

Free

# CO-OP NEWS

A PUBLICATION OF NORTH COAST CO-OP



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All articles, columns and letters are the expressed opinion of the author and not of North Coast Co-op.

## 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.

## Letter from the Editor

by Laurie Talbert, Marketing & Membership Director

**THE CO-OP IS TURNING 45!** We'll be celebrating our 45th anniversary throughout the month of October with some fun member giveaways, deals and events. Be sure to stop in the stores each week for a chance to win 45 of something fun and take advantage of member-only specials. It's just a small way to thank our members for their decades-long dedication to the Co-op and their contribution to our rich history!

With just over a year in my job at the Co-op, my look back at the history comes from archived editions of Co-op News. I recognize member and staff names, love looking at the old photos and checking out the prices from the '70s and '80s. Many of you have been with us from the start and are lucky to have lived the history of the Co-op.

Recently, the member listed in our official records as member #1 closed her membership. She's moved out of the area and can no longer make it to Humboldt County. It was wonderful to hear her recount memories of the Co-op and what it meant in her life. She recalled that when her family of seven became members, the store was in Arcata on the 'block with the theater' and they would place orders of things like bushels of potatoes and pick them up days later. Her favorite memory of

the Co-op was being able to step up to the register and say, "I'm member #1."

We'd love for you to share your Co-op memories with us. Please join us at the Annual Membership Meeting & Celebration on October 21 at the Arcata Veterans Hall from 1pm to 4pm. We will be taking a look back at 45 years and a look forward at our Five-Year Strategic Plan. There will also be great food, a chance to meet and vote for board candidates, and an opportunity to connect with other Co-op members.

Staying in business for 45 years is no small feat. Every member who has passed through our doors has contributed something to our spirit, history or success. Thanks to each and every one of you. ■



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Cover Photo: Damon Berkowitz, Produce Clerk at North Coast Co-op Arcata store, stocks tomatoes.

# Co-op Faces Tough Decisions

by Melanie Bettenhausen, General Manager

THIS IS BY FAR THE MOST DIFFICULT ARTICLE I've ever had to write for Co-op News. As you have been reading in my articles over these last few quarters, the Co-op has been challenged by delays to the Eureka Remodel and high health care costs. Our posted financials have also shown high operating expenses due to labor costs and reduced revenue. The result of all of this together has been sustained negative net income and declining cash.

Most recently, our summer tourism took a hit with the Carr Fire and the Mendocino Complex Fire in neighboring counties—when highways close, our sales take a dip. We were hopeful that when college students returned we would see a recovery, but that didn't happen. We started to see a jump in sales when the highways re-opened, but it was short-lived. With marijuana legalization we saw an increase in customer use of credit cards versus cash, which means it costs more to sell groceries. We suspect that our declining sales have something to do with the shift in our economy. Each store has been under budget in sales by as much as \$5,000 to \$25,000 per week. This means we have that much less revenue to cover our expenses. With an already declining cash position, this puts the Co-op in a precarious position.

Our current paths to financial recovery include: end our forward buying program (Ten Pin warehouse), reduce overtime, reduce inventory, reduce costs below what was budgeted, increase sales, finish Eureka Up-

grades, and reduce labor.

We are always working to cut costs and increase sales in our daily operations, but since mid-July we have been hyper focused on ending our forward buying program, reducing

“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!”

inventory, getting the Eureka Upgrades implemented, and increasing sales through improved operations and customer experience. The effort of so many has been inspiring to see. We were indeed hopeful that if we could make headway in all of these areas, we would not need to further reduce labor with involuntary cuts. Unfortunately, our efforts have not prevented this.

As a business, we offer competitive wages and excellent benefits, and it's a wonderful place to work. Morale has been high and we've worked hard to ensure that we “walk the talk” in our stated principles and values. Employees have been proactive in implementing new systems and programs to attract and retain shoppers through our offerings and customer experience. We are seeing that their earnestness just isn't enough when it comes to greater forces at play. This is disappointing for employees who eagerly work hard for the Co-op,

the place they love.

It is exceptionally difficult as management to acknowledge that the path to financial recovery includes cuts to labor. Over the last year we have been cutting through attri-

tion. This means that when someone leaves, we don't fill the position if we can get away with it. In the 11 years that I have been here we have always gotten by using the attrition method. We have worked cooperatively to take on more responsibility to cover what needed to get done. This has included covering for vacant management team positions.

By the time you read this article, we will have announced cuts to positions as well as to employees scheduled hours. As General Manager, I looked at all aspects of labor from retail floor to administrative staff to management. My approach was to cut from everywhere. For some aspects of the business, it made sense to cut entire positions and for others it made sense to spread the cuts across nearly all schedules. Shaving 30 minutes a day per shift resulted in significant reductions to overall payroll expense. To ensure we could make cuts fast enough, [Continued on page 11]



YOU'RE INVITED TO THE

# Annual Membership Meeting & Celebration



Sunday, October 21  
1-4pm

Arcata Veterans Hall  
1425 J Street, Arcata

.....  
A free event for  
Co-op members!

## Please join us for:

- Food, Drink & Birthday Cake
- The State of the Co-op
- A Walk Down Memory Lane
- Strategic Plan Presentation
- Candidate Meet & Greet
- Open Comment Session



**RSVP by October 12**

Co-op members can bring one guest.\*

To RSVP, please sign-up at Customer Service,  
call (707) 822-5947 ext. 234, or email [membership@northcoast.coop](mailto:membership@northcoast.coop).

\*Each membership can bring one guest, plus children.



# Strengthening the Connection Between the Environment and our Community



by Kiya Villarreal, Sustainability Coordinator

THE CO-OP WORKS HARD TO BE A SUSTAINABLE leader in our community, but our efforts include more than providing boxes at checkout. Here's some of the many things we did the past few months to promote environmental responsibility in our stores and beyond.

## CONTINUING DIVERSION

The Co-op is continuing to divert waste by putting out a second tri-sort bin in front of both stores. When we sort and divert recyclables and compostable items, we are minimizing the amount of waste that ends up in a landfill. Our tri-sort bins have an awesome example display above each bin to help everyone determine which bin is best for their waste.

## PREVENTING FOOD WASTE

Food waste is a very sad thing to us here at the Co-op which is why we like to follow the Food Recovery Hierarchy to get the best possible use of food at all its stages. The first step is ordering as close to our customers' needs as we can. Whatever doesn't move off the shelves—produce, cheese, bread, groceries, bulk stuff—as fast as we would like, gets offered to our great employees to take home, and whatever isn't scooped up by our employees gets picked up the same day by Food for People and Arcata House Partnership.

The food that is not fresh enough for people will end up in one of two places. One is that local farmers pick up food scraps directly from our stores and use the scrap as feed for animals. The second is our composting partner, Local Worm Guy, who picks up all our inedible food, coffee grounds, egg shells, and trimmings and turns it into a very nutrient-dense soil amendment by vermicomposting (worms do the work).

## INCREASING COMPOSTING EFFORTS

We value our composting program immensely because we can now offer compostable packaging for almost all of our in-house packaged to-go foods. While we encourage everyone

to use as many durables from home as they are able, we know that's not always possible. Our composting goes beyond food—you can leave our compostable to-go cups, boxes, and soup cups and even the take and bake pizza tray bottoms in the bin labeled 'compost' in front of each store. The compost located out front is our "post-consumer" compost and includes packaging as well as food scrap. We even compost our used paper towels! Local Worm Guy makes two to three trips a week to our stores to pick up all of our post-consumer compostable material such as napkins, coffee cups, to-go boxes and our organics such as coffee grounds, eggshells, and some inedible food scrap. We were able to spend a few hours with the Local Worm Guy crew checking out what happens behind the scenes with our compostable material and it was AWESOME.



Kiya Villarreal, Sustainability Coordinator, helping the Local Worm Guy sort compost.

## GOING OUT ON THE TOWN

In July, we attended Eureka's Get Out and Play Day for a day of outdoor games, food, and fun. We had a table with an educational display of the aerobic composting process, and we worked with ECO Eureka to help everyone sort their scraps after a delicious picnic. We also participated in Coastal Cleanup Day in September, which began right here on the North Coast over 30 years ago. The Co-op volunteer team was so happy to see significantly less litter on our cleanup site this year! We cleaned our site on Samoa Beach from end

to end and collected a total of 22 pounds of trash. Statewide preliminary results show there were more than 50,000 volunteers who collected 698,931 pounds of trash and 35,674 pounds of recyclable materials for a total of 367 tons of trash removed from our coastline and waterways.

## INTRODUCING ZAGSTER

In September, the Co-op in Arcata became part of a community effort to make bike sharing successful by setting up a Zagster station, which allows individuals to rent bicycles and ride them all over cities. The bicycles come with a basket, gears, and a built-in lock that allows riders to secure bikes mid-trip without having to return them to designated stations. Both the City of Arcata and the City of Eureka have plans to install more stations around the community, including the Co-op's Eureka location, the Arcata Plaza, the Arcata Transit Center, and more.

