

Free

CO-OP NEWS

A PUBLICATION OF NORTH COAST CO-OP



SUMMER 2017 • ISSUE 101



www.northcoast.coop
co-opnews@northcoast.coop

EDITORS

Laurie Talbert

Marketing & Membership Director
(707) 822-5947 ext. 231
laurietalbert@northcoast.coop

Rebekah Staub

Marketing Communications Specialist
(707) 822-5947 ext. 235
rebekahstaub@northcoast.coop

GRAPHICS & COORDINATION

Zev Smith-Danford

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

Caitlin Fowler

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

COOPERATIVE OFFICES

811 I St., Arcata

GENERAL MANAGER

Melanie Bettenhausen

(707) 822-5947 ext. 220
melanieb@northcoast.coop

MEMBERSHIP COORDINATOR

Nicole Chase

(707) 822-5947 ext. 234
nicolechase@northcoast.coop

BOARD OF DIRECTORS

Mary Ella Anderson, Robert Donovan, James Kloor, Colin Fiske, Ed Smith, Leah Stamper, Cheri Strong
board@northcoast.coop

The Co-op does not officially endorse the services or products of any paid advertiser. All articles, columns and letters are the expressed opinion of the author and not the Co-op News.

LETTERS TO THE EDITOR

Letters must include your name, address, member #, and telephone #. Letters should be kept to a maximum of 250 words and may be edited. We regret that we may not be able to publish all letters due to limited space. Email your letters to co-opnews@northcoast.coop or send them to: Co-op News, 811 I Street, Arcata, CA 95521.

Letter from the Editor

By Laurie Talbert, Marketing & Membership Director

ON MY FIRST VISIT to Humboldt County more than a year ago, I wandered into North Coast Co-op. Mind blown! At home in Washington we had no co-ops or natural food stores. Local products, outside of craft brews, didn't exist. I remembered seeing a few organic labels in my grocery store, but recalled they were expensive. But there I was, standing in a store full of products labeled local, organic, all natural. They were fresh, enticing and reasonably priced.

Taking on the role of Marketing & Membership Director for North Coast Co-op was a no-brainer; it just felt right. It gives me the opportunity to explore my new interest in all things food while following my passion for working with the public.

I raised two athletes and it was important to

me to provide my daughters with healthy meals to keep them strong and ready for battle. Healthy meant we ate dinners together as a family, and avoided fast food restaurants. Now that I've made the permanent move to Humboldt County, the Co-op is a regular part of my shopping. It is no longer just about what is in my food, but what isn't in it. I care about where my food is grown, how it's grown and how far it travels to get to the Co-op. It's a new idea of what healthy means to me.

Undoubtedly, locals know how lucky they are to have enjoyed the food culture of the area and the benefits of shopping at the Co-op. I feel fortunate to have discovered it, and now embody it! ●

INSIDE

- 3 Board Approves Eureka Remodel
- 4 Eureka Remodel FAQs
- 5 Business Partner Program
- 6 Members Feature
- 7 Quarter 2 Board Recap
- 8 Bylaws Changes
- 8 MAC Movie Night
- 9 Board of Directors 2017 Election
- 10 Cooperative Community Fund
- 11 Flora Organica
- 12-14 Local Produce Guide
- 15 Summer Produce Feature
- 16-17 Keeping the Co-op Weird
- 18-21 The Cost of Weird
- 22 Eat Local Month
- 23 Join the Waste Revolution
- 24-25 Vegan Sausage with Spicy Drunken Mustard
- 26 Staff Picks: Bulk
- 27 Taste & Tour
- 27 Volunteer Opportunities
- 28 Quarter 3 Financials
- 29 Kids Corner
- 29 Member Survey
- 30 North Coast Co-op Management Team
- 30 North Coast Co-op Board of Directors
- 31 Calendar of Events

Co-op Board Approves Remodel of Eureka Store

Construction slated for early August

By Melanie Bettenhausen, General Manager

IN JUNE, NORTH COAST CO-OP'S Board of Directors gave their final approval to remodel the Co-op's Eureka location – a project that is more than two years in the making. By the time this issue of *Co-op News* is published, we will be pinning down permits, securing financing and preparing for ground breaking in early August.

North Coast Co-op's Board of Directors and management team, with consultation from our project manager and financial and environmental advisors, have been working on plans to remodel the Eureka store in a way that can better serve our members and community. Other co-ops like ours have successfully remodeled their stores and are providing valuable insight and support. We have also used member-owner feedback to develop an extensive set of criteria for new food programs as well as the layout of the store, and are excited to share highlights of our future, refreshed store.

DELI

The Deli will be expanding by 330 percent – that's three times larger than it is now! In addition to your Co-op favorites, there will be new options made from scratch and fresh from our kitchen every day, including a taqueria with tasty burritos and tacos made to order, pizza by the slice or take and bake, rotisserie chicken ready for quick dinners, and a new menu of specialty sandwiches.

To make space for this spectacular deli, we are shuffling things around in the store. We are incorporating a specialty

“In addition to your Co-op favorites, there will be **new options** made from scratch and fresh from our kitchen every day, including a taqueria with tasty burritos and tacos made to order, pizza by the slice or take and bake, rotisserie chicken ready for quick dinners, and a **new menu** of specialty sandwiches.”

cheese island, expanded wine department, more seating, and more registers. To envision the rest of the store, follow these adjustments (see p. 4 for Eureka Remodel Site Plans):

- Produce moves under the atrium
- Bulk moves to where Produce was
- Wellness moves to where Bulk was
- Frozen is reduced by half
- Meat is reorganized
- Sushi moves to Deli

That's a lot of changes! To guide us through this process is our Project Manager John Vieira, who has remodeled or built nearly 200 grocery stores that are exclusively independents and co-ops. John has been working with Department Heads, Merchandising Manager, and Eureka Store Manager to ensure we are meeting the needs of staff and members alike in the design.

NET ZERO IMPACT PLAN

The remodel will be guided by a Net Zero Impact Plan before, during, and after the remodel is complete. Our consultant, Juliette Bohn of JPB Consulting, created the plan to ensure the remodel will result in zero net environmental impacts includ-

ing waste, energy, water, and greenhouse gas emissions. The plan will be implemented over five years, and we recently hired a Sustainability Coordinator to keep us on track.

Our sustainable actions during the remodel will be carried into the newly remodeled store and beyond. The Deli will encompass earth-friendly options wherever possible, including to-go packing that is either compostable or reusable. The Deli will also emphasize freshly cooked food from local producers that can be enjoyed in durable containers on site (we'll wash the dishes for you) or taken home in a reusable container for a deposit. With our new waste bins, you'll be able to sort trash according to compost, recycling or landfill, but we'll be emphasizing the reduction of waste overall with our new packaging options.

SAFETY

In addition to our plans for members and shoppers, our employees will have safer work stations, more storage space and enhanced training programs, ensuring we can meet the demands of our increased customer base while keeping our employees safe and enthusiastic about their work.

NEXT STEPS

Once we secure financing for the project, finalize the architectural and engineered drawings for permitting, and determine a groundbreaking date for construction, we will have signage in the stores, information on our website and opportunities to engage with staff regarding the remodel. Our goal is to remain open during construction and will have fun activities to engage shoppers and answer questions during that time.

There are many efforts by the City of Eureka, Board of Supervisors, private businesses, non-profits and residents to improve the community in and around downtown Eureka, from improved bus routes to housing to bike lanes, and the Co-op is thrilled to be a part of that effort!

Having been hearing from members these last 10 years as Marketing & Membership Director (previous to my role as General Manager), I am excited to be embarking on a project that will alleviate nearly all of the concerns I've heard regarding our Eureka store. I hope to see you all shopping at the Eureka store during and after construction! ●

Eureka Remodel: Frequently Asked Questions

By Melanie Bettenhausen, General Manager

WHY EUREKA?

In addition to meeting member needs, a major part of the remodel project is designed to address refrigeration problems. Last May, the Eureka store experienced a refrigeration failure that lasted four days, resulting in the need for new compressors, new configuration of refrigeration lines, and new equipment.

