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CO-OP NEWS

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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 or send them to: Co-op News, 811 I Street, Arcata, CA 95521.

Letter from Editor

by Laurie Talbert, Marketing & Membership Director

MEMBERSHIP IS HOPPING! The Marketing & Membership Department has settled into our home upstairs in the Eureka store, from our previous spot in the Ten Pin Warehouse, and are enjoying the hustle and bustle of the new location of our department. We can hear the clamor of shoppers, see our local farmers deliver produce and smell the delicious hot bar foods being prepared in the new kitchen. Being in the center of the day-to-day activities of one of the stores, and so close to our members, is energizing.

A new Membership Coordinator joined the Co-op's Marketing & Membership team in June, which has added to the fun. Margaret Sataua has a long history at the Co-op and is excited about her new role working for our members. Learn more about Margaret on page 5 of this edition of *Co-op News*.

In the coming months, Margaret will be preparing for the Co-op's Annual Membership Meeting & Celebration which will take place this year on Saturday, October 12. She will also

be completing the annual statements that will be mailed to members detailing their patronage for our last fiscal year and their share investment in the Co-op.

In last year's summer edition of *Co-op News* I shared the Co-op's plans to begin cleaning our membership rolls. We've made great strides in correcting and updating member addresses and pairing former members with uncashed patronage refund vouchers or dividends distributed to their membership after they were closed. That work continues, and we thank all those members who have responded to letters and emails seeking updates of their contact information.

We welcome new members to the Co-op every day. Any and all members, new or long-term, are encouraged to contact the Membership department with any questions they have about the benefits of membership, investing in shares, or getting involved as a member. Reach out to us at membership@northcoast.coop or call 707-443-6027 ext 434. ■

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Cover Photo by Zev Smith-Danford, Graphic Design Coordinator

Co-op Returns to Profitability, Introduces Exciting New Menu Options, Supports Local Ecosystem

by Melanie Bettenhausen, General Manager

AS I WRITE THIS, IT IS THE FIRST DAY of rolling out our new signature sandwiches, juice bar and beverage menus at our Eureka location. It also happens to be record-breaking heat for our area—85 degrees! The new food programs are part of the work we have been doing at our Eureka location to improve our freshly-prepared offerings. Over the last year, we have turned what used to be our Community Kitchen (cooking classes) into a production kitchen for the Deli. We added an extensive self-serve food bar and expanded the footprint of the Deli. This has allowed us to produce more and better menu items.



The Picante Pickle Patch, one of the new signature sandwiches available at the Co-op Deli.

I'm especially excited about the Picante Pickle Patch sandwich (pickled carrot, daikon radish, candied jalapeños, spinach, tomato, and red onion on a Brio ladybug roll) and the Affogato (espresso poured over vanilla ice cream). Almost everything is organic and local when possible, with options for vegan, gluten-free and more. We work hard to accommodate dietary needs and label everything.

We've also been working on other areas of the Eureka store. We made room for more dining tables and chairs, inside and out, and purchased tables that are more appropriate for indoor seating. We replaced the bark in the landscaping, thanks to John Shelter and the New Directions crew! You'll notice new aisle signs to help navigate the store. Our Wellness Department is bringing in new, lower priced lines of protein shakes, probiotics and more, with an emphasis on B Corps certified companies. Certified B Corporations are businesses that meet the highest standards of verified

“...I ask myself how our co-op can have a positive impact on the food system. After all, the reason we do what we do is because we care about where our food comes from and how it is grown.”

social and environmental performance, public transparency, and legal accountability to balance profit and purpose. As we move into summer, you'll see other changes to make shopping a bit more intuitive and affordable. At some point before the rainy season starts, the landlord will be replacing the windows in the atrium area to finally address the many leaks that spring up in winter.

When I tell people about the exciting things happening at our Eureka store, the main question I get is: when will this happen in Arcata? As soon as we can get some of the projects finalized in Eureka, we will be turning our sights to Arcata. The food bar seems to be the most requested, but also the most expensive. Not only would we need to purchase the equipment and pay for installation, but we would need to buy a specialized oven and make upgrades to the Arcata Deli to allow for the production required to create that much food. We could easily need to spend \$350,000. So, initially, we have brought over the new signature sandwiches and will spend a few months planning for changes to Arcata. Realistically, it will be 2020 before we can implement them.

The hold-up is simply cash. While we weathered a dismal tourist season last year (fires to the north east and south) and an economic downturn (cannabis legalization), it left us in a poor cash position. We have been working diligently to grow our cash for rainy-day funds and capital expenses, and are making headway, but we need more investments from members to be able to make significant changes in Arcata. In addition to a food bar, we desperately need to repave the parking lot. Along with that would come alterations to make the store more accessible by bike and

foot. The City of Arcata is working on a new bus route that could potentially put a stop in front of our store. That, along with the Zagster bike share rack, means more people walking through our already tight parking lot. We need to be proactive about safety, as well as improving access to multi-modal transportation.

In order to build back our cash thus far, we have improved our sales and controlled our expenses. Deli sales in Eureka have seen double-digit growth! One of our major expenses is labor, and we have maintained reduced schedules (30 minutes per day) for staff in most departments. In addition, we continue to find opportunities to restructure our staffing and/or not fill vacant positions, specifically in management. We had hoped to be able to return to full schedules by now, but sales are still down slightly from prior year and we are uncertain how this summer will compare to last. We must be cautious.

Fire season has a major impact on our sales. If the fires are inland, mostly forest, and the highways are open, we see an influx of tourists escaping poor air quality and scorching temperatures. If the fires burn cities and highways close, tourists cannot get to us and those directly impacted no longer have the means to make their routine trips to the coast. For everyone's sake, I hope we get a break from devastating fires this year.

Another factor we believe has negatively impacted our sales, especially in Eureka, is safety. In order to return to profitability, we cut security personnel to nothing at both stores in the fall—it costs us no less than \$6,000 per month. It did not take long for word to spread. Before we knew it, people were sleeping in our alcoves, setting up camp on the sidewalk along 4th [Continued on page 4]

[Continued from page 3] Street in Eureka and brazenly walking out the door with unpaid product. Our employees and shoppers were fearful, and safety became a real issue as more and more confrontational situations occurred. When people don't feel safe coming to our stores, they simply don't shop with us, which has a negative impact on sales and makes it nearly impossible to recover financially. In June we brought back security personnel, with coverage seven days per week.

In addition to reintroducing security, we have developed our relationship with the Eureka Police Department. They now have a full-time Old Town Officer, Officer Ross, who begins each shift walking through Old Town to help make sure entryways are clean and clear for businesses. He can be found on foot, bike, or in a patrol car. Officer Ross is a member of the Eureka Police Department's Community Safety and Enhancement/Engagement Team (CSET). Their mission is to proactively address quality of life, crime and disorder problems in Old Town, along the waterfront, and in city parks while developing strategies to ultimately improve upon or eliminate these issues.

We are also taking advantage of Eureka's amended municipal code for property offenses, adopted by the Eureka City Council in December of last year, which now prohibits trespass on private property. This allows businesses to file a report with the Eureka Police Department indicating that a particular individual is no longer welcome on their property. If the individual re-enters the property, EPD is notified and the person is arrested if they do not leave when asked.

We are thankful that the Eureka Police Department is taking a compassionate approach to dealing with a population fraught with adverse childhood experiences, mental health issues and drug addiction. Officers are trained to engage individuals in enrolling in social services—but they are serious about accountability when it comes to following the law and keeping the peace.

With all there is to consider in running a business, especially one on the outskirts of Old Town Eureka, it is hard to stay focused on why we are in this business in the first place. I recently saw *The Biggest Little Farm* at the Minor Theater in Arcata. It was a great reminder of the impact of food production on our planet. If you get a chance, check it out.



New umbrellas and planters in the seating area outside the Eureka store.

The premise is that monocropping (the agricultural practice of growing a single crop year after year on the same land) is bad for the planet and not sustainable. While many of us already know this, the film features a couple who took a barren swath of land north of Los Angeles and converted it to a lush, productive farm by first building the soil and then planting diverse crops. They used integrated pest management by introducing natural predators for each of the pests they encountered until they ultimately achieved balance within the farm ecosystem. We have farmers locally who have been balancing the ecosystem on their farms for years or decades. It used to be called organic farming.

As the demand for organic has become mainstream, the intent of organic has become somewhat diluted. For those who originally developed the organic methods and USDA certification, it meant integrated pest management and diversity of crops. It is now less about that and more about not using certain chemicals. Many of the organic brands we have come to rely on are monocrops that take up thousands of acres on prime agricultural lands. Many require intensive fertilization and amendments that allow them to grow crops where naturally they would not, and the USDA mandates that animals cannot be in or near the crops. This means eliminating frogs and other natural pest predators. In essence, many large organic farms are not allowed to find balance in the ecosystem.

