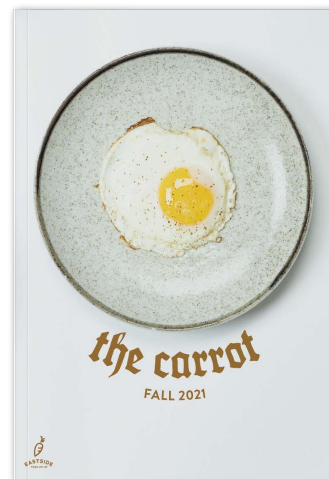
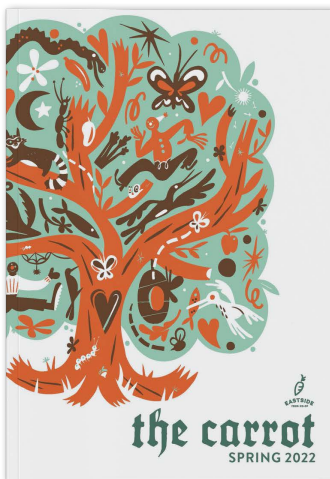
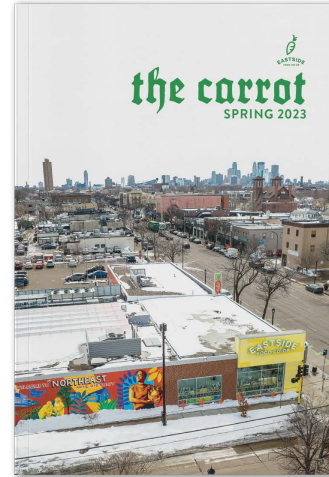
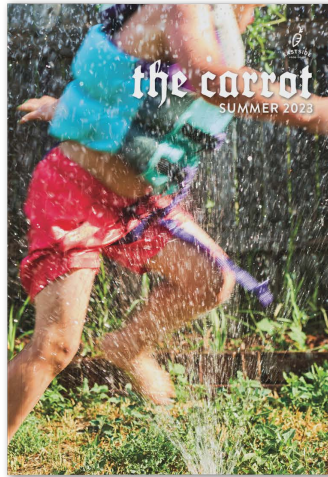




ADVERTISING RATE INFORMATION

The Carrot



Receive a 15% discount with a one-year commitment (four issues)

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Email contract and artwork to info@eastsidefood.coop



ADVERTISING RATE INFORMATION

The Carrot

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LETTER FROM THE EDITOR

As adults, the name of the game is order, structure, and routine. Conversely, as young people we naturally resist these constraints as we grow, develop, and expand beyond what we were even just the day before. When I think back on the brilliance and blinding openness which was my youth in summertime, I am transported to a world without boundaries and full of seemingly endless opportunity.

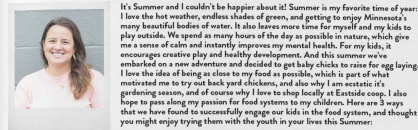
This is the kind of powerful memory that reminds me that I'm still at the helm of this life (in living now, much older and divided in layers of responsibility). This spirit of discovery and openness is what we're embracing as we celebrate summer with this special "youth" issue of The Carrot. It's chock full of fun for kids of all ages and much of what's inside is centered around a playful, light-hearted ambition for the whole family. We've got a NE scavenger hunt, crossword puzzle, and some tasty recipes that kids are sure to approve of. We also slipped a temporary tattoo sheet in the issue for anyone to enjoy.

I hope that the following pages remind or inspire in you to find that spark, that joy, that need for squeezing out as much enjoyment during this season as you possibly can. Remember, right now is all we're really got.



COVER PHOTO CREDITS: KADI KÄELIN

A Summer UPDATE FROM THE BOARD



It's Summer and I couldn't be happier about it! Summer is my favorite time of year: I love the hot weather, endless shades of green, and getting to enjoy Minnesota's many beautiful bodies of water. It also leaves more time for myself and my kids to play outside. We spend as many hours of the day as possible in nature, which gives me a sense of calm and instantly improves my mental health. For my kids, it encourages creative play and healthy development. And this summer we've embarked on a new adventure and decided to get baby chicks to raise for egg laying. I love the idea of being as close to my food as possible, which is part of what motivated me to try out back yard chickens, and also why I am ecstatic it's gardening season, and of course why I love to shop locally at Eastside coop. I also hope to pass along my passion for food systems to my children. Here are 3 ways that we have found to successfully engage our kids in the food system, and thought you might enjoy trying them with the youth in your lives this Summer:

- 1 Support and get to know a local farm or food producer. This could look like touring a farm with your kids, purchasing a CSA, or researching the farms that you see selling at Eastside Co-op and the Farmers market. See if they need volunteers and engage in conversations with your youth about why it's good to support locally grown food.
- 2 Forage. Teach your kids about the plants growing around them, in the yard or on walks in the parks. There is such an abundance of wild foods and medicine. My daughter loves to ask me about plants and try and pick out ones she knows are safe to eat. This is a great learning opportunity and makes for creative snacking and cooking. This year we've tried dandelion cupcakes, lamb's quarters in our smoothies, and ramp herb butter for our bread.
- 3 Make mealtime fun and interactive. This can be leading up to the meal by getting their help meal planning, creating the grocery list, or meal preparation. Make mealtime special by having a picnic, somewhere fun. Create your own traditions with your family that make mealtime meaningful. We love to use dinner as a time to connect and we always talk about each person's highs and lows of the day as well as share some things we are grateful for.

