



≡ FREE ≡

# CO-OP NEWS

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

## *A Happier Thanksgiving*

Made-to-Order  
Meals and Pies  
From North Coast  
Co-op Deli & Bakery

Details on p. 5

**p. 1**

Member  
Giveaway

**p. 4**

Delicata Squash  
Tacos Recipe

**p. 7**

Holiday  
Hours

PRESORTED STANDARD  
U.S. POSTAGE PAID  
EUREKA, CA 95501  
PERMIT NO 327

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

**EDITOR**

*Cassie Blom*

Marketing & Membership Director  
 (707) 822-5947 ext. 235  
[cassieblom@northcoast.coop](mailto:cassieblom@northcoast.coop)

**GRAPHICS & COORDINATION**

*Zev Smith-Danford*

Graphic Design Coordinator  
 (707) 822-5947 ext. 232  
[zevsmithdanford@northcoast.coop](mailto:zevsmithdanford@northcoast.coop)

*Caitlin Fowler*

Graphics & Marketing Assistant  
 (707) 822-5947 ext. 233  
[caitlinfowler@northcoast.coop](mailto:caitlinfowler@northcoast.coop)

**ARCATA LOCATION**

811 I St., Arcata • (707) 822-5947  
 Open daily: 6am to 9pm  
*Vincent Graves-Blandford*,  
 Interim Store Manager  
[info@northcoast.coop](mailto:info@northcoast.coop)

**EUREKA LOCATION**

25 4<sup>th</sup> St., Eureka • (707) 443-6027  
 Open Daily: 6am to 9pm  
*Alanna Cooke*, Store Manager  
[alannacooke@northcoast.coop](mailto:alannacooke@northcoast.coop)

**COOPERATIVE OFFICES**

811 I St., Arcata

**GENERAL MANAGER**

*Melanie Bettenhausen*  
 (707) 822-5947 ext. 231  
[melanieb@northcoast.coop](mailto:melanieb@northcoast.coop)

**MEMBERSHIP COORDINATOR**

*Nicole Chase*  
 (707) 822-5947 ext. 234  
[nicolechase@northcoast.coop](mailto:nicolechase@northcoast.coop)

**ACCOUNTING**

*Kris Harris* (707) 822-5947 ext. 226  
[kristinaharris@northcoast.coop](mailto:kristinaharris@northcoast.coop)

**BOARD OF DIRECTORS**

*Mary Ella Anderson, Dave Feral, Colin Fiske,*  
*Ed Smith, Leah Stamper, Cheri Strong*  
[board@northcoast.coop](mailto: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](mailto:co-opnews@northcoast.coop) or send them to: Co-op News, 811 I Street, Arcata, CA 95521. Deadline for letters is the 10<sup>th</sup> of each month.

# We ♥ our members giveaway!

*Win all this!*



What a beautiful and bountiful time of year in Humboldt County! Our Produce Department is full of amazing local products to choose from during all seasons, and right now is no exception. One lucky member will win a large and tasty selection of our organic winter squash from our hardworking local farms, and an assortment of kitchen and cooking accessories from our General Merchandise Department, including bakeware, storage containers, utensils and more! Whether it's baked, roasted, in a salad or soup, you'll be sure to create a local squash masterpiece.

**Head to Customer Service at either location to enter by November 30!**

## Inside

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| <b>2</b> Thanksgiving Meals & Pies    | <b>4</b> 2015-2016 Annual Report   |
| <b>3</b> Driscoll's Boycott Update    | <b>5</b> Annual Membership Meeting |
| <b>3</b> New Membership Coordinator   | <b>6</b> Co-op Happenings          |
| <b>3</b> Synthetic Fragrances Survey  | <b>6</b> Member Survey             |
| <b>3</b> Share the Spirit             | <b>7</b> Reference Guide           |
| <b>4</b> Delicata Squash Tacos Recipe |                                    |



# Thanksgiving Favorites

Just  
**\$16<sup>99</sup>**  
per individual  
dinner

## MADE TO ORDER

Order  
by  
Nov. 18

Place your order by November 18 at either Co-op Deli location or call the Arcata Deli (707) 822-5947 ext 298 or the Eureka Deli (707) 443-6027 ext 498. Dietary accommodations are available, please call for details. Ask us about our gluten-free options! Orders will be available for pick up November 21-23; stores closed Nov 24 for Thanksgiving Day.