With the Humboldt Bay Trail reaching completion, I am excited to see our community stop by the Co-op for delicious snacks to take with them on a bike ride through the Arcata Marsh or along the waterfront in Eureka on a brand new Zagster bike. Even more so, I am excited to include bike sharing in the Co-op's commitment to environmental responsibility and our ability to be more than just a grocery store to our members and customers. ■



Shiny new Zagster station in front of the Arcata store.

# Second Quarter Board Meeting Recaps

## July, August, and September board meetings

by Colin Fiske, Board President

AS ALWAYS, THIS QUARTER'S BOARD OF DIRECTORS MEETINGS took on a number of important topics. If you missed them, consider coming to one of our upcoming meetings. The Co-op is a democratically governed organization, but that's only meaningful when members know how we're being governed and take the opportunity to have their say about important issues. Here are a few of the things we've discussed and acted on at recent meetings.

### CO-OP FINANCES

The board receives a report on the state of the Co-op's finances at each meeting (in addition to quarterly Finance Committee meetings devoted solely to that topic). Over the last few months, it has become increasingly clear that our cash on hand has slipped to unacceptably low levels. At our August meeting, we discussed the levels of cash on hand and what steps we will have to take to bring that number back up to acceptable levels. In short, we need to increase sales, decrease expenditures, and sell off some back stock. Of course, it's the second part—decreasing expenditures—that's the hardest, and we're doing everything we can to limit the impacts to employees and members.

### RESPONDING TO MEMBERS

Members brought several issues to the board at recent meetings, and the board responded whenever we could. In July, a member came forward to ask us to withdraw

our underwriting support until KHSU, the beloved community radio station where the Co-op has long been an underwriter, adequately addresses several issues raised by their volunteers and staff in recent months. After reviewing the situation and being presented with a petition signed by multiple Co-op members, the board voted in August to send a letter to KHSU asking them to address the concerns that had been raised. At our September meeting, we reviewed a response we received from KHSU and decided to take no action to withdraw our support of the station at this time.

In September, a member came forward to ask the Co-op to endorse the "No on Measure M" campaign. Measure M is a ballot measure in Arcata that would prohibit the city from removing the McKinley statue at the center of the Plaza. The member pointed out that local tribes and organizations representing people of color have asked for the statue to be removed, and that keeping it didn't seem to be in line with cooperative values. Several board members expressed hesitance to get involved in political issues that don't relate directly to food. However, board members also felt that taking a stance in favor of allowing something more welcoming to all people to be placed in the Plaza—just a block from the Arcata store—would be an important reflection of the commitments we've made to work for racial equity in our stores and our

community. In the end, the board voted to endorse the "No on Measure M" campaign. By the time you read this, we will have issued an official statement explaining our position in full.

Finally, in August, members attended the board meeting to express their concerns about the recent separation of the Arcata Store Manager. Unfortunately, because the issue involves confidential information about personnel, the board couldn't respond directly with any additional information or action. However, it was clear that this was an emotional and important issue for many of our members, and the board listened to what everyone had to say.

### HELPING LOW-INCOME MEMBERS

For the last year and a half, the Co-op has piloted the Co-op Access Program (CAP) to help all interested members of the community to access the benefits of Co-op membership and of shopping at the Co-op, including the benefits of access to healthy food and of democratic member ownership, regardless of income. Through the pilot program, interested participants who qualify for assistance through state or federal programs such as CalFresh, WIC, or SSI could sign up for CAP and get 10% off all purchases at the Co-op.

The program currently includes about 50 people. If they were [Continued on page 7]

### BOARD OF DIRECTORS & COMMITTEE MEETINGS

#### October Meetings

Board of Directors Meeting  
**October 4** • 6pm, Eureka Store

Member Action Committee  
**October 10** • 5:30pm, Ten Pin Building

Earth Action Committee  
**October 10** • 6:45pm, Ten Pin Building

Annual Membership Meeting  
**October 21** • 1pm, Arcata Veterans Hall

#### November Meetings

Board of Directors Meeting  
**November 1** • 6pm, Ten Pin Building

Policies & Procedures Committee  
**November 7** • 5:30pm, Arcata Store

Member Action Committee  
**November 14** • 5:30pm, Ten Pin Building

Earth Action Committee  
**November 14** • 6:45pm, Ten Pin Building

Finance Committee  
**August 28** • 6pm, Ten Pin Building

#### December Meetings

Board of Directors Meeting  
**December 6** • 6pm, Ten Pin Building

Member Action Committee  
**December 12** • 5:30pm, Ten Pin Building

Earth Action Committee  
**December 12** • 6:45pm, Ten Pin Building



[Continued from previous page]

not already a member, a membership was gifted to them.

At our August meeting, Co-op staff presented a proposal for making CAP permanent and opening it up to additional qualifying members. Because the data from the pilot program didn't demonstrate an accurate prediction of the financial impact the program would have on our bottom line, the proposal had to reflect the highest possible cost, and that cost would be significant. To pay for the new program, staff proposed eliminating the current Tuesday discount for seniors. The senior discount goes to all seniors regardless of their income, while under the new program, folks who qualify could get a discount regardless of their age. It would be a needs-based discount program.

Several members and board members expressed concern about eliminating the senior discount, as well as the wisdom of

adopting a new program with an uncertain budgetary impact at a time when the Co-op's cash levels are already low. Following extensive discussion at this meeting and the following one, the board agreed to table the proposal for the time being. In the meantime, Board Treasurer James Kloor and I volunteered to try to identify a statistician or other expert who might be able to use the data from the pilot program to predict budgetary impacts more accurately.

#### STRATEGIC PLAN

Much of the July meeting was occupied with discussion of the Co-op's next Five-Year Strategic Plan. The board reviewed a draft of the plan written by General Manager Melanie Bettenhausen based on input from member surveys and a committee comprised of members, board members, and staff. There was a sense of excitement about the plan from board members and other committee

members present, particularly about its focus areas, which include racial and social equity, environmental responsibility, the cooperative economy, a robust local food system, making the Co-op a community hub, and ensuring financial viability. But of course, we also identified a few areas that we thought could be improved. Melanie edited the plan based on the feedback she received and presented it at the next board meeting in August, where the board approved it and referred the final plan to be adopted by the membership at the Annual Membership Meeting & Celebration on October 21.

Co-op board meetings take place on the first Thursday of every month, and members are always invited to attend. You can find out what's on the agenda by checking at Customer Service, on our website, or by signing up to receive board agendas by email (just email [board@northcoast.coop](mailto:board@northcoast.coop) and ask to be put on the list). I hope to see you at one soon! ■

## The ABC's of Shares

by Jules Katz, Membership Coordinator

### A Shares

If you're a member of the Co-op, you have an A Share. It's the \$25 share you purchased to become a member. Or, if you've been a member since before 1995, you may have paid just \$10 for your A Share. As a holder of an A Share, you have all rights of membership to vote, take advantage of member sales and discounts, attend member events, and participate in board and committee meetings.

### B Shares

Any member can make an additional investment in the Co-op in the form of B Shares. You can purchase them in \$10 increments from Customer Service at any time until you have a total of \$300 in B Shares. At \$300 in B Shares you become a Fair Share member and are eligible to receive patronage refunds 100% in cash, in years the board declares a refund. As a Fair Share member, you can also invest in C Shares. The Co-op may also invest patronage refunds into member's B Shares per Co-op bylaws, but only in years the board declares a patronage refund to be issued.

### C Shares

C Share investments earn dividends at a rate set by the board. The current annual rate is 2% but is reviewed quarterly by the board. At 2%, a share investment of \$5,000 would earn \$100 per year. C Share invest is more than an opportunity for members to earn money on their investment. Member investment allow the Co-op to do things like replace the Arcata store roof, buy new refrigeration equipment or improve infrastructure. Even a small investment supports the Co-op in continuing to improve our stores to provide our members and shoppers with the best products and shopping experience.



If you are a Fair Share member and want to make your first C Share purchase, we'll need to meet with you first to provide you with investment paperwork. Once you've invested in C Shares, additional purchases can be made in \$10 increments at Customer Service at any time. Investments over \$2,500 need prior approval. Members can ask the Co-op to repurchase their shares from them at any time by completing a withdrawal form at Customer Service. The Co-op has up to 12 months to buy back shares from a member. If you ask to have your A Share repurchased, it means you are terminating your membership. Contact the Co-op's Membership Coordinator at [membership@northcoast.coop](mailto:membership@northcoast.coop) or 707-822-5947 ext. 234 for additional information about investing in the Co-op. It's as easy as A-B-C!



