

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 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.

# Letter from the Editor

by Laurie Talbert, Marketing & Membership Director

I CHANTED TO MYSELF EVERY TIME I WALKED INTO THE CO-OP – round up, round up, round up. My plan was to round up my total each and every time that I paid at the register. Invariably, by the time I was finished shopping, my head was swimming with what I would do with the fresh, organic green beans I selected, or if I should have gotten a second tub of my favorite salsa. It was always on my way out the door that it would hit me—I forgot to round up again!

Why is rounding up so important to me? Because the small amount of change it adds to my total does big things for the Humboldt community! It also makes it easier to balance my bank account. The money goes to North Coast Co-op's Cooperative Community Fund (CCF), which has supported local nonprofits, school districts and food education programs for more than 25 years. Rounding up at the register ensures the continued success of programs like the Co-op's Pumpkin Patch and provides needed funds to groups like Food for People, Healy Senior Center, Arcata Ele-



Laurie leads a tour at the Co-op's Pumpkin Patch.

mentary School and Humboldt Permaculture Guild.

I remember to round up almost every time I shop at the Co-op now. How? I attached a small ribbon to my favorite reusable shopping bag. The bright-colored ribbon tells me that there is something important I am supposed remember, and it's working! I hope you'll join me in adding a ribbon to your favorite shopping bag and rounding up at the Co-op register to support local nonprofits. ■

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Cover Photograph by Zev Smith-Danford & Caitlin Fowler

# Reflections on a Year as General Manager

by Melanie Bettenhausen, General Manager

AT THE TIME OF WRITING THIS ARTICLE, I have passed the one year mark for being in the General Manager position (previously I had been the Marketing & Membership Director for nine years). I am truly amazed at all that has been accomplished and reflect daily on how transformed our co-op has become. I routinely hear positive feedback from staff about various things, and when they aren't thrilled with something, their feedback is constructive. I am also hearing positive feedback from long-time members and shoppers. We rely on all of you shopping with us, and we want to make sure you have the best experience possible—keep the feedback coming—and thank you for your loyal patronage!

I gave myself this first year to build the board/management relationship, put together a strong management team, and turn the management/union relationship into a positive one. In April, we had our first board/management retreat where we learned what it means to fill those roles, along with the pros and cons of each. In August, we had our second retreat to establish decision-making processes, develop a values statement, and agree upon a plan of action for our next strategic planning process. Every time we get together, we become stronger and better leaders for this community institution.

Back in fall of 2016, we entered into negotiations with UFCW Local 5, a local labor union. Solely with the aid of our temporary Human Resources Manager (at that time), we chose to leave lawyers out of the room. The process went well and the resulting three-year contract serves both employee and business needs. As we move into 2018, our bargaining unit wage scales are already adjusted to meet California's minimum wage requirements, and have taken into consideration compression; when the bottom comes up, the top needs to move up too. Through continued improvements in compliance and consistency in following our own policies and procedures, increasing the amount and improving the quality of training, we have reduced costs associated with injuries, job dissatisfaction and turnover. Overall, more and more cur-



North Coast Co-op Board of Directors and Co-op Managers gather together during the Board/Management retreat in August.

rent and prospective employees find the Co-op to be a great place to work!

At the beginning of January, ninety percent of the Management Team was in their positions less than five years, and seventy percent had been in their roles less than one year! We continued to see turnover until the end of June, when all of the positions were finally filled. In August, the Management Team had its first retreat as a newly formed and complete team. We participated in a personality assessment to learn about each other's approach, played pickleball to learn about each other's communication styles, and collaboratively built shelters on the beach with limited resources to learn how to strategize and work under pressure with each other. I feel so fortunate to work with this amazing team!

As new Management Team members came on board, each was tasked with ensuring their department structure was meeting the needs of the Co-op. Many job descriptions were revised and positions were added. Together, we moved rocks and looked under rugs to find inconsistencies in policies and procedures and remedy them when we found them.

We have a heavy emphasis on accountability, which includes ourselves and each

other. Our work is not done, but we have accomplished a phenomenal amount in a short time. The level of commitment and enthusiasm from these managers is inspiring. When I come to work each day, I am greeted with some new solution to a long-standing problem or news that a long-time goal has finally been accomplished. The value of this for the Co-op is the resulting decreased expenses during a time when our revenue took a hit, due to a number of factors: Eureka Natural Foods opened in McKinleyville, all major highways in and out of Humboldt County were closed at least once during the winter and spring, and we had major, ongoing refrigeration issues.

We are starting to hit our stride now. It feels good to also be recovering our sales and seeing increases over last year. We've had a rough fiscal year so far, but we are looking forward to all of the exciting changes coming in the New Year, including the remodel of the Eureka store. Keep an eye out for a supplemental publication for updates regarding the remodel. If I don't see you when I'm helping out on the sales floor during Thanksgiving, enjoy your holidays and have a Happy New Year! ■

# Sustainability Snapshot

by Kiya Villarreal, Sustainability Coordinator



Sustainability Coordinator Kiya Villarreal reviews sustainability metrics provided by National Grocers Association's program, Co+efficient.

HELLO NORTH COAST CO-OP! I'm delighted to introduce myself as your Sustainability Coordinator. While this position is brand new, it truly represents the Co-op's long-standing and ever-increasing dedication to being a leader, partner, and resource for sustainable business within our community.

As stated in our "20-Year Statement of Sustainability," we have every intention of creating "an organizational culture that is grounded in environmental and social responsibility, one in which every member-owner, employee, vendor and stakeholder provides education and leadership toward a collective commitment to regenerate and strengthen ecological and social, local and global relationships in our daily activities." While tracking our trends in electricity and gas use is ever important, in this report I would like to draw attention to other areas in our sustainable development, as sustainability is about more than just energy use.

## WHERE WE'RE AT

You may have heard the Eureka store will be experiencing a major remodel later this year. From the start, we have had a Net Zero Environmental Impact Plan in place, including construction and the subsequent increased operation within the first five years. Our Net Zero Impact Plan involves tracking many baselines, reducing impacts through operations and our improved purchasing policy, incentivizing storewide buying habits to favor local items, bulk products, and reusables. These long-term efforts, along with accountable reporting, will ensure our Eureka store remodel achieves a net-zero impact.

A significant part of becoming net-zero includes shopper participation in landfill diversion. Our tri-sorting waste bins, placed in front of the main entrance of each store, offer three sorting options: landfill, compost, and recycling. The bins have been performing well with minimal contamination, meaning waste is mostly sorted properly.

Further increasing our landfill-diversion rates and continuing to reduce our waste requires reaching out to our community-at-large for help. One amazing example of our community connections is how our co-op finds ways to be almost completely waste-free in our Produce Department. The Produce Department partially achieves this by donating any produce that won't be sold or taken home by employees to local food banks, ensuring no good food is wasted. Giving healthy, organic, and local free food when possible is important to ensure we offer our support whenever we can to our local communities' needs. While it's inevitable for some produce to be inedible, with the help of local farmers it doesn't go to waste. By offering up any trimmings to use as feed and waxed cardboard boxes for reuse, we have a reciprocal relationship with farmers and the Co-op.