### Vegan/Vegetarian Dinner

- Featuring ToFurkey  
made with Tofu Shop Organic Tofu
- Vegan Gravy
- Mashed Potatoes
- Stuffing made with  
North Coast Co-op Bakery Bread
- Maple Glazed Carrots
- Cranberry Sauce

### Traditional Dinner

- Featuring Diestal Turkey
- Turkey Gravy
- Mashed Potatoes
- Stuffing made with  
North Coast Co-op Bakery Bread
- Maple Glazed Carrots
- Cranberry Sauce

Stop by our Deli hot bar Nov. 21 thru Nov. 23 for Thanksgiving dishes à la carte.

Celebrate

# Pie Season

### ➤ Pumpkin Pie

- Whole wheat ..... \$16<sup>00</sup>
- Gluten-free flour ..... \$17<sup>00</sup>

### ➤ Hazlenut Pecan Chocolate Chip Pie

- Whole wheat ..... \$26<sup>00</sup>

### ➤ Apple Pie Vegan

- Whole wheat ..... \$15<sup>00</sup>
- Gluten-free flour ..... \$16<sup>00</sup>

### ➤ Apple Berry Pie Vegan

- Whole wheat ..... \$16<sup>00</sup>
- Gluten-free flour ..... \$17<sup>00</sup>

Order  
by  
Nov. 20



Place your order at either Co-op Deli location or call Arcata Bakery (707) 822-5947 ext 295 or Eureka Deli (707) 443-6027 ext 498



## Farm Workers Choose Familias Unidas to Bargain with Sakuma Bro.s

**Mary Ella Anderson**  
Board Member

In the September issue of the newsletter, Marketing & Membership Director Cassie Blom reported that Sakuma Brothers, suppliers of berries to Driscoll's, had agreed to an election process where the workers would choose their bargaining representative. That election was held and the 500 Triqui, Mixteco and Spanish-speaking workers elected Familias Unidas por La Justicia (FUJ) to represent them in contract negotiations with Sakuma Brothers. You can follow the progress of this truly grassroots movement at the FUJ website: [www.familiasunidasjusticia.org](http://www.familiasunidasjusticia.org). There you will see a photograph of the workers and their families.

As a board member, I am grateful to the Co-op members who made us aware of the situation and the members who supported the boycott. Your board was glad to stand with other co-ops from Washington, Oregon and California to secure a chance for decent wages and living conditions for these hard-working folks.

## Meet Our New Membership Coordinator



**Nicole Chase**  
Membership Coordinator

Hello! I am very excited to be starting my new position as Membership Coordinator at the North Coast Co-op. I am a long-time Co-op member and shopper.

I grew up in Connecticut and moved to Humboldt County in 1990 after 2 years crisscrossing the country following the Grateful Dead! I went to HSU and graduated in 1993. For the past 22 years, I have worked for Northcoast Children's Services (NCS), working with low-income children & families. For the past 12 years, I have been the Parent Involvement Coordinator, engaging families in Head Start & Early Head Start. I look forward to using the skills I gained at NCS to encourage more participation and engagement in our co-op. I know what a valuable asset the Co-op is to our community and look forward contributing to that.

When I am not working, I enjoy spending time with friends and family. My hus-

band, Ryan Scott, is co-owner of Singing Tree Gardens & Nursery and a landscape designer. My son Jordan just graduated from Arcata High School and is now attending San Diego State University. I enjoy reading, listening to music, cooking, playing games, traveling, basketball and enjoying the big trees, ocean, rivers and all the beauty that our area offers. I look forward to interacting with the community and welcome your input, ideas, concerns, and suggestions to make our co-op the best that it can be. If you see me when I am out and about, please take a moment to say hello. Feel free to reach me (707) 822-5947 ext. 234 or [nicolechase@northcoast.coop](mailto:nicolechase@northcoast.coop). In good health!