# What is your favorite local product from the Co-op?



**“Shishito peppers.”**

Eric Surber, Arcata  
Member for 12 years.



**“Cypress Grove cheese.”**

Florentina Phillips, Fortuna  
Member for 3 years.



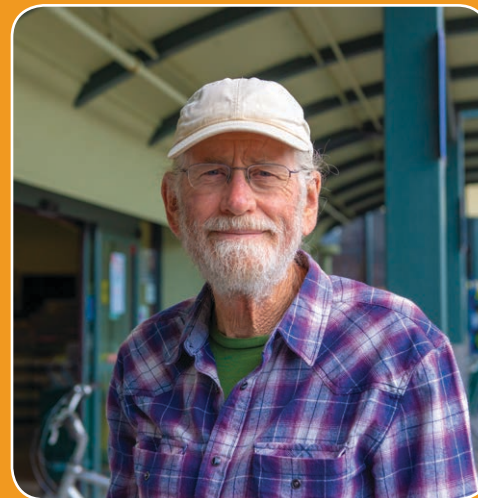
**“Cheddar dill scones! I also like the grab-n-go pizza.”**

Frank Onstine, Blue Lake  
Member since 1978.



**“Peaches and nectarines.”**

Miguel Bracho, Arcata  
Member for 1 year.



**“Local tofu from Tofu Shop.”**

Roger Mack, Arcata  
Member for 4 years.

The first six members to answer our featured question and let us take their picture get a \$10 gift card. Look for our table in Eureka this winter—you could be featured next!



# 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 Farms
Comice	●	●		Fruitwood Farms

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

<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

Continued on page 10

# Local Produce Guide October | November | December

<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 Frog 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

Continued on page 11



# Local Produce Guide October | November | December

<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>	Claudia's Herbs <i>in Orleans</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>	Warren Creek Farms <i>in Arcata</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 mid-November our new hot/cold bar will be installed.

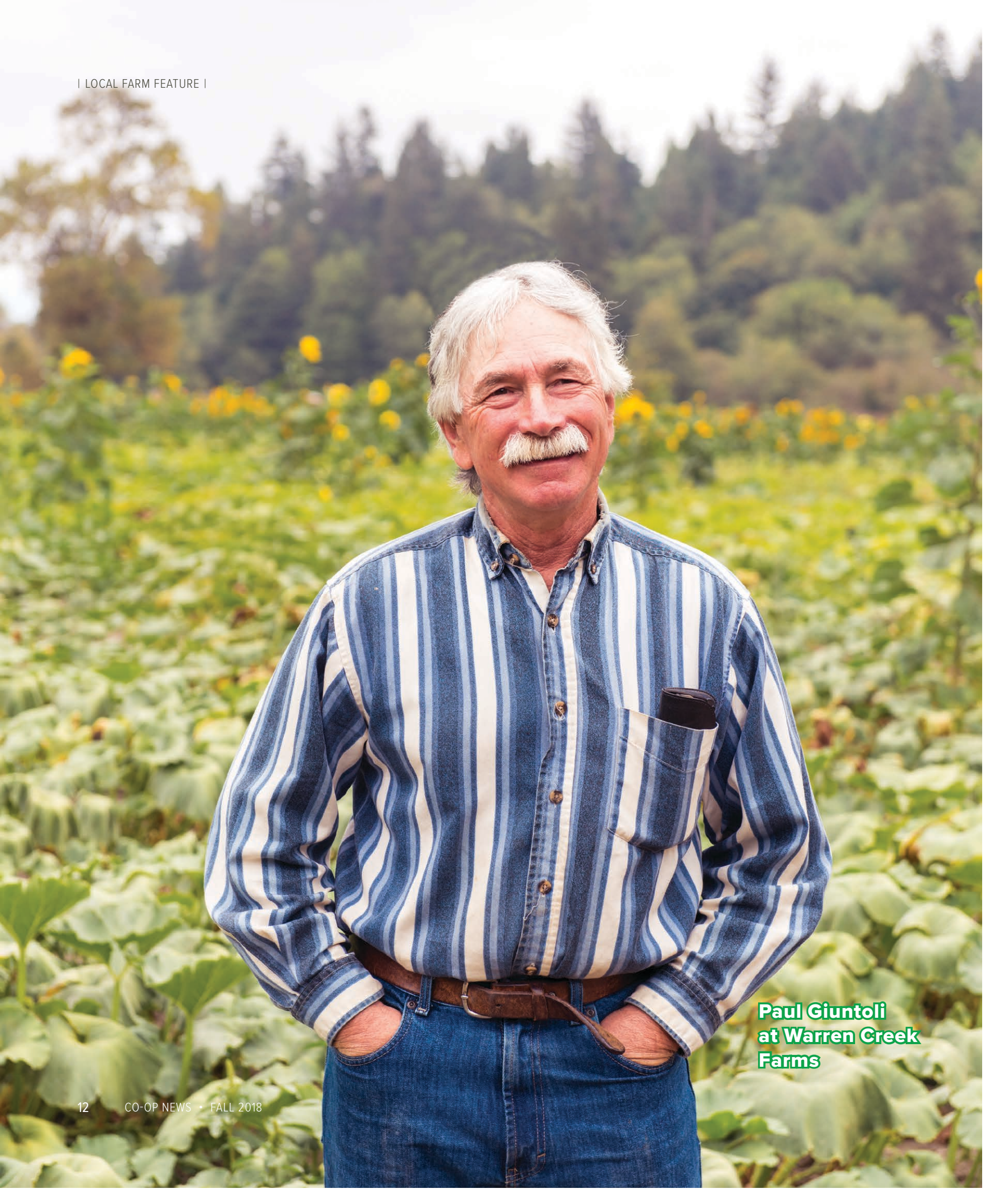
We have decided to end our forward buying program, but are in our warehouse lease until February 2019. If you know of a local producer who needs warehousing space (and possibly equipment), please send them my way. Our landlord has been very understanding and will work with us and a new tenant to work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





**Paul Giuntoli  
at Warren Creek  
Farms**



# Those Were The Days: Warren Creek Farms

## Longtime, local farmer Paul Giuntoli heads toward retirement

by Sallie Grover, Arcata Floral Department Head

PAUL GIUNTOLI, ONE OF THE CO-OP'S LONGTIME PRODUCE GROWERS, is heading toward retiring from farming many of the staple crops he has grown for Humboldt County residents for over thirty years. Co-op staff and members will miss his practically year-round deliveries of all varieties of potatoes and his seasonal row crops like corn, cucumbers, green beans, cauliflower and winter squash. (Market goers scrambling for dry beans and pumpkin u-pickers will need to shop early).

Paul has always been a pleasure to work with, from the first lug of gourds that he brought to the Arcata Co-op in 1985 to providing the eight acres of pumpkins for school children on his farm, Warren Creek Farms, during the annual Co-op Pumpkin Patch event. His spirit of cooperation, knowledge of farming and commitment to organic farming have played a central role in the development and depth of our current local produce scene.

### FAMILY ROOTS

Paul's family has farmed locally for more than 100 years. Paul's grandparents on his mother's side, Mary and Claudio Pifferini, immigrated from Switzerland in 1909 to work on dairies in the Grizzly Bluff area. In 1919, they bought a dairy on the Arcata Bottoms (also called bottom or bottomland), which came to be known as the Pifferini Ranch. At the time Claudio passed away clearing the land along the Mad River, they had five children. Mary went on to raise the children and run the dairy with help from family and friends.

On the Giuntoli side of the family, Paul's great grandfather, Pellegrino, and Paul's aunt, Maria, immigrated from Torrichio, Italy. Pellegrino started the Star Hotel which burned down and was rebuilt after the Great Fire of Blue Lake in 1911. In the 1920's, Maria went on to open the Big Four Inns in Trinidad and north Arcata. Paul's grandfather, Giovanni, and his brother also immigrated from Italy and started a produce farm near Graham Road in Bayside in the late 1920's.

Growing up in Arcata, Paul's favorite thing to do on weekends and during the summer was to hang out at his Grandma Pifferini's dairy on the Arcata Bottoms. When he was nine years old, he joined 4-H, and when he was ten, he got his first cow. As a young man, he worked for five years to become a partner in a neighbor's dairy. He started his own beef herd and after ten years, separated from the dairy. In 1983, Paul bought his own piece of land on Warren Creek Road.

In 1985, Paul had an excess of gourds from his Redwood Valley garden. "Take them to the Co-op," his mother, Ester, told him. She'd been selling her exquisite peaches and cherries from Willow Creek to the Arcata store.

"The Co-op was a good incentive to get started," Paul recalls.