In the face of these unintended consequences of the organic movement, I ask myself how our co-op can have a positive impact on the food system. After all, the reason we do

what we do is because we care about where our food comes from and how it is grown. I think it is time to look beyond the organic label and really question industrial farming methods. "Regenerative agriculture" is the term used to describe a holistic approach that aims to sequester carbon in the soil. Not only does this mean more nutrients for plants, it also means a reduction in greenhouse gases. Win-win! As mentioned earlier, we have several farmers locally who already do this, and the Co-op goes out of its way to support this farming method. In fact, this year we have increased our request for local, organic produce so that we have enough for our new Deli offerings.

And so, we've come full circle. The exciting things happening at the Co-op are inextricably tied to the land. If we don't provide a safe shopping environment, our sales go down and so does the amount of produce we need to purchase from local farmers. If we don't have investments from members, we don't have the capital to improve the shopping experience and sales go down and so does the amount of produce we need to purchase from local farmers. For us, it's not just about making money for profit. We are making money to support our local ecosystem—environmental and economic. As you speak to your friends and neighbors, please spread the word about what the Co-op is doing and why. We hope to see shoppers returning and members investing, whether it's because we've improved safety or because we have awesome new Deli offerings or because they simply want to support our local ecosystems. Thank you for your continued patronage and loyalty! ■

Meet the Membership Coordinator



Hello Everyone,

My name is Margaret Sataua, and I am your new Membership Coordinator! I first began my journey with North Coast Co-op in 2007 as a Bakery Clerk at our Arcata location and have been fortunate to build my skills and find new opportunities to contribute at the Co-op ever since. Most recently, I served as the Arcata Deli and Bakery Manager. While I will miss running quality control on cookies and Popcorn Tofu, I am excited for this new way to participate in our cooperative community and to work with you, our supporting members.

When I am not diving deep into the benefits of membership, I like to enjoy card games with my parents and grandfather, hiking our local trails, and sunny days with my family in the garden.

You'll most likely find me at North Coast Co-op events and walking the aisles at lunch time. Feel free to say "hello" when you see me, or call, or email. I look forward to meeting you!

SAVE THE DATE!

Annual Membership Meeting & Celebration

Saturday, October 12, 1pm to 4pm

Join fellow Co-op members, the Management Team and our Board of Directors for our annual celebration and member meeting!

You'll hear about the state of our co-op, meet board candidates, eat some incredible nosh, and have the chance to reflect and share with other Co-op members! All jam packed into a fun and informative afternoon.

Watch for more information in the stores, on our website at www.northcoast.coop and in our election guide, which will be mailed to members in September.

YOU'RE INVITED!

Annual Membership Meeting & Celebration

Saturday, October 12 | 1-4pm | Location TBD

Stay tuned for more info!

Keep the Updates Coming

Membership gets about a half-dozen contact updates each week from members letting us know that they have a new address. Each time we put the call out to members to keep us in the loop when they make a move, we get an even bigger surge of new information, and we love it. However, we know that we still have hundreds, even thousands of members whose mailing addresses are no longer valid or are inaccurate. Maybe you moved to the other end of the county, or we have the right address

but are simply missing your apartment number. Even a simple error in street number means that the mail we send you is coming back to us. So, we are putting the call out again. Keep those updates coming!

Not sure if you let us know you moved? The Co-op sends two mailings each year to every member of the Co-op – an annual statement and an election guide. If you haven't gotten something in the mail from us in the last year, there's a good chance that we don't have your current, or

accurate address. We will be mailing out a new round of annual statements and election guides to all our members in the next two months and we want to make sure each of you receives it.

Putting in a contact update is easy. Request forms are available at the Customer Service counters at both stores and give you the option to update your address, phone number and email. You can also email the Co-op at membership@northcoast.coop with updated information. Thanks for keeping in touch!

Good food needs good leadership

Voting to start in late September!

This fall, there are two open General Member-Director seats and one open Employee Member-Director seat on the Co-op Board of Directors with terms beginning November 2019 and running through October 2022.

- ✓ Represent our thousands of members
- ✓ Support our local food system
- ✓ Provide direction by setting policies

Application packets are available at the Customer Service Counters in both stores and are due on August 13.

2019 Election Timeline

July 11, Thursday: Applicants are invited to Meet the Board prior to the July Board of Director's meeting.

August 13, Tuesday: General Member-Director applications due by 9pm!

September 25, Wednesday: Election begins!

October 12, Saturday: Annual Membership Celebration & Meeting.

October 16, Wednesday: Election ends at 9pm.

October 23, Wednesday: Election results posted.

November 7, Thursday: First board meeting for new directors!



“Serving on the board is a real opportunity to serve our thousands of members by improving our local food system, improving our community and improving our own operations. And it’s fun!” – Board Member



First Quarter Board Meeting Recaps

April, May, and June board meetings

by Colin Fiske, Board Vice President

IF YOU HAVEN'T BEEN TO A NORTH COAST CO-OP BOARD OF DIRECTORS meeting lately, you're missing out on some interesting and important discussions and decision-making. We'd like to see all of our members attending meetings—but we know you're busy and there are lots of things competing for your time. So here's a summary of what we've done over the last few months.

CHANGES ON THE BOARD

Four members responded to our call for letters of interest in the board seat made vacant by Mary Ella Anderson's resignation earlier in the year. The four candidates all attended the April meeting and made brief statements. The board agreed that it was a very strong candidate pool. We later voted to appoint Ivy North to fill the seat. Ivy has a long history of involvement in our local food system and will bring that knowledge and passion to the board. If you see her in the store or around town, please congratulate her! Ivy will hold the seat only until this fall's elections, unless she chooses to run and is re-elected.

In June, the board voted to remove Robert Donovan from the Board of Directors in accordance with our bylaws, as a result of Robert missing three consecutive board meetings and being absent from the majority of the

meetings over the past six months. Given the vacancy, the board decided to reassess the officer slate and made some changes. James Kloor is now President and Treasurer, while Colin Fiske is now Vice President; other officers and committee chairs remain the same.

The board is not appointing anyone to fill the newly empty seat, because applications are already available to run in the regularly scheduled board election this fall. If you want to help out your Co-op and have some time and skills to contribute – you should run for the board!

FINANCES AND BUDGET

At each meeting, the Board reviews our financial benchmarks carefully and discusses trends and actions to improve our financial outlook. The benchmarks in the last few months revealed that we are making steady progress, through the hard work of staff and the support of our members. Still, we need to see more improvement to ensure our long-term financial health.

In June, we had a lengthy and vigorous discussion of the Fiscal Year 2020 budget. (Our fiscal year changes around the end of March, so we've just started FY2020.) It was particularly helpful to get input from our employee board members (Ed Smith & Cheri Strong) as

well as staff, who filled in the "people" portion of our triple bottom line principal. After all, while we do need to increase sales, it's difficult to say, "we need to increase sales" without acknowledging that staff is giving it their all right now. The discussion also led to the realization that the financial benchmarks we've adopted—which closely follow national co-op benchmarks—might not fit our particular Co-op perfectly. The board will continue to discuss the budget and the benchmarks to ensure that our financial governance of the organization is as effective as it can be.

GENERAL MANAGER SEARCH

In April, the board finalized its approval of a set of "ideal candidate" qualities for the General Manager position. In May, the position was posted. We are conducting a search because current General Manager Melanie Bettenhausen's contract expires this fall. In the meantime, Melanie continues as the General Manager, and she has indicated that she intends to re-apply for the position.

PUMPKIN PATCH

Given the Co-op's recent financial struggles and reduced staffing levels, the management team has been looking at ways to reduce the staff cost of the [Continued on page 8]

BOARD OF DIRECTORS & COMMITTEE MEETINGS

July Meetings

Board of Directors Meeting

July 11 • 6pm, Arcata Community Center (321 Dr. Martin Luther King Jr. Parkway, Arcata)

Policies & Procedures Committee

July 17 • 6pm, upstairs in the Arcata Store (811 I Street)

Nominating Committee

July 18 • 5pm, upstairs in the Eureka Store (25 4th Street)

August Meetings

Board of Directors Meeting

August 1 • 6pm, Humboldt Bay Aquatic Center (921 Waterfront Dr, Eureka)

Member Action Committee

August 14 • 5:30pm, upstairs in the Arcata Store (811 I Street)

Earth Action Committee

August 14 • 6:45pm, upstairs in the Arcata Store (811 I Street)

September Meetings

Board of Directors Meeting

September 5 • 6pm, Arcata Community Center (321 Dr. Martin Luther King Jr. Parkway, Arcata)

Member Action Committee

September 11 • 5:30pm, upstairs in the Arcata Store (811 I Street)

Earth Action Committee

September 11 • 6:45pm, upstairs in the Arcata Store (811 I Street)

Policies & Procedures Committee

September 18 • 6pm, upstairs in the Arcata Store (811 I Street)

[Continued from page 7] annual Pumpkin Patch event. Concerns have been raised about the impact of these reductions to this beloved local institution, and the board has discussed the issues with employees, management team members, and Pumpkin Patch farmer Paul Giuntoli at recent meetings. Various ideas were put forward by staff and members for reducing costs while continuing to serve the children who learn from and love this event each year. The management team has adopted a number of these suggestions, and the Pumpkin Patch will go on this year as planned – although slightly smaller than in years past.