Furthermore, our composting system has expanded! We've contracted with The Worm Guy to take care of our compost, which now includes our to-go containers. This doesn't eliminate the need for a commercial composter or an anaerobic digester in Humboldt

County, but it does help us here at the Co-op divert not just our inedible food scraps but also to-go container waste that would have been headed to the landfill.

## WHERE WE'RE HEADED

Composting is an awesome way to deal with waste after it has been made, but the best way is to create less waste right from the start. To reduce the amount of waste being created after its remodel, the Eureka store will offer durable containers through OZZI. OZZI is an option that allows us to offer sanitized reusable to-go containers available to our shoppers with a small deposit. Please look for the OZZI option after the Eureka deli has finished being remodeled.

Following the remodel, the Eureka store will also have a new floorplan that focuses on the Bulk and Produce Departments, further supporting the idea that shopping doesn't always mean excessive packaging. In fact, shopping at the Co-op can mean zero-waste and seasonal—both of which reduces our carbon footprint.

As I previously mentioned, our tri-sorting waste bins have had wonderful participation, however the tri-bins should be at both entrances for full participation. When there's a compost bin not present, compostable items usually end up going to the landfill. Our Store Managers are working on a placement plan that would allow enough available space to be safe and code-compliant.

To increase in-store participation in our landfill-diversion efforts, we are adding to our employee training manuals by developing simple refresher trainings on composting and recycling protocols with a great informative visual guide. We want to encourage the highest in-store participation for our landfill-diversion efforts to lead our community by example.

I've taken over my allowed space for this publication, oops! To get the full and detailed story please look for an upcoming Sustainability Report where I will be able to go into further detail on these topics but also discuss the many other facets of sustainability here at the Co-op. ■

You're Invited to Celebrate our Community at the

# ANNUAL MEMBERSHIP MEETING & GATHERING

## PLEASE JOIN US FOR

annual board meeting  
board candidate meet & greet  
JAMES KLOOR & CHERI STRONG  
local food and drinks  
farmer & founding member recognition  
raffle prizes  
open comment session

**Sunday,  
October 22**

**Sequoia Conference  
Center**

901 Myrtle Ave., Eureka  
**1-4pm**

**A MEMBER-ONLY FREE EVENT**

**RSVP by October 12 - members can bring one guest\***

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

\*Each membership can bring one guest, plus children



# Board Meeting Recaps

## Board report summary for July, August and September board meetings

by James Kloor (Board Member), Cheri Strong (Vice Chair & Employee Director), & Colin Fiske (Board Secretary)

AS USUAL, BOARD MEETINGS over the last three months have been busy. The board has taken on a variety of important topics relating to our own operations, the broader world, and the interactions between the two.

### RACIAL EQUITY

In July, the board approved a Racial Equity Statement that was developed jointly by a board-management committee. The statement (available in full on our website, [www.northcoast.coop](http://www.northcoast.coop)) notes that “As food cuts across all demographics, so does race,” and states clearly that “North Coast Co-op’s board and management are committed to racial equity and are working towards building a more inclusive organization.” In large part as a reflection of this commitment, the board in August approved a request from a member to post “Justice for Josiah” posters in our store windows.

### ENVIRONMENTAL PROGRESS

Sustainability and environmental integrity are always on the minds of board members and management, and the board addressed a number of important environmental issues recently. In July, the board approved the General Manager to sign on to the international statement in support of the Paris Climate Agreement. The board also approved a recommendation from the Earth Action Committee to direct staff to work with the City of Arcata, as appropriate, to help implement the City’s new Zero Waste Action Plan.

### EUREKA REMODEL

The planned remodel of the Eureka store has been a major topic at board meetings for many months. In July, we welcomed Courtney Augustus to the staff to handle communications around the remodel. In September, the board heard that permit applications have now been submitted to the City of Eureka and are expected to be processed quickly. Financing for the project, which was also discussed by the board in its September Executive Session, is shaping up. In fact, some initial work

on the remodel is already under way, such as ordering major pieces of equipment. We expect the progress to accelerate very soon.

### BOARD ELECTIONS

In August, Nominating Committee Chair Ed Smith reported that current Board Member and Vice President Cheri Strong was the only employee to apply for the employee-director seat up for election this fall (and currently held by Cheri). In September, Ed reported that Cheri had been elected by her fellow employee-members, and will be on the ballot for approval by the general membership. Joining her on the ballot will be James Kloor, current Board Member, and the only person to apply for the general membership seat up for election.

### POLICIES & PROCEDURES

In August, the board adopted new guidelines for best practices for board members requesting information from staff. The guidelines are very general and meant to help board and staff ask themselves questions about what are appropriate conversations and requests from each other. In September, the board reviewed and approved recommended changes to the Board Policy Manual and Bylaws from the Policies & Procedures Committee on a number of topics. The changes bring greater consistency, clarity and appropriateness to descriptions of the roles of Co-op officers (President, Vice-President, Treasurer and Secretary) and to policies on insurance, theft prevention, board elections, and other topics.

### HEALTH CARE FOR ALL

In August, the board approved a request from Treasurer Mary Ella Anderson to write a letter to Assemblymember Jim Wood on behalf of the Co-op in support of current efforts to pass a universal single-payer healthcare bill in the California legislature. The board feels strongly that such a system would not only benefit the health of individuals but also the financial health of businesses like the Co-op, for which health care costs can be a major, and often unpredictable, expense.

### ATTEND A BOARD MEETING!

Members are encouraged to attend board meetings, which are held the first Thursday of every month at 6pm, at the Ten Pin building on the south corner of K and 8th Streets in Arcata. Agendas are posted one week prior to the meeting and can be found in both stores, requested at Customer Service or read online along with past board meeting minutes at [www.northcoast.coop/about\\_us/board/meeting\\_packets](http://www.northcoast.coop/about_us/board/meeting_packets) ■

## October Meetings

### Board of Directors Meeting

**October 5** • 6-8pm Ten Pin Building

### Member Action Committee

**October 11** • 5:30pm Ten Pin Building

### Earth Action Committee

**October 11** • 6:45pm Ten Pin Building

### Policy and Procedures Committee

**October 18** • 4pm Ten Pin Building

## November Meetings

### Board of Directors Meeting

**November 2** • 6-8pm Ten Pin Building

### Member Action Committee

**November 8** • 5:30pm Ten Pin Building

### Earth Action Committee

**November 8** • 6:45pm Ten Pin Building

### Nominating Committee

**November 9** • 6pm Ten Pin Building

### Policy and Procedures Committee

**November 15** • 4pm Ten Pin Building

### Finance Committee

**November 16** • 6pm Ten Pin Building

## December Meetings

### Board of Directors Meeting

**December 7** • 6-8pm Ten Pin Building

### Member Action Committee

**December 13** • 5:30pm Ten Pin Building

### Earth Action Committee

**December 13** • 6:45pm Ten Pin Building

### Policy and Procedures Committee

**December 20** • 4pm Ten Pin Building

# Single-Person Memberships Proposed on Bylaws

by Colin Fiske, Board Secretary and Policies & Procedures Committee Chair

AT NORTH COAST CO-OP, there is a long history of allowing two or more member-owners to be listed on a single membership. This election, there is a proposed bylaw change that would result in a long-term transition to single-person memberships.