### COOPERATION & CONNECTIONS

Paul's ability to work well with other farmers, organizations and people has played a big part in his success as a farmer. Paul talked to Herman Parton who had grown potatoes on the Arcata Bottoms for a few years and had shipped some to Veritable Vegetables, an organic wholesaler in San Francisco. Potatoes have a long history of being grown on the Bottoms and Paul decided that would be a good crop to try. He was able to learn from longtime farmers along the Eel River who had grown potatoes before the introduction of many farming chemicals.

"Everyone knew everyone, and helped each other out," Paul explains.

In 1993, Paul put in a few rows of Speckled Bayo Beans on West End Road. His family had grown them at the Pifferini Ranch in the '30s. Growing up, Paul says that whenever beans were served, whether the families were Italian, Swiss or Portuguese, the beans were always Speckled Bayos. To add varieties—Red Mexican, Yellow Eye, Canario, Cranberry, Flor de Mayo—to his crops, Paul worked with Steve Temple from UC Davis Extension.

In order to grow large quantities of po-

tatoes and beans, Paul has leased land from neighbors and had it all organically certified. He has rotated crops by sharing the use of the acreage and costs of certification with a neighboring organic dairy farmer.

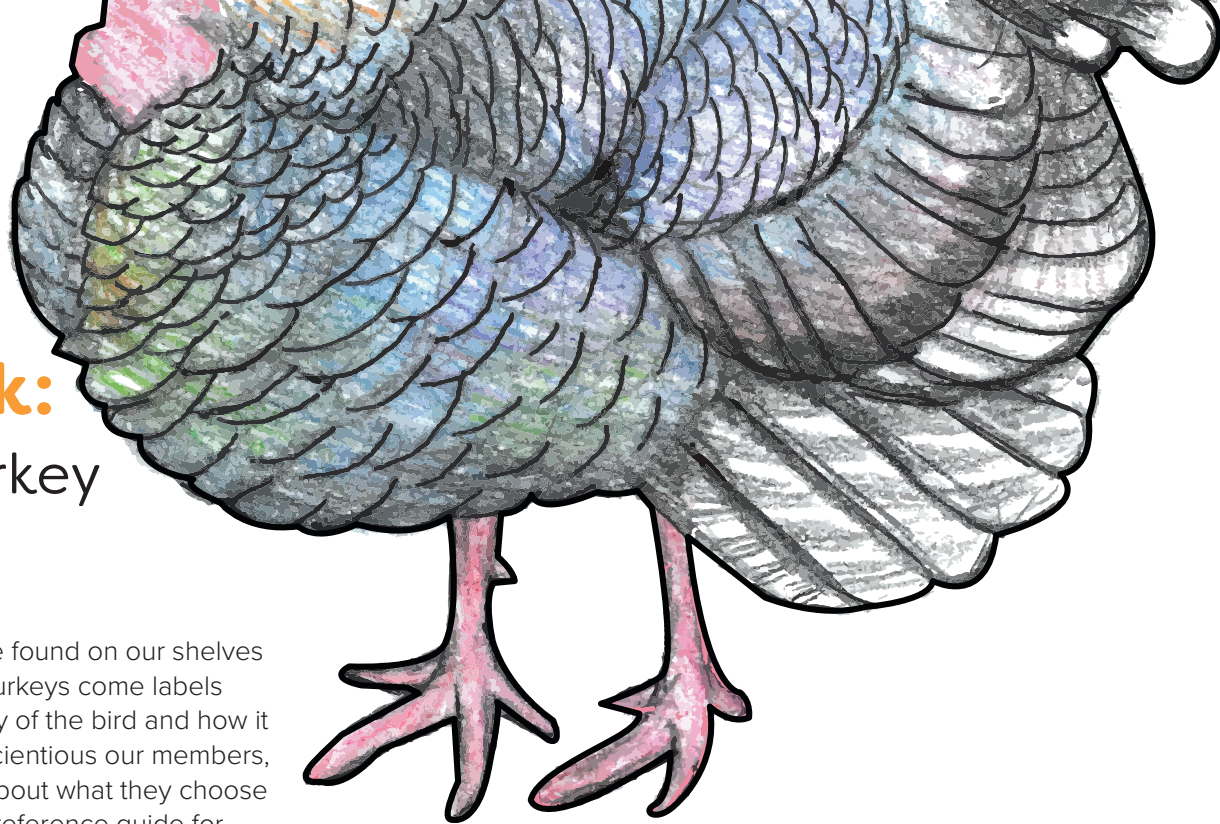
Paul's farm on the Bottoms has also been a pick-up point for semis hauling Humboldt County produce down to organic distributors in the Bay Area. Several other farmers from points east drop pallets of their products there for weekly shipments going south. Cooperation and connections have characterized Paul's unique position in our community.

### FARMERS WANTED

Over the years, Paul has expanded his production on Warren Creek and on the Arcata Bottoms to produce 125 tons of potatoes and 5,000 pounds of dry beans annually. Paul's idyllic site for the Co-op's Pumpkin Patch event has provided a valuable farm experience for our county's children for the last sixteen years.

At this point, Paul is hoping that other farmers will step up to the plate and produce some of the crops that he has provided for the community. Paul is still growing pumpkins for this year's Co-op Pumpkin Patch, and opened the patch for the public beginning Sept. 29. He's working with Tyler Tre-kell to produce some of his market crops and Blake Richards of Wild Rose Farm to produce potatoes for the Co-op. He is encouraged by additional opportunities for local growers in quinoa production and the expansion of the winter farmers markets.

The Co-op would like to say a big 'thank you' to Paul for his many years of hard work and for all the wonderful produce he has provided to our members and shoppers! His reliability and positive attitude have made him a great business partner. Growing up in a small farming community and being a part of a new generation of organic farmers has put him in a unique position to contribute to the quality of life for all of us on the North Coast. ■















# Turkey Talk:

## What Your Turkey Label Means

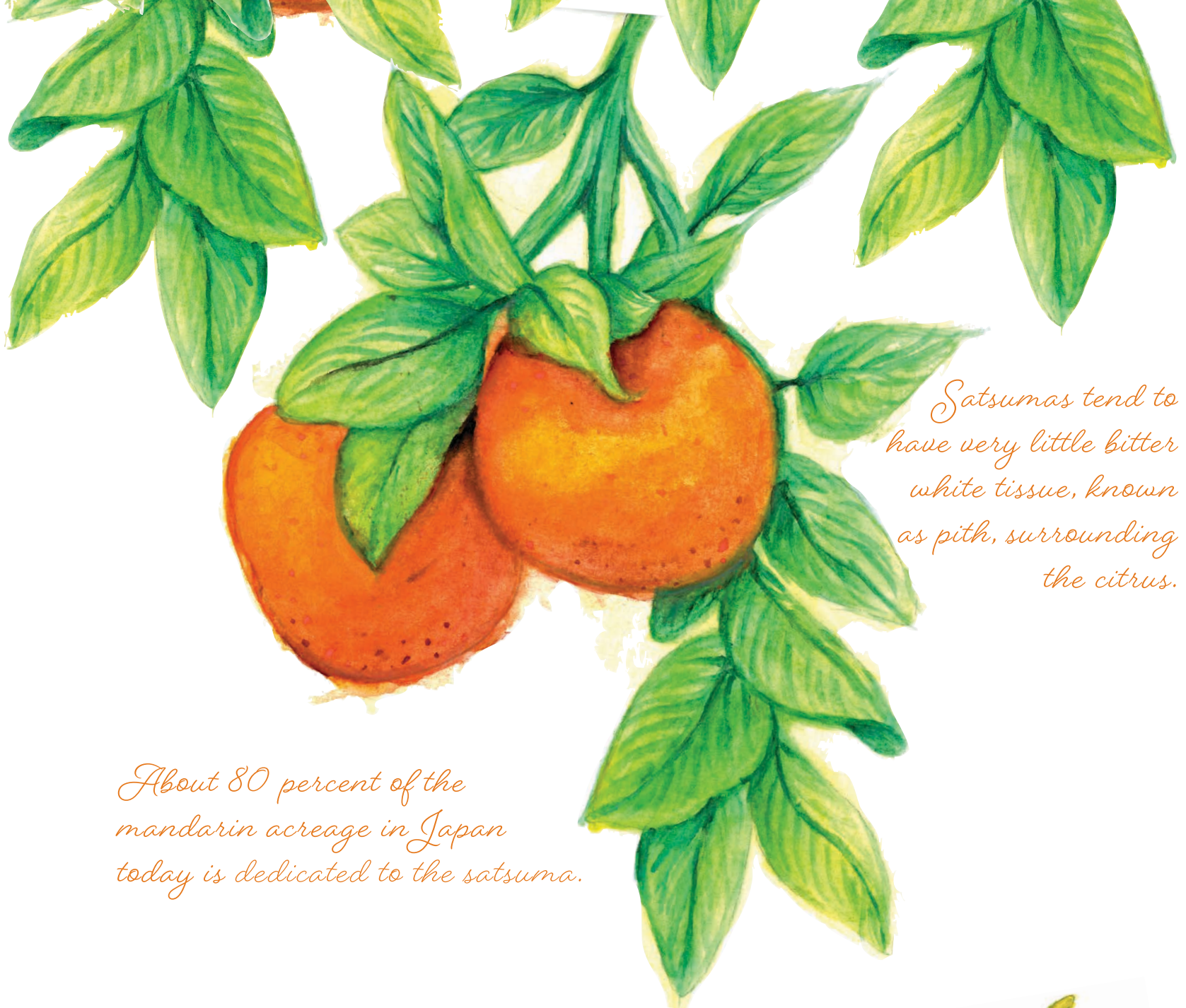
by North Coast Co-op

An abundance of turkeys can be found on our shelves this November, and with those turkeys come labels with words describing the quality of the bird and how it was raised. We know how conscientious our members, shoppers, and employees are about what they choose to buy, so we've put together a reference guide for some words you may see on your turkey labels this season.