KHSU UNDERWRITING

When the HSU administration cut all local programming and fired almost all the staff at KHSU, a number of members expressed concerns about continuing to underwrite the station. In fact, the Co-op ceased underwriting almost immediately due to the fact that

KHSU had changed the underwritten programs without notice. The board discussed briefly what the future of KHSU may hold and directed staff not to renew underwriting the station at any point in the future without approval of the board.

STRATEGIC PLANS, OLD AND NEW

With the recent change in the fiscal year, the Co-op wrapped up our last 5-year strategic plan and started a new one. In June, General Manager Melanie Bettenhausen presented the 2014-2018 Strategic Plan Final Report. She summed it up this way: “The strategic plan served as a through line as institutional knowledge left the Co-op, making it possible for new leadership to continue the trajectory established in prior years. While we did not fulfill all the strategies identified, our achievements over the last few years have resulted in positive impact for the Co-op and the community.” Spanning nearly 15 pages,

the final report captures our activities over the last five years. It’s well worth a read and can be viewed on the Strategic Plan page on our website! With lessons learned, we are now moving on to what we hope will be an even more effective and productive strategic plan taking us through the next half decade.

FINAL THOUGHTS

The board meets the first Thursday of every month at 6:00pm, alternating between Arcata and Eureka. We also have several committee meetings each month, focused on topics ranging from environmental responsibility to board policies and bylaws. Members are always welcome at our meetings. Full meeting minutes are available on our website. To get on the email list to receive board packets, that include the most recent minutes in draft form, email emilywalter@northcoast.coop. ■

Do you have a vision of the Co-op? If so, run for the Board.

The Co-op is a democratic community-owned organization presided by a Board of Directors. There are two at-large seats and one employee seat open on the board this year. The Co-op needs energy from the community in order to remain vibrant. If you are interested in helping guide the Co-op into the future, you should run for the board.

Whether you think we need more involvement from National Cooperative Grocers or perhaps subscribe to the idea of no corporate governance, we can use you on the board.

The past year has been challenging for the Co-op. By November we should have a better idea of what our leadership will look like, as well as have ratified a collective bargaining contract with the Union and our cash position should be stabilized and on the way to recovery.

If you’re considering running for the board you can do some advance homework by navigating through our website. The nuts and bolts of how to apply are elsewhere in this issue of the newsletter.

Become involved in your food. Become involved in your community. Run for the Co-op Board of Directors.

Same struggle. Different difference. Support the Co-op. With gratitude for the Co-op community.

Cheri Strong
Nominating Committee Chair





“Love working in the garden, being happy.”

Andrea, Eureka
Member for 13 years.



“Local hiking (Gold Bluffs Beach, and Jacoby Creek Forest, Arcata Community Forest, Lost Coast Trail, Patrick’s Point State Park!)”

Gary, McKinleyville
Member for 40 years.



“Backpacking.”

Trevor, Ferndale
Member for 12 years.



“Biking/hiking.”

Lisa, Fortuna
Member for 5 years.

What is your favorite local summer activity?

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 Arcata this Fall — you could be featured next!



“Crabs baseball!”

Benjamin, Eureka
Member for 19 years.



“Gardening.”

Jelehla, Kneeland
Member for 9 years.



“Lay on local rivers, swim, enjoy nature.”

Thomas, Manila,
Member for 1 year.

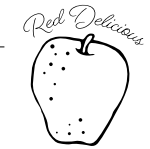


“Walking...!”

Elisabeth, Eureka
Member for 13 years.

Local Produce Guide July | August | September

<i>Apples</i>	July	Aug	Sept	Farm
Blushing Gold			●	Clendenen's Cider Works
Crabapple			●	Clendenen's Cider Works
Early Gold		●	●	Clendenen's Cider Works Swallowdale Farm
Fuji		●	●	Swallowdale Farm
Golden Blush			●	Swallowdale Farm
Gravenstein Varieties	●	●	●	Clendenen's Cider Works Swallowdale Farm
Honeycrisp		●	●	Clendenen's Cider Works Swallowdale Farm
Ida Red			●	Clendenen's Cider Works
Jonagold			●	Swallowdale Farm
King			●	Clendenen's Cider Works
Mutsu			●	Clendenen's Cider Works
Red Delicious			●	Clendenen's Cider Works
Sara Mac (Heirloom)	●			Swallowdale Farm
Williams Pride	●	●		Swallowdale Farm



<i>Stone Fruits</i>	July	Aug	Sept	Farm
Blood Peaches		●		Trident Lightning
Yellow Peaches	●	●	●	Neukom Family Farm



<i>Plums</i>	July	Aug	Sept	Farm
Elephant Heart Plum		●	●	Luna Farm
Pluot Varieties		●	●	Neukom Family Farm Luna Farm
Red Beauty Plum	●			Luna Farm Swallowdale Farm
Santa Rosa Plum	●	●		Trident Lightning
Satsuma Plum		●	●	Neukom Family Farm
Shiro Plum	●	●		Neukom Family Farm



<i>Cucumbers</i>	July	Aug	Sept	Farm
Armenian	●	●	●	Trident Lightning
Slicing	●	●	●	Pierce Family Farm
Japanese	●	●	●	Earthly Edibles
Lemon Cucumber	●	●	●	Pierce Family Farm
Persian	●	●	●	Trident Lightning
Pickling	●	●	●	Rain Frog Farm



<i>Melons</i>	July	Aug	Sept	Farm
Ambrosia	●	●		Willow Creek Farms
Annana		●	●	Neukom Family Farm
Canary			●	Trident Lightning
Cantaloupe	●	●		Willow Creek Farms
Charantais		●	●	Luna Farm
Charleston Gray			●	Trident Lightning
Crane (Eel River)		●	●	Neukom Family Farm
Crenshaw			●	Trident Lightning
Crimson Sweet Watermelon		●		Willow Creek Farms
Galia	●	●		Willow Creek Farms
Gold Flower Watermelon			●	Trident Lightning
Ha Ogen		●	●	Neukom Family Farm
Honeydew Varieties		●	●	Neukom Family Farm Trident Lightning
New Orchid Watermelon			●	Trident Lightning
Rainbow Seeded Watermelon			●	Earthly Edibles
Swan Lake		●	●	Neukom Family Farm
Sugar Baby Watermelon			●	Trident Lightning
Toad Skin		●	●	Neukom Family Farm
Yellow Doll Watermelon		●		Willow Creek Farms

<i>Pears</i>	July	Aug	Sept	Farm
Asian	●	●	●	Neukom Family Farm
Bosc		●	●	Fruitwood Farms
Comice			●	Fruitwood Farms
D'Anjou Varieties	●	●	●	Fruitwood Farms
Green Bartlett	●	●	●	Fruitwood Farms
Starkrimson	●	●	●	Fruitwood Farms

<i>Cauliflower</i>	July	Aug	Sept	Farm
Purple	●	●	●	Organic Matters Ranch
White	●	●	●	Organic Matters Ranch

Continued on next page

Local Produce Guide July | August | September

<i>Tomatoes</i>	July	Aug	Sept	Farm
Cherry Varieties	●	●	●	Willow Creek Farms Luna Farm Pierce Family Farm
Jaune Flamme		●	●	Luna Farm
Mixed Heirloom	●	●	●	Willow Creek Farms Neukom Family Farm Earthy Edibles Pierce Family Farm
Roma		●	●	Pierce Family Farm
Slicing		●	●	Willow Creek Farms
Tomatillo Varieties	●	●	●	Luna Farm



<i>Mushrooms</i>	July	Aug	Sept	Farm
Lion's Mane	●	●	●	Mycality Mushrooms
Oyster Varieties	●	●	●	Mycality Mushrooms
Shiitake	●	●	●	Mycality Mushrooms



<i>Squash</i>	July	Aug	Sept	Farm
Acorn	●	●		Willow Creek Farms
Buttercup	●	●		Willow Creek Farms
Butternut	●	●		Willow Creek Farms
Crookneck	●	●	●	Pierce Family Farm
Delicata		●	●	Willow Creek Farms
Jack-o-Lantern Pumpkin			●	Willow Creek Farms
Jester	●	●		Willow Creek Farms
Kabocha Varieties		●	●	Willow Creek Farms
Mixed Squash	●	●		Willow Creek Farms
Red Kuri		●	●	Willow Creek Farms
Spaghetti		●	●	Willow Creek Farms
Sugar Pie Pumpkins		●	●	Willow Creek Farms
Sunburst Squash	●	●		Willow Creek Farms
Zucchini Varieties	●	●	●	Pierce Family Farm Willow Creek Farms



<i>Greens</i>	July	Aug	Sept	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
Radicchio	●	●	●	Flora Organica
Spinach	●	●	●	Wild Rose Farm
Watercress	●	●	●	Little River Farm

<i>Peppers</i>	July	Aug	Sept	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 next page



<i>Lettuce</i>	July	Aug	Sept	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