We anticipate the remodel will increase sales by at least 45 percent in the Deli for the first year and as much as 10 percent for the rest of the store.

CAN WE AFFORD TO REMODEL?

Finance Controller Brandy Cogburn and I worked with CDS Consulting, a cooperative consulting firm that specializes in co-ops, to develop the financial pro forma. We determined that even with inflated expenses and relatively low sales projections, we can more than afford to do the remodel. This means that if things don't go according to plan—our sales projections fall below what we expected after the remodel—we have plenty of opportunities to get things going in the right direction.

WHEN WILL THE REMODEL HAPPEN?

The remodel construction will take two months. Given that permitting can take up to eight weeks, we are looking to break ground in early August with a grand-reopening of October 1.

As a full-service natural foods grocery store, healthy meal destination, and community hub for thousands of member-owners and shoppers, we will remain open throughout the process. Work zones will be clearly marked, much work will take place at night, plenty of space will be available for shopping, and there will always be friendly staff available to help or answer questions. Information about each step will be available in-stores and online at www.northcoast.coop/remodel.

WHAT ABOUT ARCATA?

We have plans to make improvements to the Co-op's Arcata location this year that involve some major infrastructure issues at the store. First on the list is getting a new condenser for the refrigeration system. In April, the refrigeration in the Arcata store also failed, result-

ing in the loss of more product than our store manager has seen in the 12 years he has been here. This is tied to the need for new refrigerated produce tables. We will also be getting a new roof on the Quonset hut side (curved roof) and replacing gutters. A more involved project will be to repave the parking lot, incorporating a new pedestrian, bike and earth friendly design.

In addition, our more sustainable packaging options in the Deli will also be implemented in the Arcata store. As the year progresses, we will be looking at the longer term needs of the Arcata store; the university and community population continues to grow, so we will need to adjust operational practices along with new demands and increased impact.

I HAVE AN IDEA REGARDING THE REMODEL. HOW DO I SEND IT TO YOU?

Please visit Customer Service in either store and fill out a suggestion card, or email info@northcoast.coop.

Eureka Remodel Site Plans



New

Store Legend

- Meat
- Deli
- Wine
- Cheese
- Frozen
- Grocery
- Produce
- General Merchandise
- Wellness
- Bulk
- Registers
- Seating Area
- Customer Service



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!

Mad River Brewing Company
(Happy Hour Beer Prices, anytime)

This local brewery has been crafting our fine ales in Blue Lake since 1989. About nine years ago, we opened a small tasting room and because of the overwhelming support from our community, it has since expanded into a full restaurant and beer garden. We have the fortune of holding onto the sun as the coastal fog rolls in during the summer in Blue Lake, making us a great location to bring your family (including the furry ones) on those long summer days.

We recently installed more taps to be able to offer rotating specialties from our brewers, the occasional guest tap, local cider, and cold brewed coffee. We host live music in the beer garden year-round and give back to our local non-profits every other Wednesday with our Pints for Non-Profits program.

North Coast Co-op and their members are great supporters of our community and our local producers. We are proud to join the Business Partner Program to give a little thanks back to the community that has supported us for almost 28 years. We invite you to come enjoy Hoppy Hour with us! Cheers!

— Tera Spohr,
Nor-Cal Sales and Marketing Director

Adventure's Edge (10% off)

This outdoor store has been part of Humboldt County for 47 years. I bought the store nine years ago and finally fulfilled my wish of owning my own outdoor store! I am one of only a handful of outdoor stores in the U.S. that are female-owned.

Adventure's Edge has been giving back to Humboldt County since the beginning. Currently we average \$15,000 per year in donations for non-profit fundraising throughout Humboldt County. We help many organizations including Friends of the Dunes, local schools, local athletic events, Humboldt Tri-Kids, Tour of the Unknown Coast, Arcata Bike Rodeo, Bike Month, Humboldt Bay Marathon and many others that I don't have the space to list.

I decided to join the Business Partner Program because I believe local companies need to support each other to survive and grow. It is the connections you grow with local companies and customers that make Humboldt County what it is today. I encourage you to stop by our Arcata location at 650 10th Street, or our Eureka store at 125 W 5th Street, and see what we have to offer you. See you out there!

—Jennifer Johnson, Owner

Arcata Core Pilates
(10% off all drop-in classes, class packages, or private packages)

This pilates studio has been up and running since the building was built six years ago. We are the only fully-equipped Pilates studio in Arcata and offer a plethora of movement classes including Pilates, Dance, Qi-gong, TRX, WillPower and Martial Arts. We are the only movement studio in Arcata that has multiple Pilates Reformer, an apparatus that was created during World War II out of a bed that offers a safe range of motion for any body type.

At Arcata Core Pilates we offer a safe, clean, and inviting environment to focus on strengthening your body. We enjoy giving back to our community by holding classes specifically for low-income families, we also donate gift certificates to non-profit events, and we have community-based classes at an affordable rate. We decided to join the Co-op's Business Partner Program because we love our community and want to share our expertise of movement with everyone.

If you are interested in trying Pilates, we offer special beginner prices for Pilates classes; three private lessons for \$44/session or four classes for \$15/session. We also hold events every Arts! Arcata from 5-8pm.

—Sharon Porchia-Vollmers, Owner
& Tamra James, Administrative Assistant

Visit northcoast.coop/bpp for a list of participating businesses!

Interested in participating?

Contact Membership Coordinator Nicole Chase at nicolechase@northcoast.coop

How do you keep the Co-op weird?



“I cook for people who have opposite dietary requirements, so I buy red meat along with vegan, gluten-free food.”

- Valerie Gizinski, Arcata
Member for 21 years



“Using an envelope for a cheese roll instead of a bag.”

- Elizabeth Finger, Arcata
Member for 34 years



“By being original and buying local.”

- Shavaun Manibusan, Willow Creek
Member for 3 years



“Rocking my fanny pack.”

- Melissa Tamburello, McKinleyville
Member for less than a year



“Bringing weird bags.”

- Susan Penn, Eureka
Member for 31 years



“Flossing with bamboo”

- Will Schmit, McKinleyville
Member for 5 years

Quarter 2 Board Meeting Recap

Board report summary for April, May and June board meetings

By Mary Ella Anderson, Board Treasurer

BUDGET AND FINANCIALS

In April, General Manager Melanie Bettenhausen and Finance Controller Brandy Coghburn had good news from the California Department of Business Oversight: our new Securities Permit is approved. We had been pushing against the limits of our previous permit. The new permit expands our capability to \$450,000 in A shares, \$2 million in B shares, and \$2.5 million in C shares. The board also approved keeping the C share dividend rate at 2%.

We also approved the new fiscal year budget, compiled by Melanie and Brandy in collaboration with the management team and the various departments in both stores. Despite a few months of decline in sales at both stores, the sales trend is now improving. The budget is now being presented with a narrative account in addition to the numbers. It is our goal to achieve a 2% net income annually, but this year we are anticipating a 1.1% net income. Last year's net was 1.7%.

ARCATA STORE UPGRADES

We are planning to make some necessary capital expenditures at the Arcata store. The Quonset Hut will get a new roof (\$58,000), the parking lot will be repaved and repaired (\$70,000) and the refrigerator condenser will be replaced (\$50,000).

EUREKA REMODEL

In June, the board reviewed and approved the final plan for the Eureka remodel. We have approached this project with care and caution for details as well as the overall goal. We are pleased to have developed a Net Zero Impact Plan that covers a five-year period for the project.

Since the remodel was first proposed, the board has been committed to a plan that would not increase the amount of waste going to the landfill. In May, our consultant Juliette Bohn, owner of JPB Consulting, presented a Net Zero Impact Plan that she developed to help the Co-op ensure that the Eureka store

remodel will result in zero net environmental impacts, including waste, energy, water, and greenhouse gas emissions.

RACIAL EQUITY

Like many of you, we are appalled at the racist rhetoric following the murder of Humboldt State University sophomore David Josiah Lawson and we acknowledge that all people of color, not just students, have cause to feel unsafe in an environment where they are demoralized and threatened.