## Volunteer to Survey Synthetic Fragrances at the Co-



**Mary Ella Anderson**  
Board Member

At the September meeting of the Member Action Committee, Patty Clary

from Californians for Alternatives to Toxics spoke about Multiple Chemical Sensitivity (MCS), which affects about 16% of people. I have experienced immediate discomfort from synthetic fragrances and perhaps you have, too. These synthetic substances are made with petrochemicals.

At the Co-op, we want to protect our customers and our employees who have MCS. According to Patty's presentation, some of the worst offenders that induce an allergic reaction are in the laundry and cleaning products sections. At the meeting, it was agreed that a survey of laundry and cleaning products to check for synthetic fragrances would be a good starting place to evaluate how products in our

stores may be affecting those with MCS. Along with the survey, we would like to research safe alternatives to synthetics and bring these to people's attention.

We need some member volunteers to help with this project. If you would like to be part of this project, leave your contact information at Customer Service at either store. Or send an email to [cheristrong@northcoast.coop](mailto:cheristrong@northcoast.coop). We will get together and come up with a plan at the November Member Action Committee meeting. The MAC meets on the second Wednesday of the month at 6pm in the Ten Pin Building, Arcata. Your participation will be most welcome.

**Share the Spirit**

**Nov. 20 through Jan. 1**

**Make a donation at the register to support our local food bank.**

**The Co-op will match total donations up to \$5,000!**

**NORTH COAST CO-OP**



# Delicata Squash Tacos

featuring Delicata Squash from Warren Creek Farms

**D**elicata squash is known for its delicate rind and creamy flavor. Although the rind is soft enough to eat, this variety holds its shape very well making it a great choice for stuffing. Consumed as a mature squash it is considered a winter variety, although it is relative to summer squash staples such as pattypan, zucchini and yellow crookneck. This versatile squash tastes great sweet or savory, and boasts a healthy amount of fiber, vitamins A and C, and potassium.

## Ingredients:

1 delicata squash, small to medium size  
1 small white onion  
1 small red onion  
1 teaspoon white sugar  
1 avocado

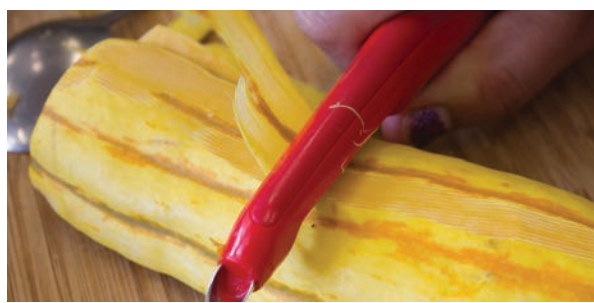
1 teaspoon oil to coat pan  
2 limes' juice + 1 limes zest  
6 corn or flour tortillas  
Queso fresco to garnish  
Cilantro to taste

## Seasoning Mix:

½ teaspoon cayenne powder  
½ teaspoon chipotle powder  
½ teaspoon curry powder  
½ teaspoon smoked paprika  
½ teaspoon pepper  
1 teaspoon salt



By Ellie Christensen, Outreach Assistant



## Directions:

1. Cut delicata lengthwise, remove seeds and peel off outer skin
2. Slice halves into ½ inch thick slices
3. Cut white onion in half and slice into thin strips
4. Cut red onion into strips and slice 1 lime in half
5. Toss red onion with white sugar and the juice from 1 lime in bowl and set aside.
6. Toss squash and white onion in seasoning mix and set aside
7. Heat cast iron or large frying pan and 1 teaspoon oil to medium high
8. Add squash and white onion and fry on medium heat until squash is fork tender and browned
9. Zest lime and squeeze juice from one half directly into pan with squash and onion
10. Slice avocado and mince cilantro for garnish
11. Heat small corn tortillas and build your tacos
12. Serve with queso fresco (optional)

## Read the Annual Report 2015-2016

See what we accomplished together this past year • Available online [www.northcoast.coop](http://www.northcoast.coop)





# Annual Membership Meeting Recap



**Cassie Blom**

Marketing & Membership Director

Saturday, October 22, 2016, North Coast Co-op held its Annual Membership Meeting at Azalea Hall in McKinleyville. Unlike previous years, the Annual Membership Meeting was held before the end of this year's election, allowing for members to meet the candidates and engage in conversation regarding some of the proposed bylaw changes.