If more than one member-owner listed on one of these memberships votes, each has less than a full vote counted. Nearly two years ago, the Policies & Procedures Committee (PPC) began discussing this and other complications that arise when multiple-person memberships attempt to exercise their right to vote in Co-op elections.

When more than one individual on a multiple-person membership votes in an election, the Co-op's current bylaws require that the majority of those voting determines how the membership's vote is cast. At best, this means that such member-owners do

not have the right to a full vote, as those with single-person memberships do. At worst, it means that their votes may not be counted at all. That's because most multiple-person memberships have two listed members, and if they vote in different ways, there is no majority vote to count.

PPC proposed a policy to the board which would allow current multiple-person memberships to retain their arrangements, but would require that all new memberships be limited to a single, individual member-owner. Over a long period of time, this would result in a transition to single-person memberships.

The board solicited input on the proposed policy over several months last year and, through PPC, made some changes to the proposed policy based on that input. Now the board has put the policy on the ballot in the

form of a bylaws amendment for members to vote on.

If this bylaw amendment passes, only one person will be listed as a member and would have the following rights of membership:

- The right to vote
- The right to use the discount
- The right to redeem the patronage refund
- The right to purchase and redeem shares
- The right to change address, phone, email
- The right to add or remove the household shopper
- The right to terminate membership

In October, the 2017 Election Guide is coming in the mail, and lists possible arguments in favor of the policy and against it. We encourage you to read the proposed policy in your Election Guide, consider the arguments, and decide what you think. Whatever you do, don't forget to vote! ■

## The Elections are Here – Time to Vote!

by Ed Smith, Nominating Committee Chair

The elections are here! While it's always said that way, the actual "elections" are only part of the story. As a democratic cooperative, members not only elect North Coast Co-op's Board of Directors each year, but also vote directly on some bylaws changes that directly impact member rights.

North Coast Co-op's Board of Directors represents the members, but this is different than being the members. It's important that you, the members, vote not just on the board candidates, but also on bylaws changes. The ability to vote both directly on issues and for board candidates is one of the main things that makes a cooperative a cooperative – "Democratic Member Control" is one of the seven cooperative principles, the cornerstones of a cooperative's existence.

This election, we have one open board seat for a member, and one open seat for an employee-member. On the ballot, you'll find a section for the member board seat—it will have the candidates plus one line for write-in candidates. The employee-member part is a bit different. Employees vote amongst themselves on who to put forward as their preferred candidate for that seat, and then the members at large vote "yes" or "no" on that candidate, rather than selecting from a list. Voting on the bylaws changes is a straightforward affair; "yes" or "no."

Simple process, though the changes aren't always simple!

The election process is how you, our member-owners, run North Coast Co-op! Without you, we don't exist, and without your input we don't know what you want us to do. It's easy to say, "I don't really care, I just buy groceries." I said that, but looking further into this process, I realized that isn't really how it works. That viewpoint involves many assumptions: what sort of groceries we carry, at what prices, in what locations, with what purchasing standards, etc. Without our members having democratic control we would just be another grocery store, something there are plenty of already. Instead, we are "The Co-op"! So please, help us continue our journey, and vote. It's easy to feel like you're not qualified, especially on complicated bylaws changes, but our members are quite literally the only people who are qualified! Nobody but our members can truly say whether a change embodies our members' ideals or not.

So, come vote! And if you have input after the election, submit comment cards (they're all read!) or come to board and committee meetings. Members are invited to every meeting and every meeting is open to member participation. We'd love to see you there! ■



**North Coast Co-op  
Election Guide**

2017 Election Guide  
in stores October 2  
through October 25

**Voting ends  
October 25 at 9pm**



North Coast Co-op is dedicated to supporting our business community and showing love to our member-owners, so we created the Business Partner Program. Bring your Co-op membership card to participating local businesses to get exclusive discounts and deals! Not a member? Don't have a card? See Customer Service!

**SCRAP Humboldt** (10% off one item per visit\*) 101 H St., Suite D, Arcata

San Francisco is home to the first creative reuse center in the U.S., and Arcata was home to the first recycling center in the U.S., so it was only natural that a creative reuse center developed in Humboldt. Inspired by the pioneers of the former Arcata Community Recycling Center, Patti Johnson, Spring Garrett and myself saw the need for a local nonprofit creative reuse center, and SCRAP Humboldt was born in 2012.

SCRAP Humboldt is multi-faceted. Our mission is to inspire creative reuse and environmentally sustainable behavior by providing educational programs and affordable materials to the community. In our store, our volunteers and staff process tons (literally) of donations of unique materials from individual community members, businesses, and nonprofits from all over Humboldt County, and sometimes beyond. Our education program goes into classrooms with SCRAP at School, hosts summer camps and birthday parties, leads skill building workshops and collaborates on community events.

We chose to be a part of the Co-op's Business Partner Program because we are a nonprofit that embodies reuse and waste reduction practices and supports the local efforts of the Co-op. Home to items for your next craft project, or paper to wrap your presents, your purchase at SCRAP supports an environmen-

tal arts nonprofit, local community waste diversion and education programs, and creates jobs! How great is that?!

-Tibora Girczyc-Blum,  
Special Projects Coordinator

\*not eligible for SCRAP branded products, classes, workshops or camps

**Mirador Glass** (5% off)

1590 Nursery Way, Suite 5, McKinleyville  
In November of 2003, Mirador Glass was created. The business began working from a small garage where beautiful handmade tableware, stemware, cups and mugs were created. The passion for creating handblown glass objects soon drew Mirador to expand their product line to include unique, vibrantly colored lampshades—each personally signed by the glass blower. Mirador's great reputation was grown locally by offering free in-home consultations and is proud to still offer this service.

Mirador has a breathtaking gallery where customers are invited to shop from a wide selection of in-stock items. If you are unable to find what you are looking for in the gallery, the Mirador team would be happy to talk with you and create a plan for a custom piece. The Mirador gallery also has a large viewing window where customers can sit back and watch the glass being blown by any one of the artists in the Mirador studio.

-Bryan Raskin, Owner

**Wrangletown Cider** (Free tasting)

1390 9th St., Arcata  
Before opening my business in August 2015, I'd spent 15 years in Napa and Sonoma working in wine production and as a Winemaker for the last eight of those years. I had been wanting to start my own business and was really enjoying dry ciders I'd discovered from

the East Coast. I grew up in Freshwater and remembered that Humboldt County certainly has a lot of apples in our county and I knew of the history of Albert Etter and his apple legacy. At the time, I was living in Sonoma County. Cider was really taking off down in Western Sonoma, where I lived, and I was curious about making it. All the pieces seemed to fall together in an uncanny way and within a few months I was up here making plans to open a cidery and winery.