-  **AIR CHILLED**  
Air-chilled poultry is cooled by passing birds through several chambers where cold, purified air is used to cool the meat, resulting in no added moisture, stronger flavor and less chance for contamination. It contrasts with water-chilled poultry, which is immersed in ice cold, chlorinated water after slaughter. Water is absorbed into the bird, accounting for 2-12% of the total weight of the bird.
-  **CAGE FREE**  
Cage-free turkeys are raised indoors without cages, with a minimum 1.5 square feet/per bird, and other requirements for air cleanliness, feeder space, and drink space.
-  **FREE RANGE**  
Turkeys are raised outdoors, weather permitting (in some areas of the country, seasonal) for a minimum of six hours per outdoors day, with a minimum of 2 square feet/per bird, plus have met all cage-free standards.
-  **FRESH**  
Turkeys may be labeled as fresh if they have never been chilled below 26°F.
-  **FROZEN**  
Turkeys chilled below 0°F must be labeled frozen.
-  **NATURAL**  
A minimally processed product containing no added or artificial ingredients.

-  **NO ANTIBIOTICS**  
The turkey wasn't given any antibiotics, unless they were sick.
-  **NO HORMONES**  
The USDA prohibits the use of hormones in poultry, certified organic or not.
-  **NON-GMO**  
The feed that is consumed by the turkey is non-GMO. If a turkey is certified organic, it cannot be fed a diet with any GMOs in it.
-  **ORGANIC**  
The USDA's National Organic Program requires that turkeys labeled as "organic" be certified by a USDA-accredited certifying agency. A certified organic turkey will have been raised on 100% organic feed, given access to the outdoors, and will never have received antibiotics.
-  **PASTURE RAISED**  
Turkeys are raised outdoors year-round, with mobile or fixed housing for refuge from weather and predators, in rotated fields, with a minimum of 108 square feet/per bird, plus have met all free-range standards.
-  **YOUNG**  
Turkeys that are less than eight months old at time of harvest can be labeled as 'Young Turkeys.' Most turkeys reach market size at five months.





*Satsumas tend to have very little bitter white tissue, known as pith, surrounding the citrus.*

*About 80 percent of the mandarin acreage in Japan today is dedicated to the satsuma.*

## Featured Produce: Satsuma Mandarins

by Joey Beasley & Paul Wright, Produce Department Heads

Satsuma mandarins can do no wrong. They are a specific type of mandarin orange, originating in Japan more than 700 years ago. Satsumas are light, sweet, juicy and seedless. They're also easy to peel.

When satsumas come to the stores in ten-pound bags in late fall, keep your eye out. Those things have been known to sell out in less than a day, and if you're lucky enough to get a sack of those satisfying satsumas in your cart, you'll soon understand why. ■





# Gifts That Give Back

by Wendy Davis & Sarah Stark, General Merchandise Department Heads

Every aisle in the Co-op carries unique gifts that are fair trade, local, eco-friendly or from other co-ops. Here's a few of our favorites!





- ① **Tiny Succulent Gardens and Succulent Ornaments from Lisa Schiller**  
Locally grown succulents and locally made glass.

- ② **Earrings from Ruth Rhiannon Designs**  
Made with ethically harvested feathers in Ashland, Oregon.

- ③ **Corps Hats from North Coast Co-op**  
Made with 100% organic cotton.

- ④ **Klean Coat Drinkware from Klean Kanteen**  
Featuring their Klean Coat finish with new, nontoxic colors.

- ⑤ **Scarves from Rising Tide**  
Eco-friendly designs made from silk, bamboo, and recycled acrylic fibers.

- ⑥ **Candles from Rosewood Naturals**  
Made locally with 100% beeswax. (Learn more on page 20.)

- ⑦ **Socks from Maggie's Organics**  
Made with organic fibers at family mills and co-ops in the USA.







# The Bee's Knees of Kitchenware

Make your own beeswax wrap

by Ellie Christensen, Demo Coordinator

WAX HAS BEEN USED IN FOOD PRESERVATION for centuries. It can seal jars and kegs and line containers in which food is stored. Beeswax is antifungal and antimicrobial by its very nature to protect bee larvae and the honey that feeds them. Coating natural fabrics like cotton and hemp in beeswax creates a liquid-proof wrap that is still breathable. Historically, hunters would dip large swaths of muslin in wax and wrap fresh game in it to transport it home or store it in ice and snow for the winter.

## Supplies

- 1 large baking sheet
- A roll of parchment or wax paper
- 1 fabric square made of 100% natural fiber (we used a 20"x20" Co-op bandana)
- 1 grater or mandolin\*
- 6-to-16 ounces beeswax (we used roughly 6 ounces)
- 1 wide-bristle paint brush
- 1 iron



## Directions

1. Preheat oven to 180°F.
2. Cover baking sheet with parchment paper. Place fabric on top of parchment paper and smooth fabric out so it lays flat.
3. Using a mandolin or grater, shave the beeswax on top of fabric so there is enough wax to scatter over the entire piece of fabric.
4. Place in the oven and watch carefully (don't walk away). The wax will melt in 2 to 10 minutes. Once the wax begins to melt, it will soak the cloth completely.
5. Remove from oven. Use your paint brush to spread the warm wax to the fabric edges. It will cool very fast when removed from the oven, and you might have to repeat heating and brushing a few times.
6. Once the wax is melted completely through the fabric, there will be areas of thicker and thinner wax. We found that once the wax is well incorporated into the fabric, laying more parchment paper over the top and ironing it helps spread the wax more evenly from edge to edge.
7. Once you have the desired ratio of wax across your fabric, allow it to cool for about 15 minutes.

Currently, there are many beeswax wrap options on the market and they come in all shapes and sizes. Whether you chose to give this tutorial a try or purchase a name-brand version, beeswax wraps are a versatile and sustainable option for various food storage needs. They might not eliminate plastic or aluminum wraps completely from your kitchen staples, but they can help reduce the need for them as most beeswax wraps boast at least 100 uses before they need to be replaced.

## Use & Care

To use your beeswax wraps, rub them with your hands to warm up the wax before forming it to the bowl or container you want to cover. For wrapping items like cheese or a sandwich, fold as close to the item as possible and then fold ends and press them together. Use twine or rubber bands for a tighter seal.

To clean your new wrap, simply run it under cool water and use a sponge and mild detergent to spot clean as needed. Allow to dry before using. With thoughtful use and cleaning, your wax wrap can last for up to a year's time and when you do need to invest in more wraps you can simply follow steps 3 through 7 to refurbish the wraps that you already have.

\*Follow the directions for using your mandolin and set it to cut thin slivers. This tool is especially good if you are using a larger block of wax. You can also use a simple box grater (which is how we did it) to get shredded slivers. We found that this worked best with a smaller block. Slow and steady with the larger block, if you choose to grate it.



# Can Cheap Wine Be Good? And Other Mysteries of the Wine World

by Kirsten Lindquist, Arcata Wine Department Head

DRINKING WINE IS SUCH A WONDERFUL PLEASURE. But the cost of consuming wine can add up, especially if you want to have a glass or two with your meal each night. For most of us who enjoy wine, the question becomes: how do you shop for wine that tastes good, but doesn't break your budget?

Pricing in the wine world can be mysterious—sometimes inexpensive wine tastes great. However, once you understand how winemakers calculate their costs, you can make informed choices and be a smarter wine shopper.

The greatest cost in winemaking is the grapes. If you own the land outright, you don't have to pay a mortgage or buy grapes from someone else. This substantially reduces the cost of making your wine. Wineries that have been producing for several generations usually own their grapes, which is most often the case with many French, Italian, and Spanish wineries. This explains why inexpensive European wines can taste good, but finding the same quality in wines from west coast states, such as California or Oregon, is harder.

