

## REALLY BIG PICTURE

# Revolutionize the Food System with P6!

by Abby Rae LaCombe, EFC Member, P6 Coordinator and Produce Shift Lead

Cooperatives have long led the way in developing a fairer, more just food economy. For generations, conscious citizens have banded together through consumer co-ops like Eastside to build an economy that supports sustainable, environmentally sound food production, fair prices and safe work conditions for growers, and the ingenuity of independent producers form. Through co-ops, we've made much progress in the last fifty years by bringing to the front of the food dialogue the importance of organics, the value of buying local, and the impact of a fair trade economy.

Yet with these successes has come the awareness of how much we have yet to accomplish. Government policies favor agribusiness and large multinationals who then borrow, steal and water down co-op initiatives, turning "organic," "local," "fair trade," and recently "co-op" into marketing ruses that leave good intentioned consumers feeling deceived and disenfranchised, not knowing what initiatives, labels and brands they should trust.

As consumers, we are the most powerful link in the chain of our economy. Every dollar we spend is a vote for social justice, for sustainable agriculture, for independent producers, and for the belief that together we accomplish more. We should ask ourselves "who is benefiting from my purchases? Is this a vote that I can be proud of today, tomorrow, a generation from now?"

But it can be exhausting to be the educated consumer. Who has the spare hours necessary to decide which yogurt or which peanut butter best reflects the food values we are attempting to support? At the pace our market moves it is a lifelong, full-time job to keep encouraging the companies you love to remain companies your grandchildren will love.

### "Dear Favorite Local and Independent Company, please don't sell out!"

This stress is felt not just by consumers, but by the farmers and producers who are growing organics, purchasing fair trade ingredients, and working hard to sustain an economy that promotes honest, fair production.

In response to these difficult challenges Equal Exchange (a worker-owned cooperative that assists in the development of and creates a market place for independent farmer co-ops) partnered with six U.S. food cooperatives to develop what is termed "P6." P6, named for the 6th Rochdale Principle, "cooperation amongst cooperatives," is an exciting initiative that seeks to leverage the power of co-ops by highlighting the products and companies that meet our highest values: local, independent, cooperative or non-profit.

The aim of P6 is to educate and engage our members and customers about the food you purchase and the impact of your purchasing choice; ultimately, we hope to watch our purchasing decisions strengthen and create new small producer and cooperative supply chains. Simply put, our goal is to revolutionize the food system by making it easier for you, our members and customers, to vote for the equitability for all!

Eastside is honored and excited to join this initiative, which we will launch in February with a handful of our strongest P6 brands. We will continue to research the companies and foods that fill our shelves and will add new P6 items for months to come, with the hope that as P6 grows we can use the prestige associated with that title to encourage more companies to make the changes necessary to become P6 as well.

### P6 Qualifications at Eastside Food Co-op

The guidelines set forth by P6 state that a qualifying company must meet two of the three requirements: local, independent, and cooperative or non-profit. But Eastside is adding a fourth quality that all P6 companies must meet: equity at every step of production; we want to know that each P6 brand is doing all it can to help build a fair food economy. Additionally, we are reassessing what the terms "local, independent, and co-operative" mean to us, working to ensure that we are doing due diligence to promote and protect the integrity of these terms in our selection of P6 products.

#### 1. Local

A local P6 product at Eastside Food Co-op means a product that is from Minnesota or within a 200 mile radius of Eastside. Local brands must aim to source ingredients regionally or from equitable sources, such as co-operatives from outside of the Upper Midwest. Products like coffees, teas, or chocolates that must be sourced out of the United States, must be fair trade certified by a reputable fair trade organization. Additionally, all animal products must be sourced from humanely treated animals.

#### 2. Independent

An independent producer or farmer is one whose business is independently owned and operated and whose goods are sold directly to Eastside or through one of our locally owned warehouses. An independent producer must aim to source their ingredients regionally, from a fair trade source, or from a producer co-op when able and all animal products must be humanely sourced.

#### 3. Cooperative or Nonprofit

Eastside will research all cooperatives and non-profit food companies to ensure that those organizations are doing their best to support a fair food system and to represent their members in an equitable and democratic manner.

It is all well and good to attempt to define these standards, but perhaps the best way to illustrate the values we are attempting to highlight is to introduce you to a few of our P6 companies that embody these ethics.