Local Produce Guide July | August | September

<i>Root Veggies</i>	July	Aug	Sept	Farm
Beet Varieties	●	●	●	Wild Rose Farm
Carrots	●	●	●	Willow Creek Farms
Daikon Radish			●	Willow Creek Farms
Fennel	●	●	●	Flora Organica
Fresh Onion	●	●	●	Flora Organica
Kohlrabi Varieties	●	●	●	Rain Fog Farm
Leeks				Rain Fog Farm
Parsnips			●	Willow Creek Farms
Makrut Lime Leaves		●	●	Wild Rose Farm
Red Onion		●	●	Earthly Edibles
Rutabega			●	Willow Creek Farms
Shallots		●	●	Pierce Family Farm
Walla Walla Onions	●	●		Neukom Family Farm
Yellow Onions			●	Earthly Edibles



<i>Herbs</i>	July	Aug	Sept	Farm
Basil	●	●	●	Pierce Family Farm Earthly Edibles
Cilantro	●	●	●	Wild Rose Farm
Dill Varieties	●	●	●	Rain Frog Farm
Makrut Lime Leaves	●	●	●	Claudia's Herbs
Parsley Varieties	●	●	●	Luna Farm Pierce Family Farm Rain Frog Farm



<i>... and more!</i>	July	Aug	Sept	Farm
Artichokes	●	●	●	Earthly Edibles Flora Organica
Bok Choy Varieties			●	Willow Creek Farms
Broccoli	●	●	●	Earthly Edibles
Broccolini	●	●	●	Little River Farm
Brussels Sprouts	●			Organic Matters Ranch
Cherry Varieties	●			Swallowdale Farm
Eggplant Varieties	●	●	●	Pierce Family Farm Willow Creek Farms
Grape Varieties		●	●	Pierce Family Farm
Green & Red Cabbage	●	●	●	Organic Matters Ranch
Okra	●	●	●	Willow Creek Farms
Peashoots		●	●	Little River Farm
Quince			●	Clendenen's Cider Works
Romanesco	●	●	●	Organic Matters Ranch
Snow Peas	●	●	●	Organic Matters Ranch
Sugar Snap Peas	●	●	●	Organic Matters Ranch
Wheatgrass	●	●	●	Flying Blue Dog
Yellow Corn	●	●		Willow Creek Farms

<i>Beans</i>	July	Aug	Sept	Farm
Green Bean Varieties	●			Willow Creek Farms
Fava Beans	●			Little River Farm

Weather may affect produce availability

Where's your farmer?

Swallowdale Farm <i>in Arcata</i>	Clendenen's Cider Works <i>in Fortuna</i>	Flora Organica <i>in McKinleyville</i>	Willow Creek Farms <i>in Willow Creek</i>
Little River Farm <i>in Bayside</i>	Organic Matters Ranch <i>in Freshwater</i>	Trident Lightning <i>in Phillippsville</i>	Claudia's Herbs <i>in Orleans</i>
Rain Frog Farm <i>in Blue Lake</i>	Earthly Edibles <i>in Korbek</i>	Luna Farm <i>in Redcrest</i>	Trying something new? Ask for a sample!
Wild Rose Farm <i>in Blue Lake</i>	Fruitwood Farms <i>in Orleans</i>	Flying Blue Dog <i>in Willow Creek</i>	
Mycality Mushrooms <i>in Fairhaven</i>	Pierce Family Farm <i>in Orleans</i>	Neukom Family Farm <i>in Willow Creek</i>	

Sustainability Snapshot

by Kiya Villarreal, Sustainability Coordinator

Keep an eye out for:

Strawless Summer: The Co-op will be encouraging customers to bring their own cup and bypass single-use items, like straws, for every beverage counter purchase they make! Everyone who buys a beverage in their own cup and skips the straw is eligible for a chance to win a durables giveaway! Plus, you always get a .25¢ discount when you use your own cup!

Plastic-Free July: Plastic-Free July is an international call-to-action to reduce plastic pollution and break the single-use plastics habit. If you are interested in learning more about living plastic free at home, work, school or in your community, or to sign up to take the challenge, visit www.plasticfreejuly.org.

Coastal Clean-up Day: The Co-op will be hosting a beach clean-up site again this year for Coastal Clean-up Day on September 21, 2019. Our beach clean-up location will be announced in September. Join Co-op staff and members at our site or take on hosting a site of your own at www.yournec.org/coastalcleanupday.

Sustainability doesn't cost money: an explanation of precycling and upcycling

Precycling means preventing recycling by taking action before you use something that would need to be recycled. Some of the best ways to precycle are to:

- Bring your own bags when you shop – produce bags, bulk bags and shopping bags!
- Bring your own cup or fork when you grab a drink or lunch and your own containers for leftovers at restaurants.
- Buy fewer disposable items - a double win, you prevent landfill-bound items and you've skipped the packaging they came in too!
- Choose detergents and cleaners in concentrate form.
- Consider the packaging when you make purchases and favor minimal packaging, recycled materials, glass and aluminum.
- Is your item available in Bulk? Look to switching from packaged to bulk goods. Look for wellness herbs, shampoo, cleanser, bulk dry goods, vinegars, oils, frozen fruits, and refrigerated miso, or yeast! There's a good chance the Co-op offers what you're looking for in bulk. Buy a little or a lot, but only what you'll use.



Reusable bulk bags are an example of precycling since they are long lasting and reusable.



An example of a bottle cap upcycled into a magnet at our 2017 Zero Waste Day event.

Upcycling is the action or process of converting a discarded or obsolete item into something reimagined and useful.

A very popular upcycling job is the handy old T-shirt to new shopping bag! We did this with great success in both Co-op stores for Earth Day. Additional popular upcycling conversions are:

- empty jam jars to bulk snacks jars
- berry baskets into yarn-woven shelf organizers
- mini glass jars into candle holders
- cork tops to coasters
- cans to mini planters
- old tires to outdoor planters
- bottle caps to magnets

For some more advanced upcycling ideas checkout www.hipcycle.com

Recycling is a tricky business now, the resale value for recycled materials is at a dismal low which is why it's helpful to find ways to precycle and upcycle more than ever. These lists don't need to be done perfectly to be effective. Do what you can when you're able to and I promise it adds up!

"We don't need a handful of people doing zero waste perfectly. We need millions of people doing it imperfectly." - Anne Marie, Zero-Waste Chef

Making mindful choices or switching up grocery shopping habits can seem expensive and like you need a whole new kitchen but that's truly not the case, in-fact it's the opposite! The Co-op is the ultimate resource for shopping low-waste. We encourage bulk bags and durable containers to be used all around our stores. The easiest steps we can take are reusing what we already have and keeping these items from ending up in a landfill and then making some mindful investment purchases when needed. My favorite investment purchase has been my stainless-steel lunch tiffin. So, go easy on yourself (and the planet) and please choose to reuse before you buy new!

Check back next time to explore the sometimes overwhelming concept of "Ecogrief" and what you can do to avoid feeling stunned by it. ■

FEATURED PRODUCE: PEACHES



by Joey Beasley & Paul Wright, Produce Department Heads

Nothing says summer like peach juice dripping down your arm. If you can resist eating them fresh, they can also be grilled, baked into a pie, canned or made into jam. For something different make a peach salsa to eat with chips or to top a fish or shrimp taco.

A peach is a deciduous tree native to Northern China. The fruit is in the stone fruit family and is high in Vitamin C. Peaches and nectarines are derived from the same species of plant, but peaches are characterized by the presence of fuzz on the skin, while nectarines are fuzz-free. The two fruits can generally be substituted for one another in any recipe.

Peaches have a short season and are generally only available between July and September. Peach trees need wet winters and hot dry summers. Locally, they are grown inland in Humboldt County. The Co-op carries local, organic peaches from Neukom Family Farm throughout the summer. Learn more about Neukom Family Farm on page 18.

The perfect ripe peach will show no green and will put off a light, sweet aroma. It should give a little when you squeeze it, and the skin should be tight with no wrinkles. Don't stress if you choose an underripe peach. Simply leave it on your kitchen counter for a day, away from sunlight. If you aren't ready to eat your ripe peach, you can put it in the fridge for a couple of days to stall further ripening.

Peaches can be yellow or white-fleshed and cling or freestone. Most yellow peaches are cling peaches, meaning the fruit 'clings' to the pit. White-fleshed peaches are more likely to be freestone and come away from the pit easily. ■



SUMMER PEACH SALSA

Ingredients

- 3 large ripe peaches
- 1 Roma tomato, de-seeded
- ½ jalapeño, de-seeded
- ½ small red onion
- ¼ cup cilantro
- 1 lime, juiced
- Salt and pepper to taste



Instructions

1. Cut peaches into large cubes and set aside.
2. Dice the de-seeded tomato, de-seeded jalapeño and onion into small chunks – you want the peaches to be the star, so dice the veggies smaller than the peaches.
3. Roughly chop the cilantro.
4. Add all the veggies to the peaches.
5. Pour the lime juice over the mixture and gently combine.
6. Add salt and pepper to taste.
7. Serve with your favorite tortilla chips, or over grilled fish, steak, or tacos.

Note: if you are in it for the fresh, but not the spice, substitute green bell pepper for the jalapeño. For a spicier salsa, double the jalapeño or leave the seeds in.



Staff Picks

We asked members of the Co-op team to share a new Co-op menu item or older favorite that they are excited about from our Deli and Bakery Departments.