I am working with local apple farmers in Humboldt County, and take apples from the farmers that may be too small or have a blemish and ferment them into cider. This gives the farmer income for what previously would have been left on the ground or composted. The high point for me of the 2015 season was one grower telling me that the income from the apples sold to me made all the difference financially for him in a very tough year. I am especially proud to put the farm's name on the bottle to honor these growers and the place where the apples are grown. I also give the apple pressings to a local pig and cattle farmer here in Arcata to use as feed. Since I began, I have supported several local nonprofits with donations for fundraising.

The Co-op, from the beginning, has been a great supporter of my business. I love how it truly embraces local farmers and producers of local products. I have such a wonderful relationship with the buyers at the Co-op and really appreciate the support they give to my ciders and wines.

I think that a bottle of Wrangletown Cider or a bottle of my wine under my North Story Wines label is a wonderful gift, especially to someone from out of the area who would enjoy something from a small, craft producer right here in Arcata.

-Pat Knittle, Owner

Visit [northcoast.coop/bpp](http://northcoast.coop/bpp) for a list of participating businesses! Interested in participating? Contact our Membership Coordinator at [membership@northcoast.coop](mailto:membership@northcoast.coop)



# What is your favorite holiday food?



**“Apples and honey.”**

-Nicole Barchilon Frank, Bayside. Member for 26 years.

**“I like pumpkin pie, no sugar, whole wheat crust. With local pumpkins.”**

-Sue Hilton, Arcata Bottoms. Member for 32 years.



**“My dad’s stuffing recipe.”**

-Roswitha Roberson, McKinleyville. Member for 38 years.



**“Ris a’la mande. A Danish Christmas dessert of rice pudding, whipped cream, and almonds with cherry sauce.”**

-Kirsten Petersen, Eureka. Member for 7 years.

**“My fruit cake, rum soaked.”**

-Patricia Clary, Trinidad & Hoopa. Member for 18 years.



**“Stollen.”**

-Elisabeth Roberson, McKinleyville. Family membership for 38 years.

# Cooperative Community Fund Puts our Values Into Practice!



by Jolie Harvey, Outreach Coordinator

WHILE THERE ARE MANY WAYS THAT OUR CO-OP GIVES BACK and shows concern for our community—composting, donating food to our local food bank, and launching Share the Spirit—one of the longstanding traditions we sponsor is the annual Co-op Pumpkin Patch.

Since 1987, school children across the county have experienced the magic of the Pumpkin Patch every fall. Nearly 4,000 children take an educational field trip to a local, organic working farm to learn about food systems. Participating students leave with the pumpkin of their choice, which is paid by the Co-op's Cooperative Community Fund (CCF).

The Cooperative Community Fund is a permanent endowment established and directed by North Coast Co-op members. Since its inception in 1990, CCF has granted more than \$400,000 to local nonprofits and school districts who strengthen our community by promoting sustainable agriculture, food security and food nutrition and education.

The primary source of funding for CCF comes from paper bag purchases. Whenever Co-op customers request a paper bag at check out, they are charged 10 cents a bag, which is donated to CCF. (Between January and June alone, CCF received \$5,994 in paper bag donations.) In addition, our members and shoppers can round up to the nearest dollar when checking out at the registers to donate the difference in change

to CCF, or make a tax-deductible donation online at [www.hafoundation.org/COOP](http://www.hafoundation.org/COOP).

This year, students who attend Pumpkin Patch will visit Warren Creek Farms in Arcata. Owned and operated by Paul and Carla Giuntoli, this organic farm produces pumpkins, winter squash and potatoes using organic and sustainable farming methods such as crop rotation and dry farming.

Pumpkin Patch offers more than just a free pumpkin at the end of the day. Students are greeted by our educational leaders and led through a mini corn maze, providing a great opportunity to learn about and see different species of bugs, birds and small critters. Once out in the patch amongst the pumpkins and sunflowers, students and adults are treated to a presentation on local agriculture, pollination, organic farming and, this year, native bees—bumble, honey, leafcutter and squash.

Excitement starts to build around August as the thought of Pumpkin Patch begins to become a reality. Many thanks to our volunteers and Co-op employees for participating, students and adults for attending, member-owners and shoppers for rounding

up at the register or donating to CCF and most importantly, Paul and Carla Giuntoli for hosting this annual pilgrimage to Pumpkin Patch. ■



Sallie Grover, of the Arcata Floral Department and one of the founders of the Co-op Pumpkin Patch, checks out pumpkins at Warren Creek Farms in July.



**COOPERATIVE  
COMMUNITY FUND**

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# The Meat of the Matter

by Alanna Cooke, Eureka Store Manager

THIS SUMMER, I HAD THE OPPORTUNITY to attend local livestock auctions with my coworkers to spend more than \$20,000 on behalf of the Co-op. The animals we purchased – lambs, goats and pigs – were then processed in the only grocery store in Humboldt County with a full-service meat counter and the ability to “break beef” on site – your North Coast Co-op!

The Co-op has been one of the largest supporters and purchasers at the Junior Livestock Auction at the Redwood Acres and Humboldt County fairs for the past ten years. For more than three decades, the Co-op has also supported the fairs as exhibit award sponsors for show animals, beer brewing and horticulture—keeping our local food supply intact and supporting youth agriculture projects in our community. Many of the kids participating in livestock auctions, whether it be through 4-H, Future Farmers of America or independently, use the proceeds from the

sale of their animals for their college funds, future projects and for furthering their agriculture and leadership education.

In addition to being a high bidder at auctions, the Co-op is the only grocery store in Humboldt County with a full-service meat counter and the ability to “break beef” on site, and have been breaking beef for more than 20 years. Breaking beef means that all the cuts of meat you see in the service case have been cut down by hand by our Meat Cutters. The Co-op processes carcasses daily, and each animal we buy from auctions is broken down in-house and available for sale in our stores.

Throughout the year, the Co-op sells Humboldt Grass-fed beef and free-range, organic chicken. Our homemade sausages, available in both chicken and pork, are free of dyes, and our salmon patties are made in-house. Many local restaurants buy meat from us, and we have a standing ground beef order

with Humboldt State University.

After the Eureka store is remodeled, customers will be able to see our butchers breaking beef and cutting meat at the Meat Department. This allows our shoppers to become connected to where their food originates.

Eureka Meat Department Manager Casey Tingle says his favorite part of being a full-service meat department is providing customers something they can't get anywhere else.

“We do a lot of old-fashioned cuts, such as bone-in chuck roasts,” he said. “You don't see those cuts in traditional meat departments that get precut, boxed beef.”