The day started with a warm reception, where more than 60 members enjoyed a variety of food and drinks upon arrival. While snacking on delicious food provided by the North Coast Co-op Deli, members had the opportunity to speak with board members about the proposed bylaw changes and proposed transition to a single-person membership. Board candidates were also present to meet members and answer questions. Member-owner Howdy Emerson graced Azalea Hall with his Celtic Harp music.

At 3:30, emcee and member-owner Roger asked attendees to take a seat as he introduced the day's agenda. After the board approved the 2015 Annual Member-

ship Meeting minutes, Roger introduced board candidates Mary Ella Anderson and Robert Donovan. Each spoke a bit about themselves, and Mary Ella mentioned that there is also a write-in candidate, Suzanne Stafford.

All members received an entry to the raffle upon arriving at the meeting, and five raffle prizes were given out throughout the day. The prizes included a variety of reusable containers and bags, as well as some staff favorites from the grocery shelves.

Cheri Strong, Board Vice Chair, gave the Board Chair report on Fiscal Year 2016 (FY16). Dave Feral, Board Chair, was tending to his family's booth at the Arcata Farmers' Market, and was unable to be present in time to deliver the report. Cheri touched on some key accomplishments from FY16, as well as some of the board's more recent actions. She also noted that the board highly values moving forward with strength and unity, and is excited to continue working cooperatively with staff and members. A copy of her report can be found in this year's Annual Report.

Roger then introduced new General Manager Melanie Bettenhausen. Melanie pointed out that the Co-op has been in a period of transition, largely due to internal hiring practices—Melanie herself has been working at the Co-op for over nine years, and stepped out of her former role as Marketing & Membership Director to accept the General Manager position. She gave a highlight of the Co-op's achievements over the past ten weeks. She thanked the Outreach staff for their organization of the Annual Membership Meeting, the Management Team for their support and leadership, and the entire Co-op staff for their

hard work and dedication to the community.

Melanie highlighted the positive sales growth seen in FY16, and touched on the operational accomplishments seen that year. These highlights, and more, can be found in her article in this year's Annual Report.

The member comment period was full of positive and respectful discourse. Member-owners brought many different opinions about the proposed transition to single-person memberships to light. Some members felt it was an important transition, while others purported that it would not be functional in real life. One member suggested that the board look into having both individual and family membership options.

Other topics that members discussed were the proposed bylaw changes, concern about packaging waste, member engagement, and employees' ability to communicate about the value of membership. New Membership Coordinator Nicole Chase introduced herself, and helped facilitate the member comment period.

After the open mic, attendees enjoyed a baked potato bar with all the fixings, salad, and dessert options provided by Beck's Bakery and Arise Bakery. Member-owners stayed after dinner to mingle with each other, the board, and staff members. Thanks to John Shelter and his group at New Directions, event setup and cleanup was especially efficient and smooth.

The event concluded at 6:00pm, with connection, communication, and community lingering in the air. We look forward to another year of productivity and service, and hope to see you all next year!





# Co-op Happenings



## Coastal Cleanup Day

North Coast Co-op's cleanup crew was at the Mad River Slough at Hwy 255/ Samoa Blvd. Coastal Cleanup Day began as a local program of the North Coast Environmental Center in the mid-1970s, and has since grown into the largest volunteer event caring for the marine environment in California and across the world! The Co-op's cleanup crew collected about 300 pounds of trash, including a gigantic broken up aquarium!



## Pumpkin Patch

In October, 4,000 students from schools across Humboldt County visited the Co-op's 30th Annual Pumpkin Patch. This year's educational theme for the Pumpkin Patch was the water cycle. Along with the tour of the organic, dry-farmed pumpkin patch and educational lessons, the Co-op provided a pumpkin for each child to choose and take home.

## Demos Galore

You can now find up-to-date happenings at both store locations on the Co-op Calendar feature on our website ([www.northcoast.coop/calendar](http://www.northcoast.coop/calendar)). Vendors in the Grocery and Wellness Departments are demoing products weekly, and offering delightful samples and coupons. Additionally, friendly Co-op staff can be found demoing an assortment of goods at both stores most Saturdays. Remember to check out the sales flyer and the calendar before you shop, and enjoy the savings and the samples!



