7am

Saturday, May 7 • Bike Day at Prairie Creek State Park, Newton B. Drury Parkway closed to vehicles all day

Sat, May 7 • Bike Month Arts Alive event, Eureka Old Town Gazebo, 6-9pm

Thursday, May 12 • Humboldt Bike Film Shorts, The Siren's Song Tavern, 325 2nd Street Eureka, 7-9pm, all ages

Friday, May 13 • Bike Month Arts Arcata event, Arcata Plaza, 6-9pm

Sunday, May 15 • Women and Trans Open Hours, 12-2pm, Community Bike Kitchen

Saturday, May 28-30: Kinetic Grand Championship, kineticgrandchampionship.com

More events at <http://humbike.org/calendar-events>

“Opt In” to Receive the Co-op News



Melanie Bettenhausen
Marketing & Membership
Director

we were able to fix right away and others we are still working on. For example, we are working with our website developer to turn our blog into the *Co-op News*. Once we have this done, you will no longer need to open the entire document. You will be able to read one article at a time in a format that is easy to view on any device.

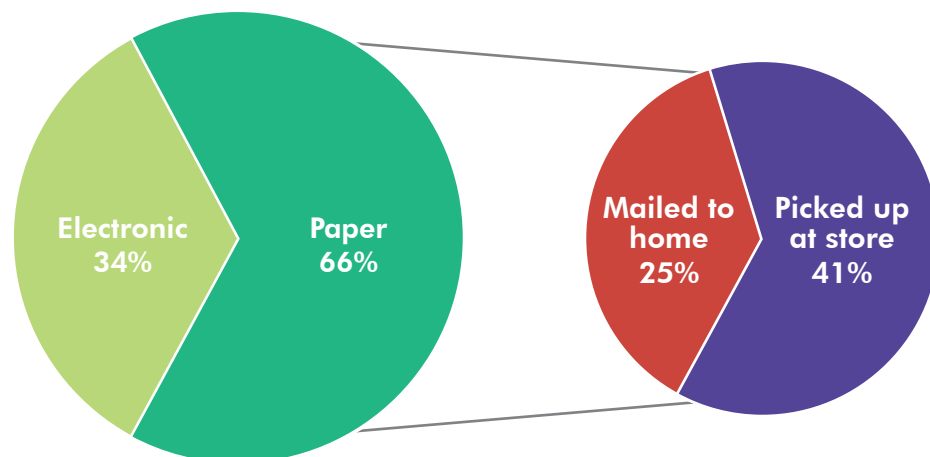
Still other member-owners pointed out the toxic and potentially harmful social environment we are creating with computers and modern technology. I too wondered about that. For now, cash outlay takes priority over costs that would be difficult to extract from our now normal daily technological dependency. I think it will be a topic of conversation further down the road, but does not currently affect our bottom line goals of reducing mailing and printing costs.

For some of you, you simply just don't like spending more time on computers in order to read the *Co-op News*. I can totally relate. I spend the majority of my days staring at a screen and look forward to picking up a paper newsletter or something I can read away from my desk. At times, parting with paper feels like giving up an important historical and cultural tradition.

For others, limited access to computers and internet technology prohibits reading the *Co-op News* online. In addition, those living in remote and rural locations have minimal opportunities to shop at the Co-op and the *Co-op News* is what keeps them connected. One member-owner even said, "I like that you mention the social aspects because for us as elders, it's our social media."

If we look strictly at the Member Survey responses, the choice is fairly clear. The question was: Given the information presented, how do you think you would you prefer to receive the *Co-op News*? a) Paper,

How readers prefer to receive the Co-op News



mailed to your home; b) Paper, picked up in the store; c) Electronic, emailed to your inbox; d) Electronic, visit website; e) Other. Out of 57 respondents (that's high for our monthly survey), 66% said you would still prefer the paper *Co-op News* - either picked up in store or mailed to your home - and 34% would prefer an email to your inbox or to visit our website.