As with all human-made goods, mass production reduces costs and allows the seller to sell for less. Wine is no different. Well-known brands such as Bogle or Fisheye produce thousands of cases of wine, so their prices are lower. The grapes for those wines are sourced from multiple places and are produced to taste the same each year. Cabernet Sauvignon 2014 should taste the same as 2015, etc. It is this consistency that makes them popular.

When a wine is made from grapes that are all grown in a specific vineyard, the flavor of the wine is more distinct because the grapes were all produced in the exact same climate and in the same soil. This is what "terroir" is; wine that tastes of grapes grown in a specific location and climate in a specific year. When a winemaker can make a wine that is this specific, it makes the wine unique, and in the wine world, uniqueness is prized and often more costly. Much of the mystery of labeling on European wine is to designate regions and vineyard-specific wine for people who understand those specifics and know what they want to drink.

California and Oregon wines also display vineyard names and regions, known as AVAs – American Viticultural Areas. Napa, Sonoma, Los Carneros, and yes, even Willow Creek, are designated AVAs. When a wine label has those words on it, that means the grapes were grown in that location, and are not diluted by grapes from somewhere else. Wine using grapes from multiple AVAs produce good tasting wine, but in the wine world, the higher prices are reserved for wines produced from grapes grown in AVAs with the most desirable terroir, such as Cabernet Sauvignon from Los Carneros in Napa Valley or Pinot Noir from Anderson Valley.

Wine made locally by Humboldt winemakers is usually higher priced than other California wines, because small producers have to buy their grapes from a farmer. So the extra \$5-8 dollars a bottle you pay for a local wine is not padding the pocket of the winemaker, it is covering their costs of production. Buying local wine is supporting your neighbor's livelihood. ■

*No matter what you spend on wine, enjoy it with good food and good company. It's one of the best social lubricants around!*



## Local Love: Rosewood Naturals

by Rebekah Staub, Marketing Communications Specialist

ON A RECENT TUESDAY MORNING, Suzanne Sicard held up a rock. It was slate gray in color, fit snugly in the palm of her hand, and it had a perfectly trimmed candle wick sticking out of it.

“It’s in the ugly candle category,” she said. “So it’s not too pretty to burn.”

Suzanne, who goes by Suzy, hand-makes pure beeswax candles of all shapes, colors,

sizes and smells at her home in Cutten. In addition to her rocks, which are best-sellers around the holidays when they are black and pass for lumps of coal, Suzy’s candles include pineapples, dahlias, ghosts, stars, apples, grapes, chickens, mushrooms, owls, bears, fall leaves, and crabs. They’re all made under her company, Rosewood Naturals, with 100%

beeswax from custom molds she makes herself.

“I’ve got redwood trees and banana slugs,” she said. “You can’t get those anywhere else.”

Suzy started making beeswax candles when she helped her friends teach a beekeeping class in Freshwater. After they spun out the honey, she noticed a bucket of beeswax with dead bees and sticks in it. She said it’s a



Above: Suzanne Sicard, owner of Rosewood Naturals, pours beeswax into her candle molds at her studio in Cutten.

Opposite page: Candles from Rosewood Naturals are made from local pure beeswax, 100% natural dyes, and can be purchased at both Co-op locations



golden, beautiful color, and she had to have it.

The first things Suzy made with the beeswax were ornaments out of antique cooking molds, a 500-year tradition of German bakers. She also created hand-dipped tapers. Suzy, who retired from being a court reporter for the State of California six years ago, says her favorite part of candle making—besides the smell—is the creativity and doing something that’s not mundane.

“The good thing with working with beeswax is if you screw it up, you can just melt it,” Suzy said.

Suzy sources all her beeswax from local bees, using around 300 pounds of beeswax every season. She uses 100% natural dyes for color and essential oils for scents, but rarely makes scented candles, as beeswax has a sweet smell on its own. Beeswax candles are cleaner than ordinary candles—most are made out of paraffin, which Suzy says emits toxins in the air. Beeswax emits negative ions which cleanse the air and has the highest melting point of any known wax. It is more dense than other candles and can burn longer with less dripping.

Suzy’s one-of-a-kind candle shapes come from what she sees in nature, bringing back sea shells from her trips to Hawaii or the images of fall leaf colors when she returns from Vermont. She even has candles made from the fossil of a sperm whale tooth.

“I try to mimic nature,” she said. “If I’m going to do a dahlia, I’m going to go to Sequoia Park Garden, look at the dahlias, look at their shapes and their colors. I make them as close to nature as possible because you want them to look good, you want them to look authentic.”

Her unique candle molds also come from her sense of humor. The skulls she jokingly made around the holidays are now her best sellers. Some of the candle sticks she makes are actual sticks—a piece of petrified wood with small branches. The problem with this, she said, is everything looks like a candle. Recently she saw a pinecone on the side of the road and screeched to a halt to pull over and pick it up.

With floating, multi-colored roses, detailed witches’ hats and intricate coral shapes to choose from, Suzy said there is a common sentiment that her candles are too pretty to burn. (One of her friends won’t burn anything with a face.) But with inspiration all around and no signs of stopping, Suzy says she always has plans for candles to come. She’ll be at various craft fairs, the Friday Night Market in Eureka, and her candles are available to purchase online and at various stores, including the Co-op. And for those who can’t bear to light the wick on such unique, custom candles, Suzy has some advice. “Burn ‘em,” she said. “You know where you can get more.” ■





# Mendocino Complex Fire Threatens Local Grain Economy

by Rebekah Staub, Marketing Communications Specialist

SINCE 2012, BECK'S BAKERY HAS SUPPLIED THE CO-OP, local farmers markets and surrounding restaurants with baked goods made with locally grown whole grains. The owner, Rhonda Wiedenbeck, also features locally-grown wheats and flours in our Bulk Department bins, including Stone Milled Whole Grain Rye, Soft White Wheat (also known as pastry flour), and Hard Red Wheat.

Recently, however, Rhonda and her business were in jeopardy as the largest wildfire in California's history, the Mendocino Complex Fire, reached more than 400,000 acres in Colusa, Glenn, Lake and Mendocino counties. John LaBoyteaux, one of the farmers who supplies her with rye grain, had to evacuate his farm in Upper Lake, California, leaving his crops, equipment, home and livelihood behind. Below is Rhonda's story, as told through her social media post on August 15 and reprinted here with her permission.

*It has been a nail biter of a harvest season. Farmer John was evacuated from his Upper Lake, California home due to fires. He had just finished harvesting the Gazelle rye and was about to proceed with the Hollis wheat. A couple days into the evacuation he got word that one of his ready-to-harvest fields was plowed under—ripe wheat is fuel for fire. He couldn't get answers about which field. He thought it might be the Khorasan and other test plots of ancient grains. We hoped it wasn't the Hollis. Hollis is a hard-red wheat, we use it to make our whole grain crackers, sourdough whole wheat and our honey whole wheat (aka 100% Local Whole Wheat) breads. It is a big part of our baking program here at Beck's Bakery. Meanwhile, the Hindley's in the Mattole were getting ready to harvest. Their Hollis was looking gorgeous! No yellow bellies—an indication of low protein common on*

*the coast due to wet spring planting seasons.*

*We were down to our last 400 pounds of wheat. Laurence Hindley had to help set up for the Humboldt County Fair. He also works seven days a week at his tractor repair shop. Fingers crossed that he could harvest and clean grain before we ran out. Our ace in the hole was Alchemy Distill-*

*ting with Lisa Hindley about timing of the delivery (Laurence doesn't do cell phones). We are expecting the first of the season wheat on Saturday. We will be making bread with it next week.*

This is what a local grain economy looks like! Please help me to thank all the players in this wonderful network of hardworking people that have worked tirelessly to get this amazing product to your table and glass. It takes a village to create this!

According to Cal Fire, the cause of the Mendocino Complex Fire, which started July 27, is still under investigation. The devastating blaze killed one firefighter and injured three others. It also destroyed 280 structures, 157 of them residences. Family members of one of Rhonda's bakery staff were among those who lost their home to the fire.

Despite the delay and uncertainty of this harvest season, the resilience of local farmers is already evident. The Co-op in Arcata received wheat berries and wheat flour from 2018 Hollis (hard red wheat variety) grown by Hindley Ranch in the Mattole Valley the first week in September. In addition, the Hollis (hard red wheat) that was almost destroyed by the fire in Upper Lake will soon be available in both Co-op's Bulk Departments after it is milled at Beck's Bakery. Rhonda said it is possible the Lake County Hollis grain will have a smoky aroma and a nutty, smoky flavor, not only emitting essences unique to

the area, but proving to us just how different local products can taste.