The Co-op also provides education to customers on how to prepare and cook their meat—feel free to ask for main dish recommendations this season! Arcata Meat Department Head Cheryl Dias recommends turkeys, hams, prime rib, and sausage for breakfast and stuffing. ■

*"The Co-op has been one of the largest supporters and purchasers at the Junior Livestock Auction at the Redwood Acres and Humboldt County fairs for the past ten years."*



Chris Duffy of North Coast Co-op's Eureka Meat Department prepares, cuts and breaks down lamb and beef. Photos by Zev Smith-Danford

# Local Produce Guide October | November | December

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

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

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

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

<i>Grapes</i>	Oct	Nov	Dec	Farm
Black Muscat	●			Pierce Family Farm
Green Grapes	●			Pierce Family Farm
Red Seedless	●			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 13

# 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
Fresh Onion			●	Organic Matters Ranch
Garlic	●	●		La Huerta del Perro
Leeks	●	●	●	Rain Fog Farm
Parsnips	●	●	●	Willow Creek Farms
Pink Beauty Radish	●	●		La Huerta del Perro
Rutabaga	●	●	●	Willow Creek Farms
Shallots	●	●	●	Pierce Family Farm
Turnips	●	●	●	Luna Farm
Watermelon Radish	●	●		La Huerta del Perro



<i>Squash</i>	Oct	Nov	Dec	Farm
Acorn	●	●	●	Warren Creek Farms
Blue Ballet	●	●	●	Warren Creek Farms
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
Sweet Meat	●	●	●	Warren Creek Farms
Turban	●	●	●	Warren 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
Roma		●	●	Pierce Family Farm
Slicing		●	●	Willow Creek Farms

<i>Herbs</i>	Oct	Nov	Dec	Farm
Basil	●			Pierce Family Farm
Cilantro	●	●	●	Wild Rose Farm
Kaffir Lime Leaves	●	●		Claudia's Herbs
Parsley Varieties	●	●	●	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
Padron	●	●		Flora Organica
Pimento	●	●		Willow Creek Farms
Poblano	●	●		Willow Creek Farms
Serrano	●	●		Willow Creek Farms
Shishito	●	●		Flora Organica

Continued on page 14

# 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
Hachiya Persimmon		●	●	Willow Creek Farms
Napa Cabbage	●	●	●	Willow Creek Farms
Peashoots	●	●		Feral Family Farm
Pineapple Guava	●	●	●	Willow Creek Farms
Romanesco	●			Organic Matters Ranch
Sunflower Shoots	●			Feral Family Farm
Wheatgrass	●	●	●	Feral Family Farm

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

Weather may affect produce availability

## LETTERS

### Community

I want to say thank you to Melanie, the General Manager, for her column on discrimination (Spring 2017). I whole-heartedly agree that all members of our community share a responsibility to protect each other. I'm encouraged to know that if I witness harassment of anyone at the store, you'll take it seriously. I feel even better about shopping there now. Thank you,  
Brenna Silbory

### Sweetened Deli Items

Dear Lauren,  
Congratulations on the upcoming expansion! I think it's a smart and necessary move in today's market.

I would like to request that more attention be paid to the nutritional value and quality of deli items. One disturbing trend I've noticed

in the past 10 years or so is the appearance of sweeteners in more and more of Co-op deli foods. Over 80 percent of processed foods are now sweetened. Please don't allow the Co-op to perpetuate and strengthen that trend in the deli. So many folks are fighting obesity and diabetes; we need to get back to whole foods without added sweeteners (maple syrup, sugar, agave, stevia, etc.).

Please help the Co-op choose to be part of the solution and not contribute to the sugar epidemic with sweetened deli items (other than desserts)!

Thanks,  
Karolyn

Dear Karolyn,

Thank you for the congratulations on our upcoming deli expansion at our Eureka location! I appreciate your email and hearing your desire for more focus being placed on the nutritional value of deli

products. We strive to limit the use of sugar in recipes and are currently in the process of evaluating our deli recipes and working on changing and/or eliminating any unnecessary ingredients.

Some of the recipes or sub-ingredients that contain sugar—salads with vinegar, teriyaki sauce, tamari, barbecue sauce, miso—incorporate a sweetener to balance acidity or to round out the flavor. The photos of deli products you provided were very helpful for referencing. Looking over the ingredients on these products, I noticed they each contained either vinegar, curry paste, tamari or other acidic ingredients. These acidic ingredients are balanced out with the addition of small amounts of sweeteners for enhancing the overall flavor of the product.

I agree that we don't want to add sweeteners unnecessarily and will be evaluating all of the current deli recipes over the next few months.

Thank you,

Lauren Fawcett, Food Service Director

# Holiday & Gift Guide

by Wendy Davis & Desirae Dulce, General Merchandise Buyers

WITH THE HOLIDAY SEASON RIGHT AROUND THE CORNER, it's time for giving and celebrating another prosperous year with our family and friends. In addition to our quintessential gifts like locally made earrings and cheeseboards, the Co-op's shelves will be stocked with holiday décor – perfect for gatherings and gifts. Whether you are hosting your own party or looking for a warming present, the Co-op has what you need to stay eco-friendly, economical and elegant throughout this time of year.



Hand-painted and gold leafed



Hand-painted and gold leafed



Hand shaped pottery made in Humboldt County



An elegant classic that is leather-bound



Hand-poured and small batch candles made with U.S. grown soy wax, natural phthalate-free fragrances & lead-free cotton wicks



Fair trade and hand woven in Vietnam with locally sourced Vietnamese cotton



Hand-crafted and hand-dipped with lead-free wicks in Israel



Laser-cut wood of all-original designs made in Arcata



Fair-trade and handmade in Bolgatanga, Africa

# Staff Picks: Wine & Cider

by Bob Stockwell, Ken Baca & Scott Kristic, Wine & Beer Buyers

This holiday season, let selecting the perfect pairing be the last of your worries. Our experienced wine, cider, and beer buyers have picked their favorite bottles for the next few months. Here's to the holidays – cheers!

## Heidrun Naturally Sparkling Mead

The Heidrun wines use fermented honey rather than grapes, allowing hints of honey along with the suggestion of the fragrance and flavors of the areas where the particular bees buzz. —Bob

## Tiamo Organic Prosecco

This one is a no-brainer for people who want a fun sparkling or to make mimosas. —Bob

## Quinta Do Crasto 2011 Port

This is the real deal. It's drinkable right when they put it in a bottle – perfect to sit down with in the evening with walnuts or Stilton blue cheese. —Bob

## Mont Gravet Carignan

Great holiday reasonably priced at \$10.49. Plus dark cherry flavors with hints of spice. Still yet flexible.





t 2014  
y wine  
oriced  
um and  
flavors  
pepper  
turdy  
—Ken

### Wrangletown Ciders

The owner of Wrangle-  
town, Pat Knittle, does  
an awesome job with  
her ciders. She sources  
different apples from  
orchards in the area and  
each one is unique in its  
own way. My personal  
favorite is the Monument  
Apples Orchard – the  
smell of crisp apple and  
the sweet yet tart flavor  
is amazing.