#### Equal Exchange: Independent, Cooperative.

Equal Exchange is a worker owned cooperative based in Massachusetts that formed in 1986 in response to the question "what if food could be traded in a way that is honest and fair, a way that empowers both farmers and consumers?" Their crusade began in Nicaragua and now includes farmers on four continents and in 19 countries. Their efforts to create an equitable marketplace have redefined many US trade policies and they've helped to create enough market pressure to demand consistent Fair Trade certification standards, and ultimately their efforts help to empower independent farmers around the globe. Twenty-five years since their foundation, Equal Exchange offers high quality, fair trade coffees, teas, bananas, cocoa and chocolate, sugar, almonds and olive oil and they intend to keep going! They actively educate retailers and consumers about pressing issues facing farmers around the globe and work hard to forge strong partnerships that will redefine our food system. [www.equalexchange.coop](http://www.equalexchange.coop)

#### Organic Valley: Local, Independent, Cooperative.

Organic Valley Co-op was formed in 1988 in Southwestern Wisconsin and has grown to include 1,658 independent, small, family farms in at least twenty states. Their website includes biographies of many of the Organic Valley farm families who raise the laying hens, dairy cows, and fresh fruits and vegetables that stock Eastside's shelves. They are passionate about sustainability in all realms: water, soil, independent farms, employee well-being, and on and on. Organic Valley is also a great information hub and grassroots lobbying group, putting many resources into sharing information about pertinent issues facing the food industry. [www.organicvalley.coop](http://www.organicvalley.coop)

#### Thousand Hills Cattle Co.: Local, Independent.

Todd Churchill of Cannon Falls, MN and founder of 1000 Hills, thought after years of underwhelming beef-eating experiences that he would never enjoy steak again. An article on the modern beef industry written by Michael Pollan prompted Churchill to meet with grass-fed cattle ranchers around the world and bring what he had learned home to Minnesota. Thousand Hills is now a leader in the natural food movement, sharing information about the environmental and dietary benefits of naturally raised, grass-fed cattle. Thousand Hills assists independent farmers across Minnesota, Wisconsin, and Iowa in restoring their land to natural pastures that prevent erosion and provide a delicious grazing experience. Their pastures have a diverse array of grasses and legumes and no exposure to pesticides or herbicides; winter feeds are strictly regulated to reflect the natural dietary needs of the cattle. Thousand Hills encourages farmers to now wean calves nine months, and expects that cattle be kept in open fields for their entire 16-24 month life. Thousand Hills cattle are slaughtered at Lorentz Meats in Cannon Falls, the only meat packing plant in the country with viewing windows of the kill-floor so consumers can personally insure humane animal handling and safe worker conditions. Both Thousand Hills and Lorentz encourage consumer awareness about the food system by hosting free open-houses. [www.thousandhillscattleco.com](http://www.thousandhillscattleco.com)

#### Wisconsin Growers: Local, Independent, Cooperative.

Wisconsin Growers is a cooperative of twenty Amish family farms in central and southwestern Wisconsin formed in 2006. All of their farms are either certified organic or raised chemical free. Eastside sells Wisconsin Grower eggs, which are absolutely delicious, and boat loads of Wisconsin Grower produce. Their industrious work ethic and high regard for the soil enables them to sell us produce nearly every month of the year. They are always one of the first to have spinach, lettuce, and other spring crops available, and much of the squash, onion and root selection available throughout the winter is from the Wisconsin Growers. They use no fossil fuels in their farming practices, utilizing real horse power and illustrating the strength of human-scale production techniques.

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[www.eastsidefood.coop](http://www.eastsidefood.coop)

**Design & Layout:** Ginny Sutton

**Editor:** Kristina Gronquist

**Newsletter Committee:**

Amy Fields, Luna McIntyre, Bobbie Fredsall, Lisa Friedman, Kristin Bolden

**Business Manager:** Treshy Schaper

**Classified and Display Ads:**

[frenchsutton@earthlink.net](mailto:frenchsutton@earthlink.net)

EFC News is published every other month in the months of February, April, June, August, October, and December. Copy deadline is the 10th of the preceding month.

The primary function of the EFC News is to provide members of the co-op with information about the products and services of Eastside Food Co-op and the actions of the co-op staff and board, consistent with the Cooperative Principles upon which EFC is founded. Members with story ideas should contact Kristina Gronquist at

[kristina@eastsidefood.coop](mailto:kristina@eastsidefood.coop) or (612) 843-5407.

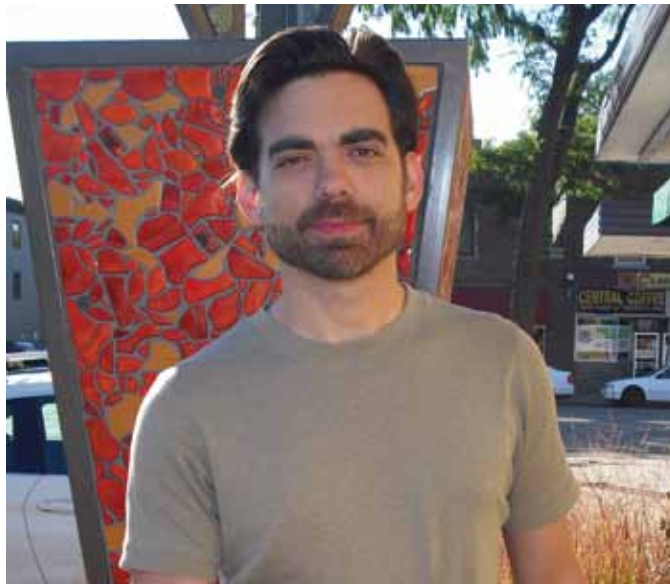
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**A MESSAGE FROM YOUR PRESIDENT—FEBRUARY 2012****Success! A Good Problem to Have**