Here's what they want you to know about what's in our stores!

Beet Bliss Blend



"Root Beer Floats"
Izzy & Derek,
Bakery Clerks,
Arcata



Picante Pickle Patch



"Picante Pickle Patch Sandwich"
Jessica
Produce Clerk,
Arcata



"B.L.A.S.T Sandwich"
Brad, Deli Clerk,
Eureka



“Picante Pickle Patch Sandwich”
Nicolas, Senior Clerk, Arcata



Gourmet Turkey

“Popcorn Tofu Wrap”
Benjamin Produce Clerk, Eureka



Abogato

“Popcorn Tofu Wrap”
Jeremy Cashier, Arcata



“Humboldt Refresher Juice”
Annie Deli Clerk, Eureka



Root Beer Float



Neukom Family Farm

Farmers: Jacques & Amy Neukom

Location: Willow Creek

Acres: 20

How did your farm get started?

I started by farming people’s backyards. In the early 1990s, I was working at Willow Creek Farms and I was offered the opportunity to take over an orchard here with 81 trees. Mike took over Willow Creek Farms, and I started with these 81 trees. My ideal farm was small scale farming.

What kinds of crops do you grow?

We grow melon, tomatoes, beans, carrots, a lot of varieties of peaches, kiwi, pomegranates, pluots, Asian pears, apples, and pineapple guava. What ends up in the market can depend on the rainfall.

What is your favorite part about farming?

Being able to contribute to the community. I’ve always felt a call to a certain amount of activism in my life. How can I contribute? Through food, through nature, farming is my activism.

What about your farm are you most proud of?

I’m proud of how many farmers have come out of here, farming across the country. I’m also proud of the community around the farm and workers. You don’t work for me, you work with me.

What’s your favorite crop and why?

The peaches, they make people so happy.

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

It’s been easy to work with the Co-op. I’ve always loved the values of the Co-op, and the Co-op honors their word. It’s such a reciprocal relationship. The Co-op mission aligns with ours. We’ve found a winning combination of selling at the Farmers Market and the Co-op.



(Left) Neukom Family Farm in Willow Creek, CA. (Top Right) Jacques Neukom shows the variety of crops being grown on the farm. (Bottom Right) The 81 tree orchard that started Neukom Family Farm.

Photography by Zev Smith-Danford, Graphic Design Coordinator & Caitlin Fowler, Graphics & Marketing Assistant

Changing the Way We Give

By Emily Walter, Administrative Assistant and Laurie Talbert, Marketing & Membership Director

WHEN SURVEYED FOR OUR LATEST FIVE-YEAR STRATEGIC PLAN, members told us that Cooperative Principle #7, Concern for Community, is important to them and that finding ways to expand the good works the Co-op does in the community is a priority. We plan to honor our members' wishes by bringing back a member-driven round-up program reminiscent of what the Co-op has done in the past. We will also focus on building up our Twin Pines giving fund, and revamping and breathing new life into our current Cooperative Community Fund (CCF) granting program through the Humboldt Area Foundation. We're excited to create more ways to encourage members and shoppers to support local nonprofit organizations that are doing important work in our community.

SEEDS FOR CHANGE ROUND-UP PROGRAM



Seeds for Change is a new community-giving opportunity that allows Co-op members and customers to round-up their Co-op purchases to the nearest dollar with those extra cents given directly to a local organization that is doing amazing work to better our community. Each month, a different member-selected recipient will receive the round ups collected in the store that month. It's a simple but powerful way to engage our members and shoppers in fulfilling North Coast Co-op's principle of caring for the community.

Each year, nine local nonprofit organizations will be selected by an in-store member vote. Interested nonprofit organizations can apply each summer to be considered for the Seeds for Change Round-Up Program. All qualified organizations will be put on a list for a member vote. During the first week of the Co-op's annual board elections this September, Co-op members will be encouraged to vote for five organizations they would choose to support. The top nine organizations selected by the membership will get a spot in the program and will be announced at the Annual Membership Meeting on Saturday, October 12. The first of the member-selected recipients starts in January 2020 when they will have the opportunity to share the story of their nonprofit with customers and receive all round-up funds that month.

During the remaining three months of the year the Co-op is dedicating round-ups to Food for People for their Share the Spirit campaign in December, Twin Pines Cooperative Community Foundation in October during national Co-op month, and the Co-op Pumpkin Patch in August.

"It's a simple but powerful way to engage our members and shoppers in fulfilling North Coast Co-op's principle of caring for the community."

TWIN PINES COOPERATIVE COMMUNITY FUND

The Twin Pines Foundation is the largest single funder of cooperative development organizations in the United States. Forty-four cooperative grocers, including North Coast Co-op, participate in Twin Pines Cooperative Community Fund. The Co-op invested \$40,000 in Twin Pines more than twenty years ago and with few withdrawals, and interest earned, our fund has grown to \$75,000. The interest earned on the Co-op's investment in Twin Pines can be given to local nonprofit organizations, in the same way that we grant nonprofits through our CCF fund held at the Humboldt Area Foundation.

We plan to begin building the Twin Pines fund again, so we can share the proceeds in our local community. Doing this also helps fulfill our Cooperative Economy strategic plan goal. In honor of Co-op month, this October North Coast Co-op will encourage register round-ups to support our Twin Pines Cooperative Community Fund. Frontier Co-op, a proud sponsor and supporter of Twin Pines, will match round-ups collected at the register, up to \$1,000. The Co-op will also match up to \$1,000 by reinvesting the interest from our fund for this year. Beginning next October, the Co-op will begin granting from our Twin Pines fund, using the interest that we earn.

COOPERATIVE COMMUNITY FUND

Since it was first established in 1990, the Co-op's Cooperative Community Fund (CCF) has granted more than a half million dollars to nonprofit organizations that undertake projects supporting sustainable agriculture and food programs. CCF is largely supported by the 10-cent charge for paper bags at the Co-op's registers. In fact, nearly 70% of the monies going to the fund each year come from paper bag sales. Another 20% comes from members who choose to donate the value of their shares when they close their memberships. Just 10% of it is generated by member donations rounding up at the registers.

With the new Seeds for Change Round-up Program starting in January there will no longer be round-ups for CCF. However, with more giving funds generated from Seeds for Change and Twin Pines, there will be less pressure for all our giving to come solely from CCF. This will allow us to grow our CCF fund as we revamp exactly how future grant cycles will work. ■

A Brief on Beef Labeling

By Kiya Villareal, Sustainability Coordinator and Caitlin Fowler, Graphics & Marketing Assistant

The Co-op knows that it's important to our shoppers to have varied product selections, so they can shop to both their dietary and budget values. Our meat department is no exception. We offer beef in our frozen foods case, Wrapped and Ready Meat Case and at our full-service Meat Counter, including local, organic and grass-fed options.

Beef purchased from the Co-op's Meat Counter comes from local producers like Humboldt Grassfed Beef, who raise grass-fed

cattle. Our meat cutters break down the beef by hand on site and serve it fresh in the full-service case. Popular cuts of the same local beef are wrapped and made available in our Wrapped and Ready case. Because the beef is delivered whole we can provide customers with custom cuts of beef, and our close working relationships with the producers means we can respond to questions about the quality of the meat and how it is raised.

The selections we make for our frozen

meats provide customers with additional purchasing options, with details of how the meat is raised included on the package's labels. But what do the terms on the labels actually mean? Are "Grass Fed" and "Grass Finished" the same thing or do they signify different farming practices? We've put together a list of common certifications and terms you may find on beef packaging and what they mean as a guide.

USDA Organic

Beef labeled organic by the United States Department of Agriculture (USDA) must be 100% organically produced and without animal by-products or daily drugs. GMOs are prohibited. Cattle have free access to certified organic pastures for the entire grazing season and farmers must meet detailed, on-farm animal welfare standards like adequate space for animals and are subject to on-farm audits.

Grass Fed and Grass Finished Beef

According to the Food Safety and Inspection Service division of the Department of Agriculture, beef labeled "grass fed" or "100% grass fed" must come from cattle that have never been given grain or grain by-products after being weaned, and their diet must be solely derived from forage or other acceptable sources. Animals cannot be fed grain and must have continuous access to pasture during the grazing season. Hay and crop residue without grain may be included as an acceptable feed source. Giving routine mineral and vitamin supplementation to cattle is acceptable. Specific standards of certification vary by the certifier regarding antibiotic use and specifics of cattle living conditions and confinement.

The term "grass finished" is more vague and has no official standard, leaving it up to the producer to define. Grass finished generally refers to cattle that have finished their lifecycle by eating a grass and forage diet, but this label does not determine how much time they spent on pasture or if the cattle were raised organically.

Raised without Antibiotics or No Antibiotics

These labels signify that the cattle have not been given antibiotics during their lifetime through their feed, water or by injection. Meat producers are required to self-report by providing the USDA with documentation in order to use this label, but verification by USDA is not required. This label doesn't indicate if hormones were used and is not to be confused with "no growth-promoting antibiotics" which means that producers can still use low doses of antibiotics to treat or to prevent disease throughout the lifetime of their cattle.