—Scott

### Wandering Aengus Cider, Golden Russet

Organically grown  
apples from a single  
orchard in Ashland,  
Oregon. Rich honey  
aromas with a soft dry  
finish. —Ken

### Allimant-Laugn- er Cremant d' Alsace Rose

It's light, delicate,  
pretty and it's  
French. What  
more could you  
ask for? —Bob

### Gregory Graham Chardonnay

Award winning  
Chardonnay made with  
Carneros fruit from the  
Sangiaco Vineyard.  
Rich and buttery, perfect  
with turkey rubbed with  
butter and herbs. —Ken



# FARMER FEATURE

## Clendenen's Cider Works



**Farmer(s):** Clif and Drew Clendenen  
**Farm name:** Clendenen's Cider Works  
**Location:** Fortuna  
**Acres:** 5

### Tell us about your farm and how it got started?

**Drew:** My great grandpa purchased the property in 1908 – he was born in San Francisco and his parents came on a ship from Nova Scotia. In the beginning, wooden boxes of fresh apples would get taken from Fortuna to Humboldt Bay by horse and wagon, loaded on a steamship and get sent down to San Francisco.

**Clif:** During the first harvest, my grandfather got word from San Francisco that the apples were spoiled and he wouldn't get paid. So, he got on the next steamship and found his apples were in perfect condition. The dairy farm across the street had a cider press, and he started pressing and selling fresh cider. He bought his own in 1916, which we still have. That was really the genesis of Clendenen's cider.

### What kinds of crops do you grow?

**Drew:** Just apples. We have a few peach trees for fun, and a small garden of pickling cucumbers and dill for the store.

### What is your favorite part about farming?

**Drew:** Growing food for people to enjoy.

### What about your farm are you most proud of?

**Clif:** Its adaptivity and its longevity.

### What's your favorite crop and why?

**Drew:** Gravenstein. They have a really great flavor. They are the first crop of the season, so they're the first really good apple you get since the winter.

### How has working with the Co-op impacted your farm?

**Clif:** It's great. We're proud to be a partner of the Co-op. I remember the Co-op's big rig would swing in here and my grandpa would load up cases of cider in the back. We think of our sales as a partnership with the Co-op, and it's an important part of our growth.

**Drew:** My mom worked in the Arcata Co-op – she and Floral Department Clerk Sallie Grover were the Produce Department back in the day.

Top Left: Drew Clendenen and Eureka Produce Department Head Joey Beasley walk through rows of apple trees at Clendenen's Cider Works.

Right: Clif Clendenen points out apple varieties at Clendenen's Cider Works.










**Share**  
**The Spirit**



**support our  
local food bank**

**November 19  
through January 1**



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

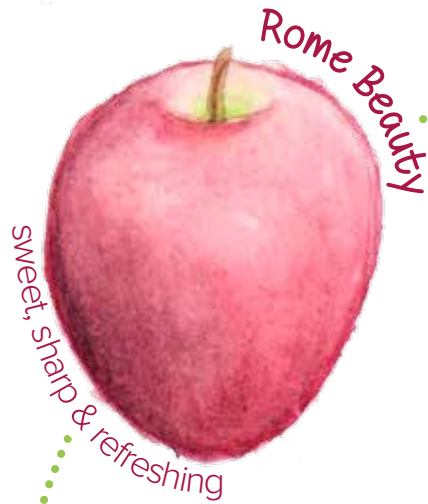
**The Co-op will match total donations up to \$5,000!**

# Fall's Featured Produce: Apples

by Joey Beasley & Paul Wright, Produce Department Heads

With a brand-new barn equipped with a custom trolley hoist and LED lights, **Clendenen's Cider Works**, one of the oldest farms in Humboldt County, is ready to roll out batches and boxes of their famous apples. From crunchy classics like Fuji to rarer choices like Stayman Winesap, the Co-op receives more than half of their varieties, and is one of the only places (besides the farm itself) where you can get your hands on these satisfying snacks.

## Apple Varieties



**Jonagold**  
*honey-like sweetness*

**Newtown Pippin**  
*sweet & sharp*

**Waltanas**  
*rich, sweet & fleeting*

**Sierra Beauty**  
*sweet & tart with  
tart finish*



**Blushing Golden**  
*sweet & tart*

**Idared**  
*mild*



**How to choose apples**  
firm, full-colored & no bruising

# Simple Seasonal Soups

by Ellie Christensen, Demo Coordinator

## Mushroom Herb Stew

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| 3 Tablespoons olive oil            | 3 Tablespoons tomato paste        |
| 1½ pounds assorted mushrooms       | 1 Tablespoon Worcestershire sauce |
| 1 teaspoon salt                    | 1 Tablespoon tamari               |
| 2 large yellow onions, medium dice | 3 carrots peeled, cut large       |
| 4-6 cloves garlic, minced          | 4 celery stocks peeled, cut large |
| 1 Tablespoon fresh rosemary        | Fresh parsley, minced             |
| 1 Tablespoon fresh thyme           |                                   |
| 2 bay leaves                       |                                   |
| 4 cups vegetable or beef stock     |                                   |

Heat stock pot or Dutch oven over medium heat, add olive oil. Rinse mushrooms, add to pot with ½ teaspoon salt.

Cook mushrooms until browned, remove and set aside.

Add onion and add remaining ½ teaspoon salt to the pot. Caramelize, about 15 minutes, at low to medium heat. Add garlic, rosemary, thyme, bay leaves. Increase heat to simmer, stirring constantly.

Add stock, tomato paste, Worcestershire, tamari, carrots, celery, and mushrooms. Bring to boil over high heat, reduce and simmer and cover, stirring occasionally until carrots are tender, about 20-25 minutes.

*Top with fresh parsley*



*Top with fresh basil, parsley or finely chopped oregano*

## Timeless Tomato Soup

- 1 Tablespoon olive oil
- 1 Tablespoon unsalted butter or butter alternative
- 1 medium yellow onion, diced
- 2 medium garlic cloves, minced
- 1 can whole peeled tomatoes with juice (28 oz.)
- 1 ½ cups chicken or vegetable broth
- 1/3 cup heavy cream or dairy alternative
- Olive oil to drizzle

Place medium saucepan over medium-low heat, add oil and butter. When butter melts, add onion and ¼ teaspoon of salt. Cook until onion is completely soft, stirring occasionally for 15 minutes. Add the garlic and cook for five more minutes, stirring occasionally.

Increase heat to medium and add tomatoes and their juices to pan. Roughly crush tomatoes and cook until hot and beginning to soften, about 10 minutes. Add broth and bring to a simmer. Cook at medium simmer until tomatoes begin to fall apart, about 15 more minutes.

Remove soup from heat and let cool about 10 minutes. Using an immersion blender or counter top blender, carefully puree soup in batches until smooth. Return soup to low heat and stir in cream. Add black pepper and salt to taste. Drizzle with olive oil before serving.