by Board President George Fischer



It's the beginning of a new year, and the EFC Board is entering a new phase of education and preparation for our future. We have to come to terms with the success of the store. It's a good problem to have.

For most of the history of EFC, the board focused on keeping the store running and overcoming the financial setbacks that were a part of opening. Now that Amy and the staff have generated a profit for the second year in a row, we need to start thinking about long-term strategy in different ways.

One area of board focus will be leadership development. Board members recently attended a seminar to learn techniques for effective strategic planning and team

building. Additionally, the board will meet with the store's staff leaders. The staff will learn more about how the board develops the mission for the business, and the board will learn more about how the staff creates the resources that carry out that mission.

The big question for EFC over the next five years and beyond is how to expand the retail business into the rest of the building. The board is continually educating itself so the decisions we make today will move us in the right direction for the future. We will spend a day in April with a consultant who specializes in expansion planning. We'll learn the stages of an expansion and the key decision points; how to determine what expansion is feasible; the roles of the board and management; and more. This seminar is the first step for the next phase of EFC's cooperative venture.

Members can learn about issues that influence the co-op at the Spring Ponder in a few months. Keep an eye out for the date. But you don't have to wait for the Ponder to interact with the board, ask questions, and find out how you can help. Feel free to contact me or the board members any time.

**George Fischer** [ge.fischer@gmail.com](mailto:ge.fischer@gmail.com)

**SAVE THE DATES!****Eastside Food Co-op's CSA Fair**

**Come meet and greet our local farmers and purchase a CSA share!**

**Saturday, April 7 • 11 a.m. — 2 p.m.**

**At Eastside Food Co-op in the Granite Studio**

Community Supported Agriculture (CSA) provides individuals an opportunity to form partnerships with local producers. A consumer becomes a member of a CSA Farm by purchasing a share in a farm's harvest, which helps cover yearly operating costs. In return for that investment, he or she receives fresh product, delivered to the Co-op weekly throughout the growing season. In this way, consumers and producers share the risks and rewards of growing food together.

**Spring Ponder**

*Member Visioning Event*

**Sunday, April 29 • Time TBA**

**Eastside Food Co-op in the Granite Studio**

**FREE + refreshments**

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**EASTSIDE FOOD CO-OP BOARD OF DIRECTORS**

**George Fischer**, President  
[ge.fischer@gmail.com](mailto:ge.fischer@gmail.com)

**Tom Dunnwald**  
[tom@dunnwald.com](mailto:tom@dunnwald.com)

**Chris Pratt**  
[cdpratt@visi.com](mailto:cdpratt@visi.com)

**Lisa Friedman**, Vice-President  
[lfriedman@uuma.org](mailto:lfriedman@uuma.org)

**Stephanie Johnson**  
[sljohnsonoo@hotmail.com](mailto:sljohnsonoo@hotmail.com)

**Sandy Shipp**  
[shipp@visi.com](mailto:shipp@visi.com)

**Julie Colby**  
[julie@ladyslipperwellness.com](mailto:julie@ladyslipperwellness.com)

**Manisha Nordine**  
[kukiwailer@aol.com](mailto:kukiwailer@aol.com)

**Mark Wilde**  
[mjwilde@yahoo.com](mailto:mjwilde@yahoo.com)

# Northeast Network

## JANUARY 2012

### Legislative Update with Rep. Diane Loeffler

by Emma Hixson and Kristina Gronquist

Eastside Food Co-op Board of Directors member Tom Dunnwald greeted 40-plus community members who braved a cold morning in order to get the latest buzz on state legislative matters. After a round robin for attendees to introduce themselves and make announcements, Tom welcomed the speaker, Rep. Diane Loeffler, and special guest Kari Dziedzic, just elected to the Minnesota Senate.

After congratulations to Kari Dziedzic, Rep. Loeffler started the discussion with an outline of the two-year legislative cycle which focuses on budget one

year and policy issues the second year. The state has an \$875 million surplus to the end of July but those funds are dedicated to restoring the state's depleted reserve fund. The state has a total budget of about 40 billion and many priorities won't be on table this year—education initiatives for example. Since this is an election year Rep. Loeffler is hoping that our legislators will be on their best behavior, but elections do bring out partisanship also. On

February 22nd they will be looking at redistricting based on the 2010 census. Boundaries will be changed, the political parties will disagree on the on map and the courts will decide the new boundaries.