"You'd never expect the fire to reach us," she said. "But this has hit us. We can't take our fledgling local grain for granted." ■

*ery. Amy and Steve usually have a back stock of grain. If we are desperate, they have grain from Adam's. It is organic and grown in the Central Valley of California.*

*John got the all clear to go back home on August 8th. All his fields were still standing! Even the ancient grains. He started to harvest immediately.*

*Laurence got his fields harvested, too! I'm tex-*





# The Cheese of the Party

by North Coast Co-op

By definition, a cheese board only contains cheese and a charcuterie board only features meat. At the Co-op, however, you really can't go wrong. With rotating varieties of specialty cheeses, fully stocked olive bars, produce departments brimming with seasonal fare, nuts available in our Bulk departments, and a knowledgeable cheese staff in both stores, we've got what it takes to create cheese and charcuterie boards that are both affordable and impressive.

With our expert tips and tricks below, and custom examples on the following pages, you'll be having cheese and charcuterie at every gathering this season.

## Cheese Varieties

Choose 3-5 cheeses.

For well-rounded options, include:

- Soft cheese (Brie, Humboldt Fog)
- Blue cheese (we have a lot!)
- Hard, dry cheese (sharp aged gouda or sharp aged cheddar)

## Additions & Palate Cleansers

As you move between sweetness and acidity, these palate cleansers will help keep balance:

- Fruits (dried or fresh)
- Spreads (jams, mustards, honey, pepper jelly)
- Crackers or baguette
- Cured Meats
- Pâtés
- Pickled vegetables
- Olives
- Nuts

## Presentation

- Separate the smelly cheeses on a different plate. (Someone's gonna love that stinky one, but not everyone will.)
- Keep nuts in a separate bowl, if a guest is allergic.
- For a gluten-free vessel option, use cucumber slices.
- Provide an empty bowl for things like olive pits and fig tops.
- Drizzle honey over blue cheese.

See our examples on the following pages →





**Created by Veronica Rudolph**  
**Arcata Cheese Department Head**  
**Featuring Belton Farm Red Fox Leicester, AOP**  
**Fourme D'ambert, Spanish Manchego Sheep Milk**  
with Busseto Dry Coppa, Columbus Finocchiona,  
Lesley Stowe Salty Date and Almond Raincoat  
Crisps, Bronx/Peony Grapes, Pecan Halves,  
Dried Apricot, Black Mission Figs.





**Created by Jess Russell-Yount**  
**Eureka Cheese Department Head**  
**Featuring Hoffmann Smokey Swiss, Danish Blue,**  
**Supreme Brie, Gouda Holland Medium**  
with Busseto Prosciutto, Applegate Uncured  
Soppressata, Asian Pear, Cucumber, Red Grapes,  
Fig Spread, Sour Cherry Spread, Flat Bread Crackers,  
Seeded Baguette, Larrupin Mustard, Olives, Dates.







Sunshine Dip



# Spreading the Joy

by Ellie Christensen, Demo Coordinator

These dairy-free spreads and dips make impressive additions to your party plates, as well as quick, go-to snacks for home.

## Sunshine Dip

### Ingredients

- ½ cup unsalted, hulled sunflower seeds
- ½ teaspoon turmeric
- Lemon zest from a whole lemon
- 1 teaspoon parmesan cheese or nutritional yeast
- Lemon juice from half a lemon
- 1 Tablespoon minced garlic, dried or fresh
- Salt and pepper to taste
- 2 cups organic sunflower petals
- Olive oil, up to ½ cup as needed

### Directions

1. Lightly toast sunflower seeds in a large pan on medium heat, stirring or shaking until the smell is pleasant and the seeds take on a darker hue. Sprinkle with turmeric and remove from heat to cool.
2. Add sunflower seeds, lemon zest, and parmesan or nutritional yeast to a food processor or mortar and pestle and pulse or grind coarsely.
3. Add lemon juice, garlic and salt and pepper and pulse or grind to combine.
4. Remove petals from enough sunflowers to make two cups of petals. Add petals to your food processor or mortar.
5. Starting with 1 Tablespoon olive oil, add oil and blend or grind until all ingredients are combined well and the texture is to your liking. More or less oil will give you a thicker or thinner consistency.

## Cauliflower Lentil Pâté

### Ingredients

- 2 cups water
- ½ cup dry red lentils
- ½ teaspoon salt
- 1 Tablespoon dehydrated minced onion
- 1 cup cauliflower florets
- ½ cup pumpkin seeds, plus 2 Tablespoons for garnish
- 1 Tablespoon dried herbs
- Salt and pepper to taste

### Directions

1. Add 1 cup water, red lentils and ½ teaspoon salt to a medium pot and cook on low until lentils are tender. Strain lentils and press out excess water.
2. In a medium bowl, mix dehydrated minced onions with lentils. Set aside to cool.
3. Add 1 cup water to the same pot you cooked the lentils in. Add the cauliflower florets, cook until fork-tender, and strain.
4. Mix cauliflower with lentils and mash with a slotted spoon or fork until smooth.
5. Using a food processor, pulse ½ cup pumpkin seeds to fine texture. Add pulsed pumpkin seeds to cauliflower and lentils, adding salt and pepper to taste.
6. Spray a mold or loaf pan with sunflower or olive oil. Add 2 Tablespoons whole pumpkin seeds and dried herbs to pan, coating the bottom.
7. Add mixture, then refrigerate overnight.
8. To serve, turn mold upside down onto a platter. Instead of using a mold, you can fit a pastry bag with a nozzle and fill with mixture. Chill overnight and then pipe directly onto crackers or cucumber rounds or directly onto your cheese board.

## Cashew Avocado Spread

### Ingredients

- ½ cup raw cashews
- 1 cup water
- 1 medium avocado
- ¼ cup lemon juice
- 1 Tablespoon Herbs de Provence
- ¼ teaspoon granulated garlic or 1 minced garlic clove
- Salt and pepper to taste

### Directions

1. Soak cashews in water overnight or for at least 2 hours. Alternatively, you can boil cashews for 15 minutes.
2. Drain off any leftover water that was not absorbed by the cashews. Add the drained cashews, avocado, lemon juice, Herbs de Provence and garlic into a blender or food processor and blend until smooth.
3. Add salt and pepper to taste.



# First Quarter Financial Statement

by Melanie Bettenhausen, General Manager

NORTH COAST CO-OP CLOSED THE FIRST QUARTER OF FISCAL YEAR 2019 (FY19) on June 23, 2018. Combined sales in the first quarter were \$8,684,263, just 0.1% more than the first quarter in Fiscal Year 2018. Cost of Goods Sold was lower in the first quarter of FY19 than FY18 by \$236,336, resulting in a 7.9% higher gross margin than first quarter FY18. Payroll & Benefit Expense in first quarter FY19 was up \$17,059 for a total of \$2,752,468. General & Administrative Expense was up by \$34,989 and Occupancy Expense was up by \$75,017. Total Operating Expenses exceeded Gross Margin, resulting in a Net Income Loss of \$340,825\* for the first quarter of FY19, compared to prior year net income loss of \$433,569. The first quarter in FY18 was challenging due to road work on every highway in every direction and high health care

claims, whereas the first quarter of FY19 had both high health care claims and high payroll expenses.

The Co-op's Total Assets were lower at the end of first quarter FY19 compared to FY18 by \$49,112, totaling \$6,418,127. Current Owner Shares decreased to \$3,238,370 at the end of the first quarter of FY19. The \$182,649 decrease over FY18 resulted from members withdrawing C Share investments. This means we have investment opportunities available. Please call our Membership Coordinator at (707) 822-5947 ext. 234 if you are interested.

\*Two weeks of payroll was posted to the first quarter of FY19 that should have been posted to the fourth quarter of FY18. This will be an adjustment of more than \$200,000 when audited. ■

## North Coast Cooperative, Inc. Unaudited Financial Statements

### Fiscal Year 2019 • Quarter 1 Ending June 23, 2018

Quarter 1 Ending June 23, 2018  
Fiscal Year 19

Net Sales Revenue	8,684,263
Cost of Goods Sold	5,371,234
<b>Gross Margin</b>	<b>3,313,029</b>
Payroll & Benefit Expense	2,752,468
General & Administrative Expense	467,431
Occupancy Expense	448,413
<b>Total Operating Expenses</b>	<b>3,668,312</b>
<b>Net Income from Operations</b>	<b>(355,283)</b>
Other income (expense)	14,457
Total Income Taxes	-
<b>Net Income (Loss)</b>	<b>(340,826)</b>

Quarter 1 Ending June 23, 2018  
Fiscal Year 19

Assets:	
Current Assets	2,725,918
Property & Equipment	3,126,135
Other Assets	566,074
<b>Total Assets</b>	<b>6,418,127</b>
Liabilities:	
Current Liabilities	2,326,169
Long-term Liabilities	64,000
<b>Total Liabilities</b>	<b>2,390,169</b>
Member Equity:	
Current Owner Shares	3,238,370
Retained Earnings	789,588
<b>Total Member Equity</b>	<b>4,027,958</b>
<b>Total Liabilities &amp; Equity</b>	<b>6,418,127</b>