*Top with parsley, salt & pepper to taste*

## Pasta e Fagioli

- 1 pound white cannellini beans
- 1 cup olive oil
- 1 clove of garlic, unshelled
- 1 bay leaf
- Salt to taste
- ½ pound small diameter macaroni
- 1 teaspoon crushed red pepper

Put washed beans in salted water (three parts water to one part beans). Soak beans overnight or bring to boil, boiling for two minutes, and let stand, covered for 1 hour. Do not drain beans but bring to a boil. Skim off foam and add oil, garlic, bay leaf and salt to taste. Simmer beans until tender, roughly 2 hours.

Cook the pasta in 2 pounds of unsalted water until al dente, drain but save 1-2 cups of water. Stir pasta and crushed red pepper into beans and simmer until pasta is fork tender. Add saved pasta water as needed to thin soup.

**Alternatively:** Simmer smoked ham hock, chopped ham or bacon or soup bone with beans for added depth and flavor. Add salt with caution as the pork will add salt to the dish naturally.



# Rustic Root Soup

- |   |  |
|---|--|
| 1 Tablespoon olive oil  | 1 medium celery root, trimmed, peeled and diced large (20 oz.)       |
| 1 medium yellow onion, diced large                                | 1 medium fennel bulb, stalks trimmed, cored and diced large (12 oz.) |
| 1 teaspoon fresh rosemary   | 6 cups low-sodium chicken or veggie broth                            |
| 2-4 Jerusalem artichokes, peeled and cut into large cubes (8 oz.) | 1 Tablespoon fresh lemon juice, plus more to taste                   |
| 2 medium parsnips, peeled and diced large (12 oz.)                | Red pepper flakes to taste   |
| 2 medium Yukon gold potatoes, peeled and diced large (12 oz.)     | 1 Tablespoon kosher salt, plus more as needed                        |
| 1 medium turnip, peeled and diced large (7 oz.)                   |  |
| 1 medium carrot, peeled and diced large (5 oz.)                   |  |

Heat oil in a large stock pot or Dutch oven over medium heat. Add onion and cook until softened, stirring occasionally.

Add rosemary, the remaining diced vegetables and salt, stir to combine and cover with a lid. Cook at medium heat, stirring every 5 minutes, up to 20 minutes until veggies begin to soften but still maintain their shape.

Increase heat to medium-high, add broth and stir to combine. Bring to a simmer, then reduce the heat to medium-low and simmer uncovered, stirring occasionally until veggies are fork tender.

Remove from heat and add lemon juice and red pepper flakes. Taste and season with salt, pepper and additional lemon juice to taste.



*Top with a drizzle of olive oil.*

# Welcoming WIC, Thirty Years and Counting

by Rebekah Staub, Marketing Communications Specialist

NEXT FALL, THE CO-OP CELEBRATES its thirtieth year participating in the USDA's Special Supplemental Nutrition Program for Women, Infants, and Children - better known as the WIC program. WIC serves low-income pregnant, postpartum and breastfeeding women, and infants and children up to age five who are at nutritional risk. WIC gives them access to supplemental nutritious foods, education and counseling, much like Supplemental Nutrition Assistance Program (SNAP) or Cal-Fresh.

As a cooperative and a grocery store, the Co-op believes healthy food should be accessible to everyone. The Co-op voluntarily participates in the WIC program and accepts WIC vouchers to provide for the mothers and children in our community. While WIC items are labeled on the shelf so they can be identified, participants must adhere to limited shopping guides that describe the items participants "Can Buy" and "Cannot Buy."

For example, according to the March 28, 2016 Shopping Guide, WIC participants can buy any brand, dozen size carton of white and large chicken eggs, but they cannot buy "any other size, type, or color of eggs, powered or

liquid eggs, specialty eggs, such as cage-free, organic, vitamin-enriched, pastured, low cholesterol, of DHA-enriched." WIC shopping guides are updated yearly, but products that qualify for WIC are always fluctuating.

Just this summer, the Co-op discontinued a brand of WIC-eligible cheese in Eureka because WIC suspended most of the cheese assortments available to WIC customers. The Co-op then increased the brand that is WIC-certified—and part of Co+op Basics (our basic goods at basic prices program)—to ensure the Co-op is always offering the full varieties of WIC cheese. (In Arcata, the amount of WIC-certified cheese is double what the minimum WIC requirement is.)

In addition to cheese, WIC foods include infant formula, whole wheat bread, juice, milk, peanut butter, tofu, canned fish, and more. Oftentimes, the cereal on Co-op shelves was purchased exclusively to honor our WIC participants. The Co-op also took the time to have the Bakery's own whole wheat sourdough bread, which is baked fresh daily, qualified as eligible for WIC.

Prior to 2010, WIC participants had no option to buy fresh fruits and vegetables, just

frozen. When WIC allowed produce vouchers, the Co-op was able to offer participants our fresh, local, and organic fruits and vegetables. Although WIC's most recent guide excludes some fruits and vegetables like edible blossoms, bagged salad, dried vegetables, or herbs and spices from the "Can Buy" fruits and vegetables list, Arcata Store Manager Vince Graves-Blandford said WIC produce vouchers encourage adults and children to partake in fresh produce from local farms and form healthier eating habits, regardless of income levels.

To be a store that accepts WIC checks, Co-op representatives must pass an exam every two years, as well as periodic in-store inspections. Vince oversees WIC training, and says the Co-op has never failed a test. Furthermore, the Co-op has one of the most extensive WIC training programs in the county.

"We train all staff beyond WIC requirements," Vince said. "We tour throughout the store, showing where every WIC product is located in the store. We want to ensure we are being as helpful as possible to our WIC customers, and that shopping for WIC is as easy as possible." ■



# First Quarter Financial Statements

by Brandy Cogburn, Controller

WE HAVE FINISHED CLOSING THE FIRST QUARTER for FY18 (Fiscal Year 2018). Combined sales for Arcata and Eureka were at \$8,677,404, below FY17 by \$258,467. This was a challenging sales quarter due to road work in every direction—Highway 101 to the north and south, Highway 299, and Highway 36 were all closed at some point this spring. We were also going up against incredibly strong numbers from the previous year.

Payroll & Benefits were up \$498,124 over

last year, mainly due to higher than normal health care costs which accounted for 85% of that number. As a self-insured employer, we see costs fluctuate wildly. April, May, and June totaled \$787,374 compared to last year at \$376,210—that’s more than double. Each claim has a significant negative financial and personal impact to an employee. They neither asked for a health issue, nor should they feel responsible for additional expense to the Co-op. Payroll expenses are only slightly up from

the previous year, and mostly due to additional staff in anticipation of the Eureka remodel.

Since the first quarter of FY17, our member-owner shares value has grown by \$266,570. This has greatly improved our cash situation in a time of difficulty—we appreciate all who have invested! We depend on your loyal patronage and look forward to improved financials in the second quarter.