Humanely Raised or Certified Humane

Humanely Raised and Certified Humane have no officially recognized definition by the USDA and do not need verification to be used. Interpretation of the terms is left to the producer, who if they use the terms, must define them somewhere on the packaging. However, if beef is labeled with an Animal Welfare Approved, or a Global Animal Partnership 1-5+ seal, the producer has elected to participate in the nonprofit Global Animal Partnership (GAP) program and has to meet specific standards for raising cattle. GAP is a tiered program that allows producers to earn a rating ranging from 1 to 5+ to show consumers that their cattle are raised with the animal's welfare in mind. All levels of certification require that the farmer uses no antibiotics ever, no added growth hormones and no animal by-products, and every farm must be audited by a 3rd party every 15 months.

No Growth Hormones, No Added Hormones or Steroids

Producers who use this label on their beef have not given hormones or stimulants to their cattle. The USDA Food Safety and Inspection Service requires several forms of documentation from a producer before they can use this label, since beef cattle are approved to be raised with hormones. Farm inspections are not required, however.

No Nitrates or No Nitrates Added

Meat with these labels have not been cured with synthetic nitrates or nitrites. However, meat may have been cured using concentrated, naturally occurring nitrates from vegetable sources like celery powder. Meat that contains natural curing additives may have celery juice or celery powder under the ingredients list. The USDA has restrictions for synthetic nitrate and nitrite additives but no restrictions for natural nitrates. ■

Bursting with Summer Flavors

With the abundance of local flavorful greens available this time of year, it's easy to forget that a tasty salad doesn't need greens at all. Whether you want to serve up something new for a family barbecue, are planning a picnic, or looking for a light lunch, there's no shortage of summer salad options. Mix up something new, fresh and bursting with seasonal flavors.



Shirazi Salad Recipe on p. 23.

Shirazi Salad Serves 4

A traditional Persian salad, this combination of fresh veggies, lemon and olive oil is both light and refreshing and lets the flavor of the cucumbers shine. This salad is satisfying on its own, but for a heartier version, add cooked couscous.

Ingredients

- 3 Persian cucumbers
- 2 Roma tomatoes, firm
- 1 clove garlic
- ½ red onion
- Italian or curly parsley, handful
- ½ lemon, juiced
- Olive oil, generous pour
- Salt and pepper to taste

Note: You can substitute a slicing cucumber for persian cucumbers, but deseed them first.

Instructions

1. Dice cucumbers. If cucumbers are seedy, scoop out center seeds.
2. Dice tomatoes, removing any large seed pockets.
3. Finely chop garlic and red onion.
4. Chop a handful of parsley.
5. Combine cucumbers, tomatoes, garlic, red onion and parsley.
6. In a small bowl, combine lemon juice and olive oil, adding salt and pepper to taste.
7. Pour dressing over veggies and toss to coat.
8. Refrigerate for at least 20 minutes to let flavors meld, then serve.

Watermelon Feta Salad Serves 6

In just ten minutes, you can be enjoying this sweet and salty summer salad. It combines the best fruits of the season with the zing of feta cheese and the brightness of mint.

Ingredients

- ½ seedless watermelon
- 1 cup blueberries
- 2 Tablespoons fresh mint
- ¼ cup crumbled feta
- 1 lime, juiced
- 2 teaspoons olive oil
- 2 teaspoons honey
- ¼ teaspoon salt

Instructions

1. Dice watermelon into bite-sized chunks – you'll want about 8 cups.
2. Rinse blueberries.
3. Chop fresh mint into thin strips.
4. Combine watermelon, blueberries and mint. Toss in crumbled feta.
5. In a small bowl, whisk to combine lime juice, olive oil, honey and salt.
6. Pour over fruit and toss. Serve immediately.

Note: For a simpler dressing, just squeeze two lemons over the fruit.



Grilled Elote Salad Serves: 6

Elote is a popular snack loved by many, sold by an Elotero or corn-on-the-cob vendor on small street carts in many large cities in the United States and all across Mexico. It is served on the cob to order with your choice and combination of butter, mayo, crema, cotija cheese, salt, chili powder, and lemon. This salad version has the same smoky sweet flavor but is easier to eat and is great for potlucks and summer barbecues.



Ingredients

- 6 ears corn on the cob
- ½ red onion
- Cilantro, handful
- ½ cup cotija cheese, crumbled
- ¼ cup sour cream
- ¼ cup mayonnaise
- 4 Tablespoons lime juice
- ½ teaspoon ground cumin
- ¾ teaspoon smoked paprika
- ½ teaspoon chili powder
- ¼ teaspoon black pepper
- ¼ teaspoon salt

Instructions

1. Shuck and clean the ears of corn.
2. Cook the corn on a grill at medium heat turning occasionally until corn is slightly charred.
3. Let corn cool enough to handle.
4. Cut the corn from the cob and add to a large bowl.
5. Finely dice red onion and chop cilantro. Add to corn.
6. Crumble cotija cheese over the top of the corn mixture.
7. Combine sour cream, mayonnaise, lime juice and spices in a small bowl.
8. Pour dressing over corn, using a spoon to gently fold the ingredients together.
9. Serve while corn is still slightly warm or refrigerate

TIP: To avoid launching corn kernels all over your kitchen, place a small, flat-bottomed bowl upside down inside a larger bowl. Holding the ear at the small end on top of the small bowl, shave the kernels off the cob. The kernels will fall into the larger bowl.

CELEBRATING LOCAL FOOD MONTH - SEPTEMBER 2019

Each September since 2006, our community has celebrated the local food bounty of our region during Humboldt Local Food Month. It's always a favorite time of year at the Co-op and we'd love you to join us in rejoicing in the abundance of our local food system.

EAT LOCAL CHALLENGE

The Eat Local Challenge is a small way to give back to our local farmers who continue to expand the selection of vegetables, herbs and fruits available to all of us. When you pledge to eat local, you are making a commitment to supporting local producers through the meals you prepare and eat. Participants select one of three challenge levels that focus on local foods. As a **Sprouting Localvore** you will prepare one meal a week that includes local produce and try one new local product in September. Challenging yourself to the **Blooming** level means preparing one meal each day that includes local products and trying a new local-based recipe during Local Food Month. If you consider yourself an experienced Localvore, try the **Thriving Localvore** level by including local products in all your meals during the month of September, and sharing one of those meals with a friend, neighbor or coworker. **Pick your level and sign up for the Eat Local Challenge at the Customer Service Desk at either Co-op store starting August 19.**

LOCALLY INSPIRED RECIPE COMPETITION

During Local Food Month, share your most creative recipe using local produce and products. Test your ability to create something locally inspired, meaning some or all of the ingredients are sourced within Humboldt, Del Norte and Trinity counties. Savory, sweet, vegan, keto—it's up to you. **Submit your recipe via email to info@northcoast.coop or in-person at Customer Service in either store.** The winning recipe will be selected in October and featured on the Co-op's website.

FINDING LOCAL AT THE CO-OP

Look for the orange Local label when you shop at the Co-op. With nearly 200 local producers represented in our stores, you'll find it in every area of the store. The label signifies that a product is grown or produced in Humboldt, Del Norte or Trinity counties, or that the company that produces the item is owned or operated within that area.

At the bottom of your Co-op store receipt you'll find the total that you spent on locally produced foods and products each time you shop. This can include produce, chocolate, cheese, candles, and anything else that is locally produced, including the foods that the Co-op prepares in our own kitchens.

As a small reward for shopping local during Humboldt Local Food Month, Co-op members can add their name and phone number to the bottom of their receipt and drop it in an entry box during the month of September. Winners will be drawn to receive a Co-op gift card for the amount they purchased that was locally produced.



In the spring edition of *Co-op News*, we asked members what was more important to them – organic or local produce? We'll post your responses in the Fall edition. Meanwhile, this article, originally appearing in the Fall 2007 edition of *Co-op News*, answers the question with 'Both'!



From the *Co-op News* Archive, Fall 2007

Buy Local or Buy Organic? Top 10 Reasons to Buy Both

By Jacque Torres, Co-op Employee

WHEN YOU TAKE A STEP OUTSIDE THE HUMBOLDT, or even the California bubble, you will find that we are spoiled with an array of food. Produce, meat and poultry pump through our state by the tons filling the aisles of grocery stores all vying for the concerned consumer's dollar.

In the world of organics this presents a quandary for consumers. In many places people don't have choice between organic apples, local apples and apples imported from Washington—yet in our bubble we often do. So what reason or logic does one employ when faced with the decision of whether to buy conventional fruit from Humboldt or organic fruit trucked in from miles away. Whichever your preference, for those of us living in Humboldt County there are benefits to both organic and local products; both serve a vision of environmental responsibility.

Buying your food at the Co-op reveals two of the many reasons people choose the food they do. Supporting local farmers and supporting organic agriculture are the cornerstones around which our Co-op is built. It is important to consider that buying locally produced food can be just as beneficial as purchasing organic food. With a vision for sustainable living—one might stop to think about how far an organic apple traveled to get to our store versus locally produced Neukom's apples.