It looks like we are not ready to give up the paper *Co-op News* yet, but enough of you are willing to pick it up in stores or receive an email notification that we can begin to see savings in both print, mailing, and environmental costs.

We will continue to mail the *Co-op News* to those who want it. You will see ads in this and next month's *Co-op News* to "Opt In". Please let us know that you would like to continue receiving the paper *Co-op News* to your home by contacting Bella Waters at (707) 502-3555 ext. 135 or send an email with subject line "Opt In" to membership@northcoast.coop.

For those of you willing to pick up the

Co-op News at one of our stores, you don't need to do anything, but we would love it if you could provide your email address for reminders when the *Co-op News* is ready. You can sign up on our website and set your preferences, or you can send an email with subject line "Go Paperless" to co-opnews@northcoast.coop. Quite a few of you have already gone paperless, thank you!

Beginning with the July issue, we will mail the *Co-op News* only to those who have "opted in" by June 17. Changing the way we do things with something as long-standing as the *Co-op News* is nerve-wracking, but with your support, we believe we will have a positive impact on both the environment and the bottom line.

One final note, I was deeply moved by the outpouring of support for the value that the *Co-op News* brings to your lives. A couple of you indicated that the *Co-op News* makes you feel a part of the Co-op family. Thank you for your kind words and thank you for being a part of our Co-op family!

Thank you to everyone who responded to my article "Streamlining, Savings and Sustainability: How to Reduce *Co-op News* Impacts?" from the March issue. I have enjoyed hearing your concerns and learning from you! You all are very conscientious of your impact on the environment and are willing to make changes, even though you have your preferences. Let's take a look at what member-owners said.

One member-owner pointed out that the Co-op should be using recycled paper. Indeed, we are! According to our printer, Western Web: "We use newspaper with the highest Post-Consumer Waste (PCW) content available. And, none of our paper mills convert trees into paper. Any content that is not PCW is mill waste, sawdust mostly."

A couple of member-owners gave detailed feedback on what would make our website more user-friendly. Some things

We ♥ our members giveaway!

We know you're going to be taking advantage of the beautiful area we live in this summer, and being prepared for outdoor adventures is important! So we're giving one lucky Co-op member some essentials from our Wellness and Home & Garden departments to help keep you protected, hydrated, and comfortable when you're out and about. We're including sun screen, sunglasses, an insulated water bottle, reusable food containers, aloe gel, lip balm, and more! Stop by Customer Service in either store for a chance to win!

Deadline to enter: May 31, 2016





Same Great Location, but bigger!

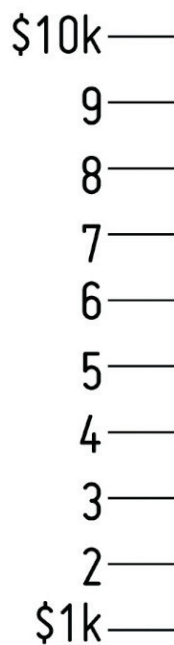
Donate at www.scraphumboldt.org to help us reach our \$10,000 Fundraising Goal!

SCRAP Humboldt has accomplished some big things in 4 years and is ready to do more! SCRAP Humboldt has outgrown its physical Marsh District space, and needs your support to expand!

SCRAP Humboldt needs to raise \$10,000 to support the costs of construction and the building of a wheelchair accessible ramp. Remaining in the same location, SCRAP Humboldt will grow from 1,000 square feet of retail space to 3,000 square feet. This expansion will help to divert more materials, provide more programming, offer more variety of goods,

and provide better access.

Donate to the Expand SCRAP; Expand the Possibilities campaign by visiting scraphumboldt.org. There are multiple levels of donation which have various perks, beyond just the good feeling of supporting a growing nonprofit, from a \$25 donation (SCRAP membership!) to a \$5000 donation (Two custom crafted Halloween or Burning Man costumes!). Most Nonprofit Organizations or Businesses may be interested in the \$100 level which will memorialize the Name of your choice on our donor's wall!