While we have a fairly diverse staff and membership, we want to ensure we are providing a welcoming work and shopping environment. Human Resources Director Michelle Sanders and I, along with the management team, have been participating in the Racial Equity Workshops, held by Humboldt Area Foundation and HSU. At the June board meeting, Vice President Cheri Strong suggested the board draft a statement of support for the effort to make all feel welcome and safe in our community. Cheri and our newest board member James Kloor will be working on that draft with management team. We're also working with the Equity Alliance of the North Coast to develop a training program and update hiring guidelines to promote racial and gender identity diversity.

CO-OP ACCESS PROGRAM

Co-op Access Program, suggested by our Member Action Committee two years ago, is now in operation. After two weeks of open enrollment, there are 51 members participating in this pilot project – 30 new members and 21 existing members. This program is designed to help all interested members of the community access the benefits of Co-op membership and of shopping at the Co-op, including the benefits of access to healthy food and of democratic member ownership, regardless of income.

PLEASE JOIN US!

Members are always welcome at our board

meetings, held at the Ten Pin Building at 793 K Street in Arcata each month. Meetings begin at the times below, and there is room on the agenda for members to raise issues and make comments on Co-op business. ●

July Meetings

Board of Directors Meeting
July 6 • 6-8pm Ten Pin Building

Member Action Committee
July 12 • 5:30pm Ten Pin Building

Earth Action Committee
July 12 • 6:45pm Ten Pin Building

Nominating Committee
July 13 • 6pm Ten Pin Building

Policy and Procedures Committee
July 19 • 4pm Ten Pin Building

August Meetings

Board of Directors Meeting
Aug. 3 • 6-8pm Ten Pin Building

Member Action Committee
Aug. 9 • 5:30pm Ten Pin Building

Earth Action Committee
Aug. 9 • 6:45pm Ten Pin Building

Policy and Procedures Committee
Aug. 16 • 4pm Ten Pin Building

September Meetings

Board of Directors Meeting
Sept. 7 • 6-8pm Ten Pin Building

Member Action Committee
Sept. 13 • 5:30pm Ten Pin Building

Earth Action Committee
Sept. 13 • 6:45pm Ten Pin Building

Policy and Procedures Committee
Sept. 20 • 4pm Ten Pin Building

Bylaws Changes Approved by the Board

By Colin Fiske, Board Secretary

AT ITS JUNE MEETING, the Co-op's Board of Directors approved several changes to the Co-op's bylaws. Bylaw amendments such as these do not adversely affect the rights of members nor change the basic ownership or governance structure of the Co-op, and can be approved by a vote of the board rather than the full membership. Here's a summary of the recent changes:

- Section 2.08 - To specify that Fair Share status is achieved by purchasing at least \$300 in B shares. Before this change, the amount was not specified, and the board could technically have changed it at any time. Now, if the board ever wanted to change the Fair Share investment level, that change would have to be approved by a full vote of the membership.
- Section 5.16 - To clarify that the board can have advisory committees with members who are not on the Board of Directors. Although the board has long had committees of this type, before this change, the bylaws referred only to executive committees (on which only board members can sit).
- Section 6.01 - To officially change the title of the Co-op's financial officer from Chief Financial Officer to Treasurer, which has long been the title used in practice.
- Section 6.01 - To ensure that, although the President is generally an ex officio member of all committees, no President can sit on a committee if doing so would create a conflict of interest (e.g., sitting on the Nominating Committee while running for re-election).
- Sections 10.01 and 10.02 - To allow the Board of Directors to send any proposed bylaws changes to the full membership for a vote, even if doing so is not required. Before this change, the bylaws technically only allowed the board to send bylaw changes to the membership if those changes met certain specific criteria.

Making these changes is important to ensure that our bylaws are consistent with our practices and to enshrine additional membership rights in our governing document. The full text of our current bylaws, as well as the specific changes to the text approved by the board on June 1, can be found at www.northcoast.coop/bylaws. ●

MAC Movie Night Creates Compelling Conversation

By Nicole Chase, Membership Coordinator

IN MAY, THE MEMBER ACTION COMMITTEE hosted their first movie night at Richards' Goat Miniplex in Arcata. Thirty-two people packed the room, which has a capacity of 34.

We screened the award-winning documentary "Just Eat It," a film about food waste and food rescue. When filmmakers and food lovers Jen and Grant learn that 30-40 percent of food is thrown away before it even reaches store shelves, they vow to survive for six months only on foods that would otherwise be thrown away.

The film's cinematography was beautiful to watch. In a nation where one in 10 people have food insecurities, images of dumpsters filled with perfectly good food were both shocking and compelling.

The film concluded with several steps that people can take to

help prevent food waste: use food preservation techniques such as freezing, canning, or drying to prevent food from rotting, shop in smaller quantities more often to prevent food from going bad, and purchase fruits with spots or bruises that might otherwise get thrown away.

North Coast Co-op donates thousands of pounds of food to our local food bank each year. We donate produce that is "imperfect" to look at, but acceptable to eat. We donate food that is close to the 'sell by' date, as well as we also compost our pre-consumer food waste that is no longer edible, which keeps it out of the landfill.

The Member Action Committee is an advisory committee to the Board of Directors and is open to all Co-op member-owners. In addition to continuing the



From the documentary "Just Eat It".

food waste discussion, we would love to have members help us plan our Annual Membership Meeting, share your ideas for the Co-op, and give input into what other movies we might screen—the next Co-op Movie Night is Oct. 2!

Member Action Committee meetings are held on the second Wednesday of each month

from 5:30-6:30pm at the Ten Pin Building at 793 K Street in Arcata. For more information please go to www.northcoast.coop/ committees or contact Membership Coordinator Nicole Chase at nicolechase@northcoast.coop. When we come together as a community we can make great things happen! ●



BOARD OF DIRECTORS 2017 ELECTION

Good Food Needs Good Leadership

By Ed Smith, Employee Board Member and Nominating Committee Chair

IF YOU HAVE THOUGHT ABOUT RUNNING for the Board of Directors, you should!

One of the great things that sets cooperatives like North Coast Co-op apart from other businesses is that we are guided democratically. You've probably seen it as part of the Seven Cooperative Principles (democratic member control) but what does that mean? The exact take depends on the cooperative in question.

Here at North Coast Co-op, we have a board of seven directors elected from our members. Two are employee-members and five are member-owners who represent the membership and guide the directions the Co-op goes based on input from advisory committees, member-owners, Co-op staff, and more.

This fall we have two seats up for election; one member-owner seat and one employ-

ee-member seat. The basic requirements to be a director are simple: you need to be a member, and you need to be available a few evenings each month for the Board of Directors meeting and a minimum of two board committees. All board members are on the Finance Committee, which meets quarterly, and you get to choose the other committee you want to be on.

Typical months require 10-20 hours of time. Terms are three years, and board members are paid a monthly stipend. Here is what I've been part of during just the last two months of board meetings, as an Employee Board Member and Nominating Committee Chair:

- Approving the budget that the management team produced.
- Analyzing progress on, approving further steps on, and setting requirements for the

upcoming Eureka store remodel.

- Updating the Co-op's Securities Permit to allow us to sell more B shares.
- Updating the Co-op bylaws.
- Setting the C share dividend rate.
- Developing and approving Co-op Access Plan, a new program to make quality Co-op foods available to low income shoppers.
- Setting the chairs and composition of the advisory committees.
- Adopting a Zero Waste policy for store operations.
- Adopting a purchasing policy for store operations.
- Much more!