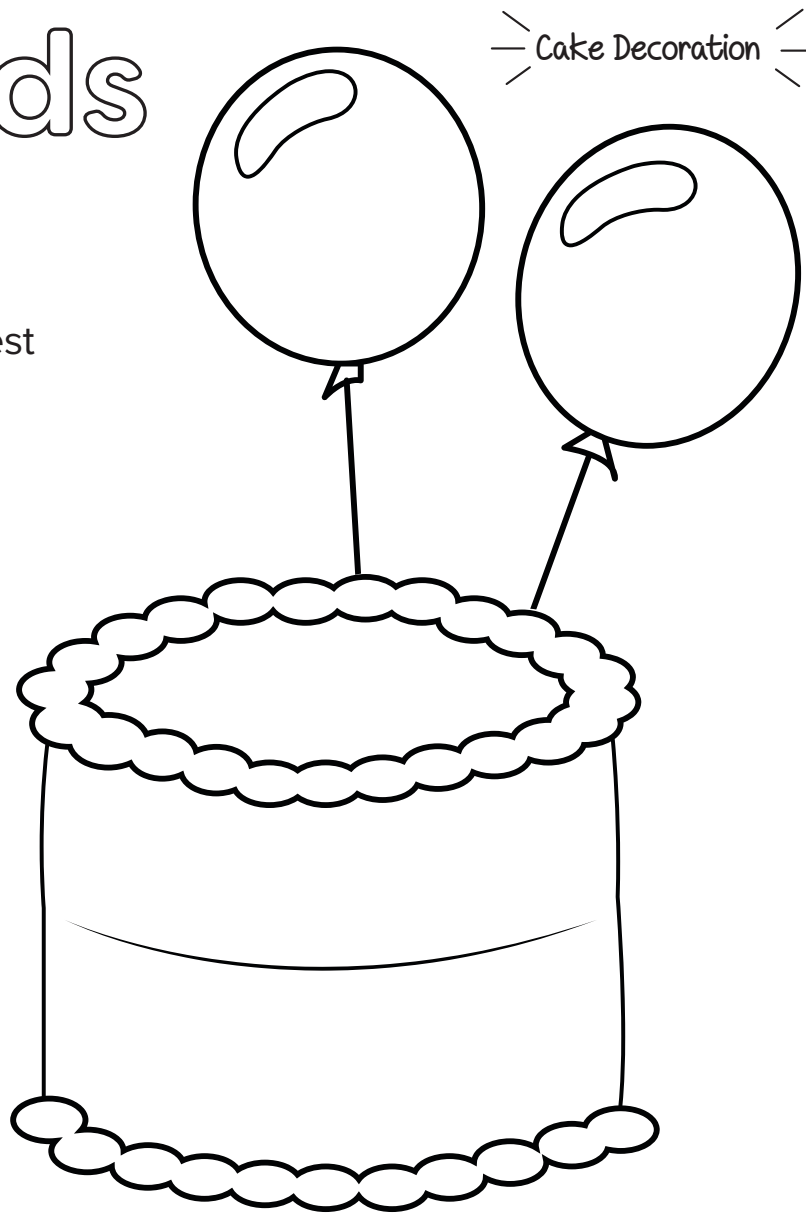


# Co-op Kids Corner

Enter our Co-op Kids Coloring Contest for a chance to win a **\$10 Co-op Gift Card** and a **Co-op Kids lunch box!**

**Decorate the cake** in honor of the 45th birthday of the Co-op and return to Customer Service at either Co-op location by **December 21** to enter. One winner from each age group will be drawn!

**Age groups:**  
5 years and under  
6 - 12 years old



Full Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Age: \_\_\_\_\_

**Congratulations to Molly for winning the Summer Co-op Kids Contest!**



## Bulk Up for Winter

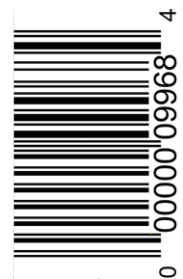
expires 12/31/18

**10% off**  
**Bulk Foods**  
excluding pet

MEMBER NUMBER \_\_\_\_\_

Single purchase only; coupon may only be used by North Coast Co-op members; limit one coupon per membership; coupon may not be combined with other discounts; coupon available while supplies last  
**Coupon expires 12/31/18.**

**Not a North Coast Co-op member?**  
**Visit Customer Service to join!**



# North Coast Co-op Management Team



**Melanie Bettenhausen**  
General Manager



**Jason Davenport**  
IT Manager



**Lauren Fawcett**  
Food Service Director



**Alisha Hammer**  
Merchandising Manager



**Alanna LaBelle**  
Eureka Store Manager



**Travis Morgan**  
Facilities Director



**Michelle Sanders**  
Human Resources  
Director



**Laurie Talbert**  
Marketing & Membership  
Director

# North Coast Co-op Board of Directors



From left, clockwise

**Ed Smith**  
Employee Director

**Colin Fiske**  
Board President

**James Kloor**  
Board Treasurer

**Cheri Strong**  
Employee Director

**Leah Stamper**  
Board Secretary

**Mary Ella Anderson**  
Board Member

**Robert Donovan** (not pictured)  
Vice President

## We love to hear from you!

Whether you have a product recommendation or a comment about our stores, there are many ways to let us know:

**ARCATA**  
(707) 822-5947

**EUREKA**  
(707) 443-6027

[info@northcoast.coop](mailto:info@northcoast.coop)

You can also come to either store to speak to Customer Service or write a comment for our in-store comment board.





# Calendar of Co-op Community Events

[www.northcoast.coop/calendar](http://www.northcoast.coop/calendar)

## October

**October 3** **Wellness Wednesday.** Everyone is invited to enjoy 10% off their entire Wellness Department purchase.

**October 6** **Election Kick Off.** To kick off the 2018 Board of Directors' Election, we invite our members to a free event during Arts Alive! in Eureka. Members will have a chance to mingle with fellow members and meet the candidates. Refreshments will be provided.

**October 6** **Pastels on the Plaza.** A benefit for Northcoast Children's Services, who partner with local businesses and artists to transform the sidewalks of the Arcata Plaza into a colorful art gallery on the first Saturday in October. Come by and see the Co-op's art.

**October 13** **Boots & Birkenstocks Annual Celebration Dinner and Auction.** A benefit for the North Coast Regional Land Trust featuring delicious food from local producers and a silent and live auction.

**October 20** **Leftovers Film Screening.** Food for People and the Humboldt Food Policy Council will present a free screening of Leftovers, a documentary about senior hunger in the United States, at the Eureka Theater. Doors will open at 2:30pm, and the show will start at 3:00pm with community discussion to follow.

**October 21** **Annual Membership Meeting & Celebration.** Join fellow members, the Management Team and our Board of Directors for a celebration of 45 years strong. You'll hear about the state of our co-op, learn about our member-driven Strategic Plan, eat some nosh, and mingle with other Co-op members.

## November

**November 1** **Holiday Spirit Food and Fund Drive.** Support our local food bank, Food for People, by donating non-perishable food at designated drop-off areas in the stores.

**November 7** **Wellness Wednesday.** Everyone is invited to enjoy 10% off their entire Wellness Department purchase.

**November 10** **Intertribal Gathering and Elders Dinner.** The Gathering allows non-native people a glimpse at the depth and beauty of Native cultures while providing American Indians a chance to share and embrace their traditions.

**November 19** **Share the Spirit.** Support our local food bank, Food for People, by donating at the register thru January 1. The Co-op will match total donations up to \$5,000!

**November 22** **Co-op Closed.** Both stores will be closed all day for Thanksgiving.

## December

**December 5** **Wellness Wednesday.** Everyone is invited to enjoy 10% off their entire Wellness Department purchase.

**December 24** **Co-op Closing Early.** Both stores will be closing at 7pm.

**December 25** **Co-op Closed.** Both stores will be closed all day for Christmas.

## Member Survey

## Win a \$35 gift card!

**Q:** Which member benefit or discount is most valuable to you?

**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. **Enter by December 31, 2018.***



# Share The Spirit

support our  
local food bank

November 19  
through January 1

Made a donation at the register to support  
our local food bank, Food for People.

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

  
NORTH COAST  
CO-OP

#### ARCATA LOCATION

811 I St., Arcata  
(707) 822-5947  
Open daily: 6am to 9pm

#### EUREKA LOCATION

25 4<sup>th</sup> St., Eureka  
(707) 443-6027  
Open Daily: 6am to 9pm

#### THE COOPERATIVE PRINCIPLES:

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

Sharing the love  
Before recycling this copy of Co-op News, please pass it along or share it with a friend or neighbor.