SCRAP Humboldt is located at 101 H Street in Arcata and are open Monday-Friday 12pm-6pm, Saturday 10am-5pm

Moved out of California?

To comply with our bylaws and securities permit, we are only able to extend memberships to residents of California. We will be happy to refund the price of your membership (minus a \$5 handling fee) and will save your membership number should you ever move back to California and choose to rejoin the Co-op. We also offer plenty of ways to stay in touch (see below).

Follow us on Facebook (search for North Coast Co-op on Facebook)

Join our email list by sending an email to co-opnews@northcoast.coop

Read the Co-op News online at www.northcoast.coop under the 'Shop Your Values' drop down menu.

Questions?
Contact **Bella Waters** at (707) 502-3555 ext 135 or bellawaters@northcoast.coop

Member Survey

Win a \$25 gift card!

Q: Considering the info on p. 3, should the Co-op's board of directors support lifting the ban on the sale of raw milk in Humboldt County?

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: MAY. 31

go paperless

Trade in your paper subscription for a digital version to reduce paper usage. Send your request to co-opnews@northcoast.coop with the subject line "Go Paperless."



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***Wellness Wednesday is the first Wednesday of every Month**

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 http://northcoast.coop/about_us/board/.

Board of Directors Meetings

- May 5** • 6-8pm Co-op Community Kitchen, Eureka
- Jun 2** • 6-8pm Co-op Community Kitchen, Arcata
- Jul 7** • 6-8pm location TBA

Member Action Committee Meeting

- May 11** • 6-8pm Co-op Community Kitchen, Arcata

Earth Action Committee Meeting

- May 17** • 6-7:30pm Co-op Community Kitchen, Arcata

Finance Committee Meeting

- May 24** • 5:30-7pm Ten Pin Conference Room, 793 K St, Arcata

Co-op Hosted Events

- May 11** • Energizer Station at the Arcata Co-op, in celebration of Bike to Work Day. May is Bike Month Humboldt, stop by the Arcata store from 7-9am.

The Co-op will be supplying coffee and snacks to morning bike commuters. Adventure's Edge will be on hand for bike checks and questions. More information at <http://humbike.org/>

May 18 • Energizer Station at the Eureka Co-op, in celebration of Bike to Work Day. May is Bike Month Humboldt, stop by the Eureka store from 7-9am. The Co-op will be supplying coffee and snacks to morning bike commuters. Adventure's Edge will be on hand for bike checks and questions. More information at <http://humbike.org/>

Co-op Sponsored Events

May 8 • Atalanta's Victory Run & Walk, in partnership with Six Rivers Running Club. This all women's event, has a 2 mile or 5 mile (certified 8K) option with your choice of individual, stroller, 2 Generation or 3 Generation categories. Proceeds from this event are shared with the Humboldt Breast Health Project, local running groups, and schools. More information at <http://www.atalanta-run.com/>

June 1-5 • Pony Express Days, hosted by the McKinleyville Chamber of Commerce. This fun

family friendly community event includes a chili cook-off, pancake breakfast, parade & festival and so much more. More information at <http://mckinleyvillechamber.com/pony-express-days>

June 4 • Lemonade Day. This free, annual, community-wide event is a way to empower today's youth to become tomorrow's entrepreneurs. To set-up a Lemonade Stand at either Co-op store location, please contact Melanie Bettenhausen at (707) 382-3128.

June 5 • Humboldt Tri-Kids Triathlon, 26th annual. The Humboldt Tri-Kids Triathlon is for kids ages 7-18. Participants get to swim, bike and run their way to the finish line. More information at <http://trikids.com/>

Deadlines & Reminders

- May 31** • Member Surveys due (see p. 6)
- May 31** • We Love Our Members Giveaway entries due (see p. 5)
- May 31** • Bike Giveaway entries due (see p. 4)
- June 17** • "Opt In" to receive paper Co-op News mailed to your home (see p. 6)