As you can see, it's a diverse set of issues, and we have people from a wide variety of backgrounds on our board. We would like you to join us and provide us with input from your background, whatever it might be! •

**Interested in representing your co-op?
Pick up an application packet at Customer Service today!**

ELECTION TIMELINE

July 7	Employee application, statement, and photo is due to Customer Service by 9pm	Oct. 2	General election begins; employee candidate will be on the general election ballot to be ratified with a 'yes' or 'no' by the membership
July 14	Employees will be notified of eligibility	Oct. 2	Election kick-off event: meet the candidates mixer and movie night at Richards' Goat
July 30	General election candidate application, statement, and photo is due to Customer Service by 9pm	Oct. 4	Board meeting: meet the candidates mixer before meeting
Aug. 1	Employee election begins	Oct. 22	Annual Membership Meeting
Aug. 23	Employee election ends; ballot boxes will be picked up from both stores at 9pm	Oct. 25	General election ends at 9pm
Aug. 24	Count employee ballots	Oct. 26	Count ballots; notify winners and non-winners
Aug. 25	Nominating Committee Chair will contact all candidates with results	Oct. 27	Winners will be announced in stores and online
		Nov. 2	First board meeting for new directors



COOPERATIVE COMMUNITY FUND

Small change can create big changes

Each time you shop at the Co-op, you can ask the cashier to round up your purchase and the extra amount will be donated to our Cooperative Community Fund (CCF)! Established in 1992, CCF awards grants to projects and community organizations in Humboldt County that promote democratic cooperative principles, community development, and food security. Last quarter we earned **\$497.71** in round-up donations! Thank you for your generous support of CCF and our community.

The Annual Northwest Intertribal Gathering and Elders Dinner

By Kathie Hamilton Gentry, Senior Planner, Northern California Indian Development Council

THIRTY-SIX YEARS AGO, a small group of people gathered to celebrate and honor American Indian Elders. Today, the Intertribal Gathering and Elders Dinner is an annual Humboldt County event that celebrates Elders and the culture and traditions of the original people of California.

The gathering is a one-day event that features California Indian dance demonstrations, a turkey and traditionally cooked salmon dinner, and an Elders and veterans honoring ceremony. With up to 4,500 people in attendance it is a great opportunity for tribal artists to show and sell handmade jewelry, graphic arts, beadwork, music, and much more.

The Northern California Indian Development Council (NCIDC) is the originator and host of the gathering, but it is the community coming together that makes it successful and possible. Celebrating all Elders is a core value of American Indian people. Through the gathering, the entire community can experience and contribute to this worthwhile pursuit. More than 300 volunteers provide 1,200 hours of work, represent every age, race, walk of life and geography, and work in the kitchen, run errands, wash dishes, wait tables, empty the garbage, provide security, and more.

For several years, in collaboration with the Cooperative Community Fund and United Indian Health Services Traditional Resources Program, the NCIDC has begun to include nutrition education and food security information at the event. The goal is to provide nutrition information and aid in providing food security throughout the year by raising the event attendees' awareness of the importance of traditional foods and to provide them with alternatives for food that is no longer easily accessible.

The next Intertribal Gathering is on November 11 at Redwood Acres Fairgrounds and everyone is invited. If you would like to sponsor the event or volunteer please call (707) 445-8451.

Reducing Waste and Increasing Food Security through Food Recovery

By Deborah Waxman, Director of Programs and Erika Wright, Administrative Analyst, Food for People, Inc.

THE COOPERATIVE COMMUNITY FUND supports Food for People's (FFP) Food Recovery Program, which assists local grocery stores, retailers, wholesalers, and food producers by picking up food that is close to pull date or overstocked, and providing it to households in need through food bank distribution programs. The fund helps offset FFP's fuel costs associated with driving 500 miles each month for regular food pick-ups. Foods that do not meet quality standards are provided to local pig farmers and 4-H students as much as possible.

The Food Recovery Program helps divert up to half a million pounds of waste each year from landfills, providing an important environmental benefit while also alleviating food insecurity. The estimated savings to businesses in collective garbage costs last year was \$39,092. Tax credits for the donations are an added benefit to business donors.

Donor businesses are key partners in FFP's efforts to provide food for hungry households. Last year, 25 percent of the two million pounds of food distributed by FFP came from the Food Recovery Program, which collected a total of 507,692 pounds from 23 local donors. The value of donated food is established annually by Feeding America and is currently \$1.67 per pound, which translates into more than \$847,000 worth of locally rescued food. Local farmers, ranchers, and backyard gardeners donated an additional 95,000 pounds last year through FFP's Gleaning Program, a portion of which may have otherwise been composted or gone to waste.

Although 50-60 percent of food waste comes from businesses, the other 40-50 percent is generated in homes. A few easy ways to help reduce food waste in your own home are:

1. Make a weekly meal plan and shop with a list
2. Freeze, preserve, or can surplus seasonal produce
3. Use the edible parts of food that you normally do not eat (turn stale bread into bread crumbs and freeze vegetable scraps to make into stock)
4. Learn the difference between "sell-by," "use-by," "best-by," and expiration dates
5. Donate extra produce from your garden or fruit trees to FFP

To learn more about our gleaning program, visit www.foodforpeople.org/programs/

Flora Organica

CO-OP FARM FEATURE

Farmer: Andi and Lisa Zierer **Farm name:** Flora Organica
Location: McKinleyville **Acres:** Nine

Tell us about your farm and how it got started?

We began farming in Orleans in 1984 as River Rose Flowers. We were growing predominately cut flowers for the wholesale and retail market. North Coast Co-op has purchased cut flowers and some produce since the early 80s. Flora Organica started in 2000 in McKinleyville and has been selling cut flowers, nursery plants and produce to the Co-op, as well as local nurseries.

What kinds of crops do you grow?

We have certified organic produce, specialty cut flowers and herbaceous plants like dahlias, succulents, herbs, landscape plants and veggie starts; tomatoes, peppers, peas, lettuce, cilantro, spinach, Romanesco, Brussels sprouts, kale and swiss chard, to name a few.

What is your favorite part about farming?

Being in the greenhouse and out in the field with wildlife, birds and sunshine. We love providing the community with quality produce and plant starts. We love to see customers enjoying the food and venturing out to try new vegetables to eat as well as buying plants for their garden.

What about your farm are you most proud of?

How lush and beautiful it is, the quality of the produce, and gorgeous cut flowers. We use certified organic methods, crop rotation, regular feeding, and vigorous weed management. We had the highest bird count for a farm in Humboldt County, according to a study done by someone at Humboldt State University a few years ago.

What's your favorite crop and why?

Brussels sprouts are amazing when the field is ready for harvest in the fall. They are very sweet and delicious. Kale is amazing because it has such a long season—the plants are lush and beautiful and keeps on giving all year. Romanesco is also a stunning vegetable, and it's sweeter than broccoli. We start dahlias early in the greenhouse in March and April for a fabulous show of cut flowers in the garden by June.

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

Working with the Co-op has been excellent for our farm. The Co-op strives to purchase from the local farming community, providing good food and excellent quality. The produce case is always overflowing with fresh, quality produce because they buy local.

Are there any upcoming events or crops you would like Co-op members and shoppers to know about?

The dahlias are gorgeous, both in nursery containers and the field. Lavender will be ready to harvest beginning in July as well as other cut flowers throughout the season. We have a steady supply of kale, lettuce, cabbage, Romanesco, broccoli, basil and cauliflower starting in June. The first peppers grown in our greenhouses will be ready to harvest in July and continue through October. The Brussels sprouts will be ready in November and produce through March. Plant starts are available year round, and we have a steady supply of produce, plants, and cut flowers throughout the year available at the Co-op as well as the farmers' market. ●



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
Fuji		●	●	Swallowdale Farm
Gala		●	●	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
Jonathan			●	Hunter Orchards
King			●	Clendenen's Cider Works
Mutsu			●	Clendenen's Cider Works Hunter Orchards
Red Delicious			●	Clendenen's Cider Works
Sara Mac (Heirloom)	●			Swallowdale Farm
Spartan			●	Hunter Orchards
Winesap			●	Hunter Orchards
Williams Pride	●	●		Swallowdale Farm



<i>Plums</i>	July	Aug	Sept	Farm
Elephant Heart Plum		●	●	Luna Farm
Italian Prune		●	●	Hunter Orchards
Pluot Varieties		●	●	Neukom Family Farm
Red Beauty Plum	●			Luna Farm
Santa Rosa Plum		●	●	Hunter Orchards Fruitwood Farm
Satsuma Plum	●	●	●	Fruitwood Farm
Shiro Plum	●	●	●	Neukom Family Farm