Here are our top ten reasons to buy both local and organic:

1. **Better Taste** Food grown in your own community was probably picked within the past 24 hours. It's crisp, sweet and loaded with flavor. Produce flown or trucked into town is much older. Several studies have shown in lab taste trials that organic berries were consistently judged as sweeter.
2. **Peace of Mind** Locally grown food, purchased soon after harvest, retains its nutrients. And while certified organic is the only defacto seal of reassurance against genetically modified food, fertilizers and other toxins, our local farmers are committed to a level of nutritional integrity.
3. **Preserves Genetic Diversity** In the modern industrial agriculture system, varieties are chosen for their ability to ripen simultaneously and withstand harvesting equipment; for a tough skin that can survive packing and shipping; and for an ability to have a long shelf life in the store. Only a handful of hybrid varieties of fruits and vegetables meet these rigorous demands, so there is little genetic diversity in the plants grown. Local and organic farms, in contrast, grow a huge number of varieties to provide a long season of harvest, an array of eye-catching colors and the best flavors. Many varieties are heirlooms, passed down from generation to generation, because they taste good. These old varieties contain genetic material from hundreds of years.

4. **Respects the Land** Whether it is local fruit, imported coffee or artisan cheese, organic can demonstrate a reverence for the land and its people. No matter the zip code, organic has proven to use less energy than conventional agriculture, is beneficial to soil, water and local habitat, and is safer for the people who harvest our food.
5. **Supports Local Farm Families** Local farmers who sell direct to consumers cut out the middleman and get full retail prices for their food - which means farm families can afford to stay on the farm, doing the work they love.
6. **Builds Community** When you buy organics or direct from a local farmer, you are re-establishing a time-honored connection between the eater and the grower. Relationships built on trust and understanding help to build community both socially and economically.
7. **Preserves Open Space** As the value of direct-marketed and certified organic fruits and vegetables increases, selling farmland for development becomes less likely. We appreciate the lush fields of crops, the meadows full of wildflower, the picturesque red barns here in the Humboldt bubble, but that landscape will survive only as long as farms are financially viable. When you buy locally grown food certified organic or not, you are doing something proactive to help preserve the agricultural landscape.
8. **Keeps Taxes in Check** Farms contribute more in taxes than they require in services, whereas suburban development costs more than it generates in taxes, according to several studies. On average, for every \$1 in revenue raised by residential development, government must spend \$1.17 on services, thus requiring higher taxes of all taxpayers. For each dollar of revenue raised by farm, forest, or open space, governments spend 34-cents on services.
9. **Supports a Clean Environment** A well-managed family farm is a place where the resources of fertile soil and clean water are valued. Good stewards of the land prevent erosion and replace nutrients used by their crops. According to some estimates, farmers who practice conservation tillage could sequester 12 to 14 percent of the carbon emitted by vehicles and industry. In addition, the habitat of a farm—the patchwork of fields, meadows, woods, ponds and buildings—is the perfect environment for many beloved species of wildlife, including bluebirds, killdeer, herons, bats and rabbits.
10. **It's About the Future** By supporting local and organic farmers today, you can help ensure that there will be farms in your community tomorrow, and that future generations will have access to nourishing, flavorful and abundant food. ■

Fourth Quarter Financial Statement

by Barney Doyle, Controller

NORTH COAST CO-OP CLOSED FISCAL QUARTER 4 2019 (FY19) on March 30, 2019. Combined sales in the fourth quarter for the Arcata and Eureka stores were \$8,754,622, bringing year-to-date net sales to \$34,562,509.

Year to Year: Fourth quarter FY19 sales were up \$715,891, an 8.9% increase, compared to the fourth quarter of Fiscal Year 2018 (FY18) and Cost of Goods Sold were relatively lower (61.4% compared to 62.9%), resulting in a significantly higher gross margin (\$3,377,738 compared to \$2,982,106) but it must be noted that the

fourth quarter of FY19 was a 14 week quarter, compared to 13 weeks for the final quarter of FY18.

Both Payroll & Benefits and Occupancy Expenses were lower in the fourth quarter FY19 compared to FY18, due to the ongoing personnel reductions/attrition and moving out of the Ten Pin Building, so the Total Operating Expenses were slightly less than gross margin, and the result was a Net Income Gain of \$29,971 for the fourth quarter of FY19, bringing year-to-date net income to a negative

<\$551,779> or <1.6%>. The Co-op's assets were less at the end of fourth quarter FY19 compared to FY18 by \$983,052, primarily due to less cash-on-hand and lower inventory.

Quarter to Quarter: Fourth quarter sales increased from third quarter FY19 by \$160,788 (+1.9%), and with lower Cost of Goods Sold, the Co-op showed a net income profit of \$29,971. Current Owner Shares increased to \$4,109,470 at the end of fourth quarter 2019, an increase of \$78,927 over third quarter 2019. ■

The Co-op recently raised the Dividend Rate on C-Share investments from 2.00% to 2.65% and we are seeing members increase their investment in the Co-op. Please call our Membership Coordinator at 707-443-6027 ext. 434 if you are interested in becoming more invested in the Co-op.

North Coast Cooperative, Inc. Unaudited Financial Statements

Fiscal Year 2019 • Quarter 4 Ending March 30, 2019

INCOME STATEMENT

Quarter 4 Ending March 30, 2019
Fiscal Year 2019

Net Sales Revenue	8,754,622
Cost of Goods Sold	5,376,884
Gross Margin	3,377,738
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Payroll & Benefit Expense	2,428,450
General & Administrative Expense	521,741
Occupancy Expense	397,232
Total Operating Expenses	3,347,423
Net Income from Operations	30,315
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Other income (expense)	(344)
Total Income Taxes	-
Net Income (Loss)	29,971

BALANCE SHEET

Quarter 4 Ending March 30, 2019
Fiscal Year 2019

Assets:	
Current Assets	1,967,808
Property & Equipment	3,213,187
Other Assets	667,298
Total Assets	5,848,293
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Liabilities:	
Current Liabilities	1,975,560
Long-term Liabilities	315,012
Total Liabilities	2,290,572
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Member Equity:	
Current Owner Shares	4,109,470
Retained Earnings	(551,749)
Total Member Equity	3,557,721
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Total Liabilities & Equity	5,848,293

Wellness Wednesday

All Co-op members and shoppers receive 10% off the entire Wellness Department, every first Wednesday of the month at North Coast Co-op!

Aug
7

Sept
4

Oct
2



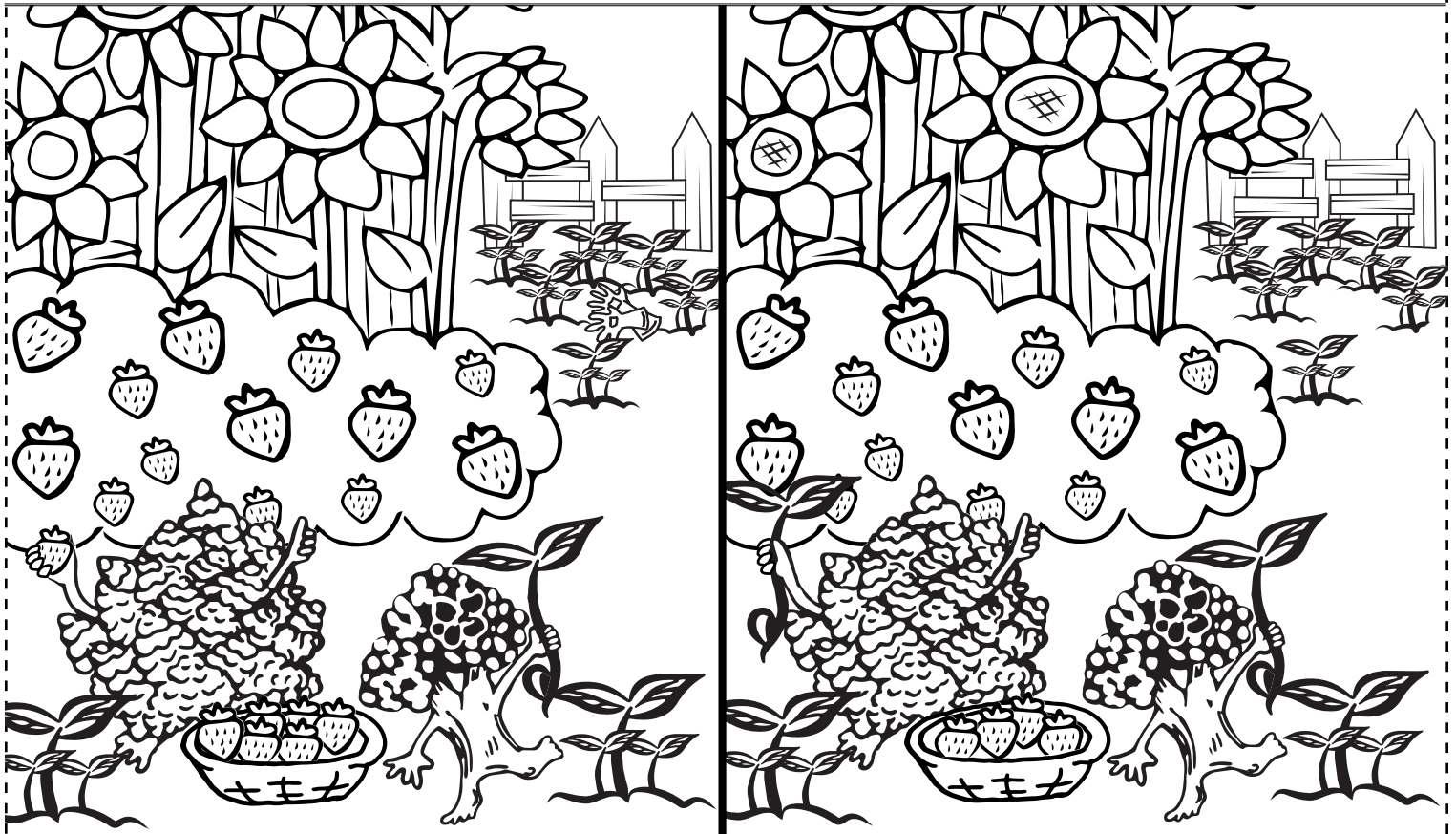
Co-op Kids Corner

Picture Hunt

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

Spot the 5 differences between the pictures and return to Customer Service at either Co-op location by **September 13** 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 **Echo & Julia** for winning the Spring Co-op Kids Contest!