## Community Kitchen Update

You miss cooking classes and we do, too! We want to make sure that we keep you up to date on the kitchen status. Currently the Deli Department and Mermaid Sushi are cranking out lots of great product and you are gobbling it up faster than they can make it. Both departments have seen an increase in sales and productivity with their ability to use the community kitchen. As we move forward with our plans to make some great adjustments to the store and expand our deli offerings and space, the internal use of the space will continue to be our main priority in order to best meet the needs of our member-owners and departments. The Outreach Department is taking this time to brainstorm and create new and exciting programming for spring 2017. You can visit the Outreach team at the Taste of the Holidays event at the Arcata Community Center on November 17 from 5-8pm, or feel free to drop us a note in the customer comments the next time you are in the stores.

## Pastels on the Plaza

Charlie Dawson, Arcata store Bakery production staff, works on his original artwork for North Coast Co-op during the 29th annual Pastels on the Plaza (below). Pastels on the Plaza raises funds to benefit the Northcoast Children's Services.



# Member Survey

Win a \$25 gift card!

**Q:** What is your favorite way to connect with Co-op staff and fellow members?

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](mailto: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: NOVEMBER 30**





**smoothies,  
fresh juices, &  
kombucha on tap**

*made with organic  
fruits & veggies*

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

**Wellness  
Wednesday**

**10% OFF**

bath & body,  
supplements,  
skin care

**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 [northcoast.coop/about\\_us/board/](http://northcoast.coop/about_us/board/).

### Board of Directors Meetings

All meetings below are held at the Ten Pin Building—793 K Street, Arcata—unless noted otherwise

**Nov 3** • 6-8pm

**Dec 1** • 6-8pm

**Jan 5** • 6-8pm

### Member Action Committee Meeting

**Nov 9** • 6-7pm Mezzanine

### Earth Action Committee Meeting

**Nov 15** • 5:30-7pm Mezzanine

### Policies & Procedures Committee Meeting

**Nov 16** • 4-6pm Conference Room

### Co-op Sponsored Events

**Nov 6** Helen Sung Quartet, presented by Redwood Jazz Alliance. Pianist and composer who understands the limitless range and potential of the piano. 8pm at Fulkerson Recital Hall, HSU. More information at <http://redwoodjazzalliance.org/index.htm>

**Nov 9** Humboldt Del Norte Section FFA

Cooperative Marketing Contest. This contest engages students by motivating them to study and learn about cooperatives and how they operate in the agriculture industry. Co-op Bakery cake and apple juice will be provided at the awards ceremony along with a Co-op representative.

**Nov 12** NCIDC Northwest Intertribal Gathering and Elders Dinner, 35th annual. This community event honors all Elders with a free meal and gift, a ceremony to acknowledge Veterans, plus American Indian arts and crafts and much more. 10am-7pm at Redwood Acres Fairgrounds. More information at <http://ncidc.org/>

**Nov 1 – Jan 1** Food for People Holiday Spirit Food and Fund Drive, 24th annual. Drop off your non-perishable food items at our Arcata and Eureka store locations. More information at <http://foodforpeople.org/>

**Nov 20 – Jan 1** Food for People Share the Spirit event. Donate at the register at our Arcata and Eureka store locations to support Food for People. The Co-op will match total donations up to \$5,000. More information at <http://foodforpeople.org/>

### Co-op at Events

**Nov 17** Taste of the Holidays, a fundraising project of the Rotary Club of Arcata, Sunrise. Featuring Humboldt County's best specialty foods and drinks plus entertainment. The event is from 5-8pm at Arcata Community Center. More information at <http://arcatasunrise.org/>

### Deadlines & Reminders

**Nov 30** Member Surveys due (see p. 6)

**Nov 30** We Love Our Members Giveaway entries due (see p. 1)

## Holiday Hours

**Nov. 24**

closed all day for Thanksgiving

**Dec. 24**

closed at 7pm for Christmas Eve

**Dec. 25**

closed all day for Christmas

**Dec. 31**

closed at 8pm for New Year's Eve

**Jan. 1**

open at 8am New Year's Day