<i>Cucumber</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 Farms
Canary			●	Trident Lightning
Cantaloupe	●	●	●	Willow Creek Farms
Charantais	●	●		Luna Farm
Charleston Gray	●	●	●	Trident Lightning
Crane (Eel River)			●	Wild Rose Farm
Crenshaw			●	Flora Organica
Crimson Sweet Watermelon			●	Willow Creek Farms
Galia	●	●		Willow Creek Farms
Gold Flower Watermelon		●		Trident Lightning
Ha Ogen		●	●	Neukom Family Farms
Honeydew Varieties		●	●	Neukom Family Farms Trident Lightning
New Orchid Watermelon		●		Trident Lightning
Rainbow Seeded Watermelon			●	Earthly Edibles
Swan Lake		●	●	Neukom Family Farms
Sugar Baby Watermelon		●		Trident Lightning
Tiger Melon	●	●	●	La Huerta del Perro
Toad Skin		●	●	Neukom Family Farms
Yellow Doll Watermelon			●	Willow Creek Farms

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

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

Continued on page 13

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 Luna Farm Pierce Family Farm
Roma		●	●	Pierce Family Farm
Slicing		●	●	Willow Creek Farms
Tomatillo Varieties	●	●	●	Luna Farm



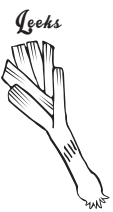
<i>Cauliflower</i>	July	Aug	Sept	Farm
Cheddar	●	●		Warren Creek Farms
Purple	●	●	●	Organic Matters Ranch
White	●	●	●	Organic Matters Ranch



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



<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		●	●	Neukom Family Farm
Garlic	●	●	●	La Huerta del Perro
Kohlrabi Varieties		●	●	Rain Fog Farm
Leeks			●	Rain Fog Farm
Red Onion		●	●	Earthly Edibles
Parsnips			●	Willow Creek Farms
Pink Beauty Radish			●	La Huerta del Perro
Rutabega			●	Willow Creek Farms
Shallots		●	●	Pierce Family Farm
Walla Walla Onion	●	●	●	Neukom Family Farm
Watermelon Radish			●	La Huerta del Perro
Yellow Onion			●	Earthly Edibles



<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

<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			●	Warren 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 Pumpkin			●	Warren Creek Farms
Sunburst Squash	●	●		Willow Creek Farms
Zucchini Varieties	●	●	●	Pierce Family Farm Willow Creek Farms

Continued on page 14



Local Produce Guide July | August | September

<i>Peppers</i>	July	Aug	Sept	Farm
Anaheim		●	●	Willow Creek Farms Flora Organica
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



<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

<i>... and more!</i>	July	Aug	Sept	Farm
Artichokes	●	●	●	Earthly Edibles Flora Organica
Bok Choy Varieties			●	Willow Creek Farms
Broccoli	●	●	●	Earthly Edibles
Cherry Varieties	●			Swallowdale Farm
Grape Varieties		●	●	Pierce Family Farm
Green & Red Cabbage Varieties	●	●	●	Willow Creek Farms
Eggplant Varieties	●	●	●	Pierce Family Farm Willow Creek Farms
English Peas		●	●	Warren Creek Farm
Peashoots		●	●	Feral Family Farm
Quince Pomegranate			●	Clendenen's Cider Works
Romanesco	●	●	●	Organic Matters Ranch
Snow Peas	●	●	●	Organic Matters Ranch
Sugar Snap Peas	●	●	●	Organic Matters Ranch
Sunflower Shoots	●	●	●	Organic Matters Ranch
Wheatgrass	●	●	●	Feral Family Farm
Yellow Corn	●	●		Willow Creek Farms



<i>Beans</i>	July	Aug	Sept	Farm
Green Bean Varieties	●			Willow Creek Farms
Romano Beans	●	●		Paul Lohse
Yellow Beans	●	●		Paul Lohse
Yellow Romano Beans	●	●		Paul Lohse

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



Weather may affect produce availability

Where's your farmer?

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

Summer's Featured Produce: Peppers

By Joey Beasley and Paul Wright, Produce Department Heads

ANAHEIM

Willow Creek Farms, Flora Organica

Generally mild with sweet, peppery flavor

Great for chile rellenos and most pepper applications



Meet your summer staple: peppers.

Thanks to Humboldt County's rich soil and long, warm summers, we get to enjoy plenty of peppers to pick and pickle – Peter Piper would be envious. Whether roasted, ground, fresh or dried, peppers add flavor to any dish and at the Co-op, taste as good as they look.

SERRANO

Willow Creek Farms

Hot flavor

Thick flesh and highly acidic, good in fresh or cooked preparations

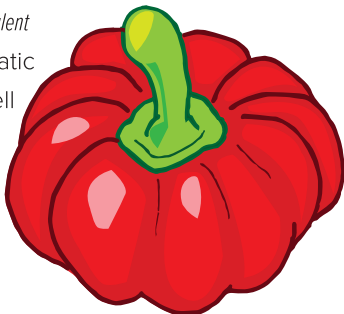


PIMENTO

Willow Creek Farms, Flora Organica

Sweet and succulent

More aromatic than red bell peppers



WEIRD PEPPER PICK

CORNO DI TORO

California

Sweet, full-bodied flavor with subtle heat

Great frying pepper, also delicious raw



POBLANO

Willow Creek Farms, Flora Organica

Generally mild but can be unpredictable

Great for chile rellenos, called "ancho" when dried



PADRON

Flora Organica

Savory, piquant and peppery

Similar to shishito but hotter, great for frying



How to choose peppers
firm, deep-colored and glossy

SHISHITO

Flora Organica

Bright, mild peppery flavor

Great for frying



CAPERINO

Flora Organica

Moderate heat, flesh is sweet and seeds are spicy

Great for pickling, perfect for stuffing



JIMMY NARDELLO

Flora Organica

Sweet fruity flavor

Has thin skin and fewer seeds than most peppers, great for frying or grilling



Keeping the Co-op Weird

By Rebekah Staub, Marketing Communications Specialist



IN THE MID-1700s, a group of workers in the textile mills of Rochdale, England were faced with a strange situation: they had just gone on strike in protest of dangerous working conditions and unfair wages, but it failed. It was during the Industrial Revolution, and those who had more money oversaw the quality of food and living conditions for workers, consumers, farmers and producers. The mill workers could go on strike again or ask charitable groups for help.

At the time, people in Europe were moving from farms to burgeoning cities. Instead of eating their fresh, wholesome crops, they had to rely on stores to feed their families. People were hungry and wages were often paid in company credit that could only be used at company stores, which would adulterate products to increase their profits.

Thankfully, the mill workers had a vision. Motivated by their desire to live in a world where they controlled the food they ate and how they lived, 28 workers embraced the weirdness of their situation, pooled their money together, and decided to form what we know today as the Rochdale Equitable Pioneers Society—the group that founded the modern cooperative movement.

Just like the Pioneers before them, cooperatives exist to allow people to get what they want in a way that better meets their economic, social, and cultural needs. The Pioneers were so determined to make a different, nonstandard business model succeed that back in 1843, they created seven cooperative principles that all co-ops, including North Coast Co-op, follow today.

It starts with the members who own and run the store. Anyone is welcome to be a member of a cooperative, but it is not required to be a member to shop in stores. Members have equal voting rights (one member, one vote) and all members contribute equitably to the capital of their cooperative.

As a business model, the idea of a grocery store being owned by the people who shop in it is a bit weird. In the 1700s, the concept was so strange that a gas company refused to provide service to the Pioneers' building because they thought they could not afford it. But after one year, the membership increased to 74 people. The Pioneers and early cooperatives implemented ideals that were well ahead of the time, like allowing every member, including women, to vote. In 1907, cooperatives implemented a

minimum wage, which did not become a law in the United Kingdom until 90 years later. They also incorporated pensions and fair working conditions long before it became a societal norm.