## North Coast Cooperative, Inc. Unaudited Financial Statements

### Income Statement

Quarter 1 Ending June 24, 2017 Fiscal Year 2018	FY 2018
<b>Net Sales Revenue</b>	<b>8,677,404</b>
Costs of Goods Sold	5,607,570
<b>Gross Profit</b>	<b>3,069,835</b>
Payroll & Benefit Expenses	2,735,409
General and Administrative Expenses	432,441
Occupancy Expense	373,396
<b>Total Operating Expenses</b>	<b>3,541,247</b>
<b>Net Income from Operations</b>	<b>-471,412</b>
Other income (expense)	-15,842
Total Income Taxes	-43,685
<b>Net income (Loss)</b>	<b>-433,569</b>

### Balance Sheet

Quarter 1 Ending June 24, 2017 Fiscal Year 2018	FY 2018
Assets:	
Current Assets	3,326,516
Property and Equipment	2,606,527
Other Assets	534,195
<b>Total Assets</b>	<b>6,467,239</b>
Liabilities:	
Current liabilities	2,254,393
Long Term Liabilities	68,000
<b>Total Liabilities</b>	<b>2,322,393</b>
Member Equity:	
Current Owner Shares	3,514,839
Retained Earnings	630,008
<b>Total Member Equity</b>	<b>4,144,846</b>
<b>Total Liabilities and Equity</b>	<b>6,467,239</b>

# Baked Apple Bliss

by Ellie Christensen, Demo Coordinator

APPLES ARE SUCH a humble fruit. They are often overlooked as a dessert option unless baked into a pie or a crisp... but what if the apple were the vessel for the dessert? We have created a delicious dumpling of tart skin and soft, creamy flesh with a warm, gooey rice pudding and a drizzle of dulce de leche – if you want even more sweetness. So simple you can make it on a Wednesday night, and so pretty to look at you could bake a tray of them as holiday side dishes.

## Ingredients

1 medium sized, firm apple  
1/3 cup cooked white rice  
1 teaspoon wild rice (optional)  
1 Tablespoon dried cranberries or cherries  
1 Tablespoon golden raisins or currants  
A pinch of cinnamon  
A pinch of ginger powder  
A pinch of nutmeg  
1/2 cup sweetened condensed milk

## Instructions

Preheat oven to 300 degrees.

Wash apple and cut the top, leaving as much apple as possible, but still exposing the flesh.

Using a melon baller or small spoon, gently scoop out the apple flesh to create a small bowl inside. Do not remove all the flesh, just enough to allow for stuffing. Set apple aside and transfer apple flesh to medium sized bowl.

Using a fork, crush apple flesh into small bits. Add cooked white rice, wild rice, dried cranberries and golden raisins, cinnamon, ginger powder and nutmeg. Fold all ingredients together.

Add half of the 1/2 cup of sweetened condensed milk to the rice and apple mixture and mix well.

Place hollow apple in a shallow baking dish and stuff the rice mixture to overflowing into the apple.

Add 1 Tablespoon of water to the bottom of the pan dish and cover with foil.

Bake for 20 minutes. Remove foil and allow the apple to cool before serving.

Drizzle the remaining sweetened condensed milk onto the apple to serve, or consider whipped cream as an alternative.



When it comes to stuffed apples, the possibilities are endless, and I'd love to see what you come up with. Email me your variations at [demo@northcoast.coop](mailto:demo@northcoast.coop).

# Co-op Kids Corner } Recipe Contest {

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

Write down the ingredients and instructions to your **favorite pie recipe** and bring your entry to Customer Service by **December 15** to enter. One winner will from each age group will be drawn!

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

Fill out this recipe card to win!

Pie Name: Example: Apple Pie

Ingredients: Example: sugar, eggs, flour

Instructions: Example: combine sugar, eggs, and flour

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

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

**Congratulations to Stella & Maddox for winning the Co-op Kids Picture Hunt Contest!**



## Bulk Up for Winter

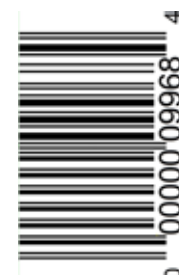
expires 12/31/17

**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 12/31/17.**

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



# North Coast Co-op Management Team



**Melanie Bettenhausen**  
General Manager



**Laurie Talbert**  
Marketing & Membership  
Director



**Brandy Cogburn**  
Finance Controller



**Alanna Cooke**  
Eureka Store Manager



**Jason Davenport**  
IT Manager



**Lauren Fawcett**  
Prepared Foods  
Manager



**Vince Graves-Blandford**  
Arcata Store Manager



**Alisha Hammer**  
Merchandising & Product  
Promotions Manager



**Michelle Sanders**  
Human Resources  
Director

# North Coast Co-op Board of Directors



**Ed Smith**  
Employee Board Member,  
Nominating Committee Chair

**Mary Ella Anderson**  
Board Treasurer

**Colin Fiske**  
Board Secretary

**Leah Stamper**  
Board Chair

**James Kloor**  
Board Member

**Cheri Strong**  
Board Vice Chair & Employee  
Director

**Robert Donovan** (not pictured)  
Board Member

## Want to Get In Touch?

Come to a board or committee meeting (schedule on page 6), or email [board@northcoast.coop](mailto:board@northcoast.coop).

The management team loves hearing from members, too! Drop us a line with a letter to [co-opnews@northcoast.coop](mailto:co-opnews@northcoast.coop). You can also always come into either store to speak to a manager, or write a comment for our in-store comment board.

Stay connected to your co-op with our email newsletter. Visit [www.northcoast.coop/connect](http://www.northcoast.coop/connect)

# Calendar of Co-op Community Events

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

## October

**October 2 Co-op Movie Night.** Join us for a screening of “Ingredients: The Local Food Movement Takes Root” and meet the board candidates at Richards’ Goat. Free for Co-op members!

**October 4 Wellness Wednesday.** 10% off the entire Wellness Department.

**October 7 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 14 Sustainable Living and Preparedness Expo.** Enjoy demonstrations and workshops on sustainable living along with vendors of sustainable, organic, fair trade and locally produced products. Come visit the Co-op’s booth at this year’s Expo.

**October 14 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 22 Annual Membership Meeting.** Celebrate our community at the Annual Membership Meeting & Gathering, a member-only, free event. See page 5 for more details.

## November

**November 1 Wellness Wednesday.** 10% off the entire Wellness Department.

**November 11 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. The Co-op will match total donations up to \$5,000!

**November 23 Co-op Closed.** Both stores will be closed all day for Thanksgiving.

## December

**December 6 Wellness Wednesday.** 10% off the entire Wellness Department.

**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.

**We ♥ our members giveaway!**

Enter to win at Customer Service from Oct. 1—Dec. 31.

Winner will be selected January 1, 2018.



**Win a \$150 shopping spree!**



# Bring our bakery home for the holidays

Special orders  
on all items from  
**North Coast Co-op's Bakery**  
Please place order 72 hours in advance



cakes • cookies • candy • bread  
pastries • pies • tarts • more

vegan & gluten free options available

To order, call **(707) 822-5947**



#### ARCATA LOCATION

811 I St., Arcata • (707) 822-5947  
Open daily: 6am to 9pm  
Vincent Graves-Blandford, Store Manager  
vincentgravesblandford@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

#### THE COOPERATIVE PRINCIPLES:

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