Cheers to reflecting every last morsel of our delicious and fleeting Minnesota summer and engaging our youth in the food system.

THANKS!
Eastside Board of Directors

Ends Statement
Eastside Food Co-op is...

- 1 Part of a fair and equitable food system.
- 2 A well-run cooperative business that serves its community.
- 3 A trusted provider of high-quality consumer choices.
- 4 A diverse network of people connected through shared values.



IN THE BAG!

A SELECTION OF NEW ITEMS ALL UNDER \$20

- 1 **DE LA CALLE TERAPACE**
Terapace is a Mexican fermented pineapple beverage that has been made in Mexico for centuries. De La Calle uses certified organic pineapples mixed with other aromatic flavors to combine history with the present day. Try flavors such as Watermelon Jalapeno, Grapefruit Lime, Ginger Habanero, Orange Turmeric, Pineapple Spice, Mango Chili, Tamarind Citrus, Chamoy and Cactus Pickle Pear.
- 2 **TILAMOOK ICE CREAM**
Tilamook has been making dairy products since 1909. Tilamook is a cooperative made up of farmer-owners and their products use high quality ingredients without high fructose corn syrup and artificial preservatives or growth hormones.
- 3 **MOON VALLEY ORGANICS HERBAL SHAMPOO**
A zero-waste soap for shampoo in plastic bottles. Moon Valley Organics makes herbal shampoo bars. These bars don't strip your hair of natural oils, and are free of artificial fragrances and preservatives. These shampoo bars last twice as long as a bottle of shampoo and use less water and fossil fuels to produce. Choose from natural scents including pink geranium, peppermint, sweet carrot, Siberian iris, and lemongrass.
- 4 **SMOKING GOOSE MEATERY STAGSBERRY SALAME**
Made with elk, pork, and dried blueberries, this salame is best served with nuts, honey, and sharp cheese or goat cheese.
- 5 **SMOKING GOOSE MEATERY GIN AND JUICE SALAME**
Made with lamb, pork, juniper berries, orange peel, coriander, garlic and black peppercorns, Smoking Goose describes this salame as "laid back".
- 6 **SMOKING GOOSE MEATERY RUBY BERRY SAUCISSON**
This salame is slow cured, and is made of pork with garlic, lemon peel, and nutmeg.
- 7 **INTOWN SUSHI**
Hyper-local! Intown sushi is made in the Midtown Global Market in Minneapolis. Intown Sushi is Eastside's newest addition to the deli department. They source and use fresh, natural ingredients to make high quality delicious sushi.
- 8 **CANNON BELLES CHEESE PAINTED DESERT CHEDDAR AND QUESO FRESCO**
Based in Cannon Falls, Minnesota, CannonBelles makes artisan cheese, coffee, and ice cream. The Painted Desert Cheddar is infused with Southwestern seasonings. The Queso Fresco is a cheese that is often used in Mexican dishes and is mild and made for melting.
- 9 **CLAYTON FARMS BUTTERHEAD LETTUCE & BEET MICROGREENS**
Clayton Farms has locally based locations in both Minnesota and Iowa where they grow their produce without pesticides and with non-GMO seeds. Their butter lettuce has tender, soft leaves with a mild hint of sweetness & bitterness. Their beet microgreens combine an earthy taste with the flavor of baby spinach.
- 10 **MAD HIPPIE JELLY CLEANSER**
Made with ingredients including hyaluronic acid, sea buckthorn berry, rose and white tea, this cleanser cleans the skin while providing hydration and an antioxidant boost.
- 11 **MAD HIPPIE CREAM CLEANSER**
Organic jojoba oil, algae extract, green tea, shea butter and more make this cleanser a great choice for dry skin. This cleanser cleans without stripping natural oils and leaves the skin feeling hydrated.

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The Carrot

The Carrot is Eastside Food Co-op's quarterly owner newsletter directly mailed to over 9,000 households, mostly in located in Northeast Minneapolis. It is also available at no cost to in-store shoppers. The Carrot aims to uplift, inspire and educate readers about the good things happening at Eastside and in our community.

View past issues of The Carrot at eastsidefood.coop/newsletter.

Limited ad space is available. Submit your contract early to secure your space.

Issue

Winter, 2024

Spring, 2024

Summer, 2024

Fall, 2024

Artwork Due

December 1st, 2023

March 1st, 2024

June 1st, 2024

September 1st, 2024

Print Specifications

Submit a print-ready PDF/X-1a

Images and ad must be CMYK and 300 DPI at 100%

All fonts embedded or outlined

2024 Ad Dimensions

SMALL BANNER

3.75" X 2.125"

\$150

RECTANGLE HERO

3.75" X 6.625"

\$300

LARGE BANNER

7.625" X 2.125"

\$200

FULL PAGE ADVERTORIAL - A4*

8.3" X 11.7"
with 0.125" bleed

\$750

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