For some in the business world, it is unsettling that cooperatives can be so successful even though we don't always follow standard business rules. In America, many early co-ops failed due to insufficient capital and a lack of understanding of the cooperative principles by their members. Even North Coast Co-op had to close our third location in Fortuna in 1992. But, just like the Pioneers, the ideals of developing our local food shed, investing in our future, engaging the Co-op experience and promoting environmental responsibility allowed us to start our Cooperative Community Fund in the early 90s and relocate our Eureka location in 2006. Today, 11 years later, we continue to push to promote products grown within Humboldt, Trinity, and Del Norte counties, and we are financially stable enough to take on bigger projects, like remodeling the store in Eureka (see page 3).

When North Coast Co-op was founded in 1972, it was the first food co-op on the west coast. We offered some weird things that other places didn't—organic food, bulk items, reusable bags—principles that are becoming normalized in the grocery world today. Even still, today we are the only food retailer in California north of the Bay Area to be certified organic. We are a leader in local meat sales. And have you seen our produce selection? It's the largest on the North Coast. Forty years ago, we didn't like the idea of plastic bags, and today businesses in California aren't allowed to sell them.

For North Coast Co-op, being weird means being true to who we are—we are not trying to be any other business. We are taking the values of the Rochdale Pioneers hundreds of years ago, and are applying them to be the supportive member of the community we are today. And it's not just us—being authentic, or weird, is contagious and our shoppers and members are picking up on it. Our employees, managers, board members, and department heads hear positive feedback each day. Whatever you are doing—buying in bulk, reusing your bags, smiling, singing, eating local produce, rounding up at the register, shopping at the Co-op—is working. Keep on keeping the Co-op weird! ●

THE COST OF WEIRD

By Zev Smith-Danford, Graphic Design Coordinator

People have been proven to purchase product that is more visually appealing. But in a time when 46 percent of fruits and vegetables never make it from farm to fork for aesthetic reasons, contributing to 25 percent of methane emissions in a country where one in ten people experience food insecurity, it may be time to rethink the way we perceive food.

About 95 percent of the food we throw away ends up in landfills.



If wasted food was a country, it would be the third largest producer of carbon dioxide in the world, after the United States and China.

About 30 percent of produce from farms won't be the right size or color, or it might have blemishes, scars, scratches, fungus, or spiders.



According to the EPA, the best opportunity for preventing food waste is at the source.

Seventeen million households in the United States are food insecure.



The Co-op donates about 30-40 pounds of weird foods to Food for People, a local food bank, daily.

When produce is moldy or wilting, the Co-op donates it to a local livestock farmer for feed.

Eat
LOCAL
Month

in stores throughout
August & September 2017

Sign up for the **Local Challenge**
Sept. 1

Local Farm & Vendor TOURS

Local Vendor & Recipe TASTINGS

Humboldt
Local Food Month

September is Humboldt Local Food Month

By Ellie Christiansen, Demo Coordinator

EACH YEAR, North Coast Co-op partners with North Coast Growers Association, Locally Delicious, Food Policy Council, Food for People, Community Alliance with Family Farmers, and other local non-profits for the Humboldt County Board of Supervisors to declare September as Local Food Month and inspire our community in pledging to eat local for the entire month. Last year was the tenth year of Humboldt Local Food Month, and we are excited to once again participate in our timeless tradition.

In my new position as the Demo Coordinator I dug into the history of the Eat Local Challenge, seeking inspiration in the early potlucks and vendor events that the Co-op and local non-profits put on. Most interesting was a document titled “First Meeting—March 24th, 2009” in which the following outcomes were outlined:

- Our community will have a greater appreciation for the food grown and produced in our bioregion
- Our community will have a greater appreciation for the farmers and food producers in our bioregion
- Our community will be inspired to grow and/or produce foods that are currently unavailable in our bioregion
- The Co-op will partner with local non-profits to increase access to nutritious and safe foods in our community
- Local businesses will be inspired to provide greater access to local foods
- A stronger sense of community will be formed between the Co-op, its members, non-profits and the business community

When I apply these ideals to the Co-op and in our community today, I can see the direct effects many programs throughout our local region have. Just this year the Co-op developed the Co-op Access Program, which helps all interested members of the community access

the benefits of Co-op membership and of shopping at the Co-op, regardless of their income. We also introduced the Business Partnership Program, linking our co-op memberships to exclusive discounts at participating businesses throughout the region.

Co-op member-owners continue to round up at the register to support our Cooperative Community Fund, supporting the development of food-related education and businesses, as well as Co-op Pumpkin Patch. We continue to sponsor and donate to events that support our community’s knowledge about food systems, water security, and waste management.

Our community continues to grow as businesses and companies rejuvenate and diversify our neighborhoods with unique and delicious products and services. Participating in Local Food Month and the Eat Local Challenge is a small way to give back to our local farmers who persist in expanding the choices in vegetables, herbs and fruits available to us through our local natural foods stores and farmers’ markets.

This year, local eggs, meats, tofu, honey and the addition of local salt has me incredibly excited to kick off the Eat Local Challenge. So much so, that here at the Co-op we are going to prepare for the event starting in August. There will be a full calendar of local produce demonstrations and local vendor visits to get you revved up and prepared with recipes and shopping lists to enliven your passion for truly local meals to share with friends, family, and community.

You will be able to sign up for the Local Food Challenge at Customer Service at both Co-op locations starting on Sept. 1, but the opportunity to embrace local products will continue throughout the month with a calendar full of farm tours, movie screenings, tastings, and more. Keep track of all the Eat Local Month events throughout our community at www.localfoodmonth.org. ●

Join the Waste Revolution!

By Juliette Bohn, JPB Consulting

THE CO-OP INTRODUCED new waste bins at each store in April. They are custom made by Toby Massey, former Eureka store manager, with 90 percent locally salvaged steel and lumber. The colorful countertops are made with concrete and recycled glass from Fire & Light in Arcata, and the bins have slots for trash, recycling, and something new for members and shoppers – compost.

Not only does this align with the Co-op's Strategic Plan goal of "Promoting Environmental Responsibility," but also with the state of California's mandate that requires 75 percent of all organic waste (food waste, green waste, landscape and pruning waste, and food-soiled paper that is mixed in with food waste) be recovered or recycled by the year 2025. A key avenue to meet this mandate will be to utilize organic waste through composting, anaerobic digestion, or similar mechanisms.

Compostable materials, or organic waste, make up about a third of the local solid waste stream in Humboldt County. That adds up to about 21,000 tons per year. When this organic material decomposes in landfills, it produces uncontrolled methane emissions, a powerful greenhouse gas, as well as leachate, an acidic liquid that poses a long-term threat to nearby surface waters. When this same material is recovered before it becomes "waste" it can be used instead to increase local food security, create jobs, as well as produce valuable soil amendments and renewable fuels.

Although the Co-op is excited to see its members and shoppers

“As a leader in sustainable action, the Co-op is ready to launch a 'waste revolution' and take the next steps in fostering a conversation about the options for recycling organic waste in our community.”

already participating in sorting their scraps, it is important to clarify that separating waste in Humboldt County is not as simple as the bins imply. We currently have no large-scale industrial composting facility in our area, and the food digester proposed several years ago has yet to make if off the ground. While the Co-op's in-house kitchen scraps go to The Local Worm Guy as well as local pig farms, utilizing other compostable materials—compostable to-go ware, napkins, chopsticks—is currently more difficult.

In lieu of community-scale organic waste processing facilities, the Co-op hopes to send its post-consumer compostable materials (i.e., materials that are sorted into those new bins) to The Local Worm Guy. However it should be noted that The Local Worm Guy does not yet have the capacity to serve the needs of the entire community. To address this constraint, the Co-op will seek to support the development of new facilities with processing equipment that can accept larger volumes of mixed organic waste, and remove the ever-present contamination (i.e., plastics, metals, glass) to ensure the return of nutrients back into our local soils.

As a leader in sustainable action, the Co-op is ready to launch a "waste revolution" and take the



next steps in fostering a conversation about the options for recycling organic waste in our community. Additionally, the Co-op is working with community partners like Zero Waste Humboldt to lay a foundation for our community to get into the habit of properly sorting the compostable materials out of the waste stream in preparation for sending them to the (future) facilities that will process this resource locally.