Member-Only Coupon

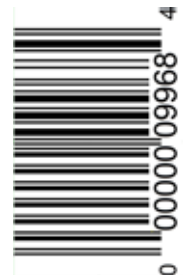
expires 9/30/19

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 9/30/19.**

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



Barney Doyle
Controller



Lauren Fawcett
Food Service Director



Alisha Hammer
Merchandising Manager



Alanna LaBelle
Operations Manager



Michelle Sanders
Human Resources
Director



Laurie Talbert
Marketing & Membership
Director

North Coast Co-op Board of Directors



James Kloor
Board President
& Treasurer



Colin Fiske
Vice President



Leah Stamper
Board Secretary



Cheri Strong
Employee Director



Ed Smith
Employee Director



Ivy North
General Member
Director

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

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

July

July 4 **Eureka Main Street Parklet Cake Walk Fundraiser and Kickoff** at Phatsy Klines and the Historic Eagle House. This Independence Day event is all day and night, but the cake walk happens at 4:30pm. Be on the lookout for the Historic Eagle House themed cake made fresh by our bakers and donated by North Coast Co-op.

July 13-20 **Humboldt Folklife Festival.** This eight-day festival brings our community together in appreciation of our community's diverse and

talented folk musicians.

July 20 **Movies in the Park.** The Humboldt-Del Norte Film Commission hosts this family-friendly event at Sequoia Park in Eureka.

July 27 **Get Out & Play Day.** Sponsored by Eureka Community Services, the 3rd annual event includes free, family-friendly activities all around Eureka.

August

August 10 **13th Annual Zootini Gala Event.** Enjoy a leisurely evening of drinks, food and fun at the Sequoia Park Zoo, plus live and silent auction items.

August 15-25 **The 123rd Humboldt County Fair.** This family friendly event is a Humboldt County legacy. Experience the youth and adult livestock show and auction, youth and adult exhibits, food, horse racing, carnival rides and more.

August 17 **Movies in the Park.** The Humboldt-Del Norte Film Commission present this family-friendly event at Sequoia Park in Eureka.

August 19 **Humboldt State University "Welcome Home to Humboldt" Move-in Day.** For new and returning Humboldt State residence hall students and their families. The Co-op will be on hand to answer questions and offer fresh food samples made in house by our Deli. (This is an invite-only event hosted by Humboldt State University.)

August 30 **Barntini!** Martinis in a barn in Bayside! A benefit for Jacoby Creek Land Trust and Humboldt Wildlife Care Center. Enjoy great food, drinks, music and a silent auction.

September

September **Humboldt Local Food Month.** September is Humboldt Local Food Month. Enter the Co-op's Local Recipe Contest and sign up for the Eat Local Challenge at Customer Service in Arcata or Eureka starting August 19.

September 2 **I Block Party.** This annual fundraiser is the Arcata-Camoapa Sister City Project. This free family-friendly event includes live music, cold drinks, food, face-painting, plus a raffle and silent auction.

September 11 **Humboldt State University Community and Belonging Fair.** This event on the Quad introduces students to campus and local resources

that promote health, wellbeing, community building, and belonging. The Co-op will be on hand to answer questions and offer fresh food samples made in house by our Deli. (This is an invite-only event hosted by Humboldt State University.)

September 21 **Coastal Cleanup Day.** Join Humboldt County volunteers in removing trash and recyclables from our beaches, rivers, bay and estuaries. Be a site captain, join the Co-op's cleanup team, sponsor or help spread the word.



Member Survey Win a \$35 gift card!

Q: What area of the Co-op stores would you most want to see expanded?



Member Name: _____

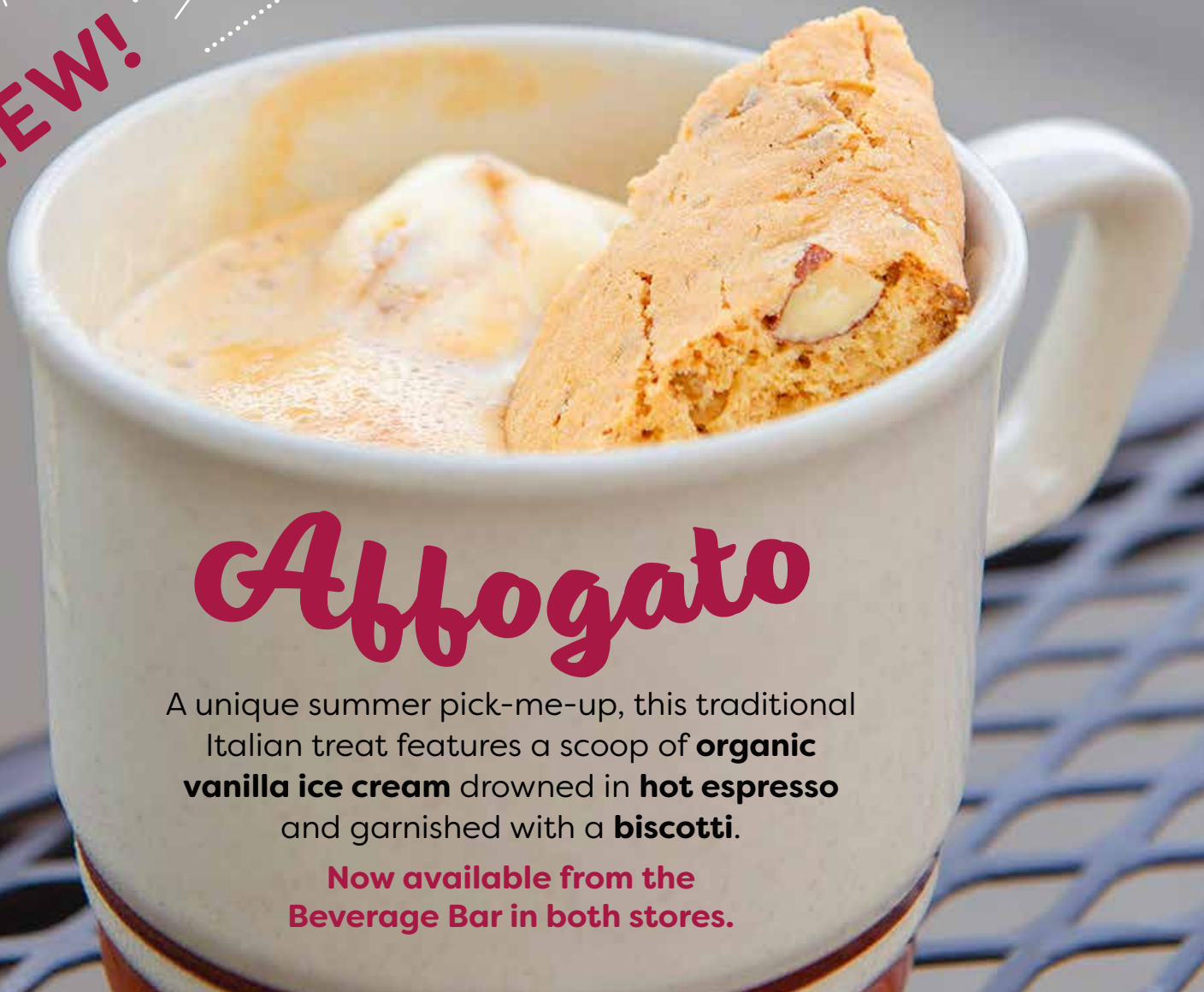
Member #: _____

Phone #: _____

Enter by September 30, 2019.

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

NEW!



Abfogato

A unique summer pick-me-up, this traditional Italian treat features a scoop of **organic vanilla ice cream** drowned in **hot espresso** and garnished with a **biscotti**.

Now available from the Beverage Bar in both stores.



ARCATA LOCATION

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

EUREKA LOCATION

25 4th 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