I am proud to be part of a community that takes the well-being of our planet seriously, and I am excited to continue to work with the Co-op to provide shoppers with new opportunities to reduce waste while procuring food. For more information about local recycling and composting challenges, or how to join North Coast

Co-op's Waste Revolution, please visit www.northcoast.coop/waste. Little shifts in how we shop and live can make a big difference!

Juliette Bohn will be presenting a free lecture, "Digester Opportunities in Humboldt County," on Sunday, July 16 from 4-5pm at the Freshwater Community Hall on Grange Road as part of the 2017 Humboldt Permaculture Guild Summer Lecture Series. Seats are available at a first come, first served basis. ●



Vegan Sausage with Spicy Drunken Mustard

By Ellie Christensen, Demo Coordinator

HELLO, SUMMERTIME SAVOR The black eyes peas in this simple yet flavorful sausage alternative provide a neutral flavor and firm texture, creating the perfect sausage base that can be flavored with any number of spice options to create different summertime snacks. Consider adding apple sauce and nutmeg

for breakfast, or a hot spice blend for a chorizo option. You are only limited by your imagination – try it as a patty versus a tube shape. Whatever you choose, pairing it with our spicy drunken mustard is a must. The fermented flavor gives a sharp, savory kick.

Vegan Sausage

Spice Blend Ingredients:

1 ½ teaspoon dry minced garlic
1 ½ teaspoon coriander
1 ½ teaspoon sweet paprika
1 ½ teaspoon smoked paprika
1 teaspoon cayenne
1 teaspoon rosemary
Salt and pepper to taste

Sausage Ingredients:

2 teaspoons olive oil
1 cup mushrooms, minced
¼ cup yellow onion, minced
2 cups cooked black-eyed peas
1 Tablespoon tomato paste
¼ cup nutritional yeast
½ cup brown rice flour
1 teaspoon xanthan gum
3 Tablespoons vegan Worcestershire Sauce
2 drops liquid smoke (optional)

Instructions:

1. Add olive oil to medium skillet, heated to medium low.
2. Add mushrooms and onion and sauté until soft. Remove from heat and set aside.
3. Set large pot with four quarts of water to boiling.
4. Drain black eyed peas (rinse well if using canned beans).
5. Mix black eyed peas, tomato paste, nutritional yeast, spice blend and brown rice flour.
6. Use potato masher, fork or hands to crumble black eyed peas mixture into a coarse mash.
7. Sprinkle the xanthan gum over the mixture and incorporate well.
8. Add sautéed mushrooms and onions to black eyed peas mixture and mix thoroughly.
9. Add Worcestershire and liquid smoke and mix well.
10. Divide mixture into four parts.
11. Shape each part into a sausage roll and wrap each one individually with foil.
12. Using a steamer basket or bamboo steamer on top of the boiling water, steam the wrapped sausages for 15 minutes.
13. Best to refrigerate them for a few hours to overnight to help them firm up.
14. Once firm, they are perfect grilled or sliced, just remove the foil and heat them up your way

**Save on spices,
buy in bulk!**

Spicy Drunken Mustard (Makes 1 cup)

Ingredients:

6 Tablespoons mustard seeds
½ cup mustard powder
1 teaspoon sugar
2 teaspoons salt
½ teaspoon ground chipotle
½ cup beer or water
1 whole jalapeño, seeded and minced
½ teaspoon minced garlic
3 Tablespoons apple cider vinegar

Instructions:

1. Grind whole mustard seeds for a few seconds using a spice or coffee grinder, or by hand with a mortar and pestle.
2. Pour semi-ground mustard seeds, mustard powder, salt, chipotle powder, and sugar into a bowl.
3. Add beer or water and stir well. Once everything is incorporated allow the mixture to sit while you prepare the fresh garlic and pepper.
4. Halve jalapeño and scrape out white membrane and seeds.
5. Crush two large cloves of garlic with the side of a knife.
6. Mince jalapeño and garlic to very fine pieces and incorporate into the mustard mixture.
7. Add vinegar and transfer the mixture into a lidded jar.
8. Store the jar in the refrigerator at least 12 hours to allow the flavors to blend and mixture to thicken. Good for 3-6 weeks refrigerated.

Staff Picks: Bulk

By Heather Panderly & Karl Seifert, Bulk Department Heads

Eureka store bulk picks by Heather



Organic Sea Salt and Onion Cashews

Whole organic cashews with the perfect amount of salt and onion flavor.

"These are so delicious by themselves or on a salad. They are so flavorful, it's like a party in my mouth."

Korean Chili Flakes

A little spicy with great flavor.

"I love to make homemade kimchi and these are the best chili flakes I have found!"



Unsweetened Carob Almonds

Almonds covered in unsweetened milk carob, a healthy substitute for chocolate.

"These are a great sweet treat. They literally have no sweetener in them, so I feel like I make a healthy choice when eating them. I also grew up eating carob so it reminds me of my childhood."



Ethiopia Banko Coffee

Muddy Waters Ethiopia Banko Coffee.

"Literally the best medium roast coffee I have ever had! Warning: high caffeine."



Organic Quinoa Spaghetti

A combination of quinoa flour and brown rice flour.

"I love pasta but try to eat gluten free. These noodles are the best. They have great flavor and they really hold their shape well. Even if I overcook them they seem to stay al dente which is how I like my pasta. We also have them in macaroni shape."

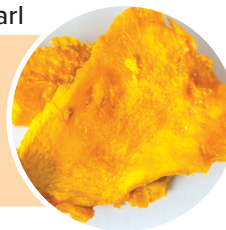


Arcata store bulk picks by Karl

Organic Dried Mango

Tasty little fruit snack with vitamins and minerals or whatever.

"Everybody loves it."



Rainbow Quinoa

Crunchier and tastes more substantial than the white quinoa we get from Peru.

"It's grown in Blue Lake."



Organic White Basmati Rice

It's a beautiful, light, delicate, soft rice.

"I have it on a permanent sale."



North Coast Co-op Equal Exchange Coffees

Decaf medium roast we call Mellow Buzz, Co-op 40th Anniversary that is a medium roast, and Humjolt, which is a dark roast.

"They're such a bargain!"



Butter Toffee Peanut Butter

Grind your own super sweet peanut butter candy.

"I've never seen it anywhere else."



3 easy steps for using your own container in our Bulk Department

1.

Bring your containers to **Customer Service** so we can determine their weight

2.

Fill your containers **with as little or as much** as you need

Don't forget to write down the PLU

3.

Bring to check out – we won't charge you for your container's weight

Did you know? 9% of the amount you spend on any packaged product is the cost of its packaging

New Program to Show More Love to Local

By Jolie Harvey, Outreach Coordinator

IN A LOT OF WAYS, the Eureka store remodel finally becoming a reality is a relief to many of us at the Eureka store, especially for our members and shoppers who have been wondering about cooking classes in the Eureka community kitchen. We suspended use of the kitchen until the Eureka remodel is complete.

Have no fear, cooking classes will be coming back soon and I am currently working on a new and exciting opportunity – Taste and Tour. This new program will take us on fun adventures and allow us a glimpse into the production facilities of our local makers, artisans and manufacturers that we know and love.

While the program is still in the early stages of development, I've already received a lot of interest and positive feedback from local makers. The Taste and Tour program will allow us a behind-the-scenes look at the inner workings of our local makers. It's a unique opportunity and one-of-a-kind experience for our members and shoppers to connect with and develop a relationship with our local makers and community.

You may have recently seen or read in the Co-op News that the Co-op has redefined our definition of local to include products grown, raised, produced, owned and/or operated in Humboldt, Del Norte and Trinity counties.

Keeping this definition in mind, I'll be working closely to build and support our relationships with the nearly 200 local makers that currently sell products at the Co-op.

Stayed tuned for more information about the Taste and Tour program and cooking classes. If you are interested in teaching a cooking class or a local maker curious about the new programming, please contact Outreach Coordinator at jolieharvey@northcoast.coop. •



Volunteer with your Co-op

As an active participant in giving back to our community, we offer plenty of opportunities to volunteer at our events. To sign up for upcoming events, please contact Outreach Coordinator Jolie Harvey at jolieharvey@northcoast.coop by the dates below.

July 20 – Eureka Chamber Mixer

North Coast Co-op in Eureka

- Pour wine and/or beer
- Event set-up and/or clean-up

Sign up by July 13

August – HSU Neighborhood Fair

HSU Campus, University Center Quad

- Serve food samples
- Talk about Co-op membership

Sign up by August 10

September 27-29 & October 2-6 – Co-op Pumpkin Patch

Warren Creek Farms, Arcata Bottoms

- Parking lot attendant
- Water station attendant
- Educational tour leader

Sign up by August 31

October 22 – Annual Membership Meeting

HCOE Sequoia Conference Center, Eureka

- Event set-up and/or clean-up
- Pour wine and/or beer
- Musician for entertainment
- Capture member input on committee meetings (facilitator type role)

Sign up by October 16

Third Quarter Financial Statements

By Brandy Cogburn, Controller

WE HAVE FINISHED CLOSING the fourth quarter of our FY17 (Fiscal Year 2017). Combined sales for Arcata and Eureka were at \$8,184,344 for the fourth quarter, bringing the year to date sales to \$34,778,366.57. The sales are \$167,254.98 above FY16 year to date at this time.

In the fourth quarter, we had

\$34,235.99 higher payroll and benefits than was reported for the fourth quarter of FY16, this is due to the new hires for the deli in Eureka, in preparation of the remodel. The general and administrative cost and the occupancy cost are relatively close to FY16, with an average of 1.7% increase over the year. The Net Income for

the end of the fourth quarter for FY17 is down from FY16 and this is due to the increase in new employee hires.

Our current member-owner shares value has grown by \$83,560 since last year at fourth quarter end! This is the growth of equity investment from new-owners and current mem-

ber-owners purchasing shares and investment C shares. We currently have C shares for sale, so if you are interested in finding out how to be more invested in the Co-Op, please call 707-822-5947, ext. 234. We currently pay an annual Percentage Rate (APR) of 2%. Remember, investing is smart, simple, and quick! ●

North Coast Cooperative, Inc. Unaudited Financial Statements

Income Statement

Quarter Ending March 25th, 2017

Fiscal Year 2017

Net Sales Revenue	8,184,344
Costs of Goods Sold	5,225,458
Gross Margin	2,958,886
Payroll & Benefit Expenses	2,378,561
General and Administrative Expenses	393,699
Occupancy Expense	435,169
Total Operating Expenses	3,207,430
Net Income from Operations	887,126.03
Other income (expense)	(8,933)
Total Income Taxes	
Net income (Loss)	(257,477)

Balance Sheet

Quarter Ending March 25th, 2017

Fiscal Year 2017

Assets:	
Current Assets	3,534,437
Property and Equipment	2,612,807
Other Assets	534,256
Total Assets	6,681,500
Liabilities:	
Current liabilities	2,223,968
Long Term Liabilities	68,000.00
Total Liabilities	2,291,968
Member Equity:	
Current Owner Shares	3,332,535
Retained Earnings	1,056,996
Total Member Equity	4,389,532
Total Liabilities and Equity	6,681,500



Co-op Kids Corner

Picture Hunt!

Full Name: _____

Phone Number: _____

Age: _____

Enter our Co-op Kids Picture Hunt Contest for a chance to win a \$10 Co-op gift card and a Co-op Kids lunch box! Find the hidden items and turn your entry in at Customer Service at either Co-op location by **September 15** to enter. One winner from each age group will be drawn!

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

Find these items in the picture!



Gloves



Bucket



Carrot



Butterfly



Eggplant



Corn



Acorn

Member Survey

Win a \$35 gift card!

Q: HOW DO YOU KEEP THE CO-OP WEIRD?

Member Name: _____ Member #: _____ Phone #: _____

Detach this entry form and return it to the Member Survey box located near Customer Service at either store location. Be sure to include your name, contact information, and member number so that we can contact you if your entry is drawn. Must be a member to enter. Co-op employees and their families are not eligible to win. **DEADLINE TO ENTER: SEPT 30**

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 7), or email board@northcoast.coop.

The management team loves hearing from members, too! Drop us a line with a letter to 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

Calendar of Co-op Community Events

July

July 8-15 Humboldt Folklife Festival. This eight day festival brings our community together in appreciation of our community's diverse and talented folk musicians. More information at <https://www.humboldtfolklife.org/>

July 18 Coffee with the Captains North Coast Co-op invite community members to join this informal chat with members of the Eureka Police

Department over a cup of coffee from 8:30-10:30am at the Eureka Store.

July 20 July Chamber Mixer. North Coast Co-op in Eureka will host this monthly mixer for local businesses and community members. Presented by the Greater Eureka Chamber of Commerce. More information at <http://eurekachamber.com/>

July 22 Movies in the Park. This family-friendly event is presented by the Humboldt-Del Norte Film Commission. Enjoy fresh non-GMO popcorn provided by the Co-op. More information at <http://filmhumboltdelnorte.org/news/movies-park-5th-season>

August

August 5 11th Annual Zootini Gala Event. Enjoy a leisurely evening of drinks, food and fun at the Sequoia Park Zoo, plus live and silent auction items. More information at http://www.sequoiaparkzoo.net/event/10th-annual-zootini-gala-event/?instance_id=17195

August 15 HSU Move-In Day. For new and returning Humboldt State residence hall students. The Co-op will be on hand to answer questions and offer fresh food samples made in house by our Prepared Foods Department. (This is an invite-only event hosted by Humboldt State University.)

August 17 HSU HOP Neighborhood Fair. For new and returning Humboldt State students and their families. The Co-op will be on hand to answer questions and offer fresh food samples made in house by our Prepared Foods Department. (This is an invite-only event hosted by Humboldt State University.)

August 19 Movies in the Park. This family-friendly event is presented by the Humboldt-Del Norte Film Commission. Enjoy fresh non-GMO popcorn provided by the Co-op. More information at <http://filmhumboltdelnorte.org/news/movies-park-5th-season>

August 23-September 4 The 121st 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. More information at <http://humboldt-countyfair.org/>

August 25 Barntini! Martinis in the Barn! A benefit for Jacoby Creek Land Trust & Humboldt Wildlife Care Center. Enjoy great food, drinks, music and a silent auction. More information at <http://www.jclandtrust.org/>

September

September is Humboldt Local Food Month. Celebrated every September, join us for events such as farm tours, movies, dinner, crop mobs, galas, classes and much more! Join others in the Eat Local Challenge and register at Customer Service in Arcata or Eureka. More information at <http://www.localfoodmonth.org/>

September 4 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. More information at <https://www.facebook.com/sistercityproject/>

September 16 Coastal Cleanup Day. Join Humboldt County volunteers in removing trash and recyclables from our beaches, rivers, bay and estuaries. Be a site captain, join a team, sponsor or help spread the word. More information at <http://www.yournec.org/coastalcleanup/coastalcleanupday>



Member-Only Coupon

expires 9/30/17

\$5 off
when you spend
\$50 or more

MEMBER NUMBER _____

Coupon expires 9/30/17; coupon may not be combined with other discounts; \$50 minimum purchase; coupon may only be used by North Coast Co-op member-owners; limit one coupon per member. Coupon available while supplies last.

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



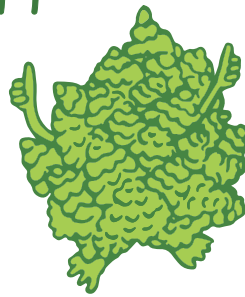
COMING SOON!

I KEEP THE CO-OP WEIRD

⇒ Shirts & Bandanas! ⇐



All Bandana Styles
\$3.99



BASEBALL T-SHIRT

GREY UNISEX T-SHIRT

OATMEAL WOMENS T-SHIRT

All Shirt Styles
\$14.99

Baseball T-shirt

Unisex T-shirt
comes in grey and oatmeal

Womens T-shirt
comes in grey and oatmeal



NORTH COAST CO-OP

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 4th 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