Rep. Loeffler tries to get bipartisan support for her bills but this is harder in some years than others—especially with those whose agenda is to shrink government. In response to a question, Rep. Loeffler said that for the first time in 40 years the Senate has a Republican majority and that the majority of freshmen are with the Tea Party. The House has fewer Tea Party members but they are vocal and organized. She finds them to be a challenging group to work with as they are unmotivated to learn about programs that they don't think the state should have to begin with. For example, she pointed out the very limited time that state department commissioners are allotted to educate new committee members. With so little background about departments and programs, the new legislators have limited context to discuss or understand related bills. This is a very different approach to legislating. In the past there were full briefings and a focus on building of relationships across parties.

Rep. Loeffler said that the last session was very difficult with the state government shut down over budget, despite the Governor's willingness to back off on many of his proposals on progressive taxation. There was no willingness by the other side to make counter proposals, negotiate or compromise. This is the tension point they start from on Jan. 24th so she thinks things will either be very quiet and well behaved, with a "get it done and get out early on May 1st goal" or else, a crazy and chaotic session. Moderator Tom Dunnwald, from the Eastside Food Co-op Board, proposed a good slogan for the legislature—"Adjourn by Art-A-Whirl!"

This new session will focus on bonding and policy bills. Newly elected senator Kari Dziedzic noted that she was headed out for a bonding tour following the Northeast Network. The City, Hennepin County and the Park Board are taking the Capital Investment Committee out to learn about proposed projects: the 10th Avenue bridge; the Franklin Ave bridge; 35W and Lake St.—a possible new exit for Lake Street; Target Center; 911 Center in Plymouth; Walker Center; 26th Ave N Bikeway; Sports Complex at Theodore Wirth Park; Interchange expansion for Light Rail Transit (to get ready for expansion to Central Ave in 2014 and then southwest in 2016) and Bottineau in 2018–2020.

There is also a City proposal for Nicollet Mall. Rep. Loeffler noted that there is stiff competition for bonding money. Economists say that state bonding—borrowing money for projects—is the way to build the economy. Hiring architectural firms and contractors stimulates other businesses in the state. Kari Dziedzic gave the example of the Lowry Bridge with 100 construction jobs, not counting engineers and consultants.

These workers lunch in Northeast restaurants and do other shopping which helps fuel the local economy.

There was a question from an attendee as to whether bonding projects have to use local vendors from this state. Diane said that a provision on interstate commerce in the Constitution makes that local restriction difficult and sometimes they have to go outside for certain kinds of expertise, but the majority of work goes to local companies that are able to competitively bid. Kari

Dziedzic recalled a problem with the Lowry Bridge over one line in the proposal for bidding that might have suggested it was limited to local companies, a problem when federal dollars are involved.

Rep. Loeffler talked about the state focus on jobs to help people recover from recession. We are doing better than most states and we were just below cut off for extended unemployment which will cause hardship for many unemployed. There is bipartisan interest in getting more people working. The Governor and DFL leadership just proposed a tax credit for hiring unemployed veterans and recent graduates, \$3,000 in 2012 and \$2,500 in 2013. Sometimes those dollars are enough stimulus to an employer to fill a job they might not otherwise. The Republicans want tax cuts and de-regulation for businesses and want to redesign and reform state government services. There is a bipartisan redesign caucus in partnership with outside experts looking for the best ideas to update, improve, get rid of obstacles and other common sense things.

Rep. Loeffler also pointed out that Constitutional Amendments don't need the Governor's signature so with a Republican majority the House and Senate can pursue these amendments. There is one pending on voter identification, another on anti-gay marriage, and quite a few others. Rep. Loeffler objects to this approach to legislating by constitutional amendment. Another big concern is the Sunset Commission from last year which is reviewing every state entity to see if can be put out business. She believes these decisions should be approached by changing the law, not by de-funding.

Rep. Loeffler and Senator Dziedzic will have Town Hall meetings and also welcome emails, calls and ideas.



### Welcome New Members!

To protect the privacy of our members, we do not publish their names on our website.

"Dialogue is a positive endeavor. It builds solidarity and creates unity. . . . [It] gives rise to trust, even among those who don't see eye to eye."

—from *Buddhism Day by Day*  
by Daisaku Ikeda

The above quote inspired the Northeast Network committee in their work of planning the monthly breakfast dialogue.

With 800 million members in more than 100 countries, co-ops are building a better world.

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## ENDS POLICIES

### *Our reasons for existence.*

#### A1: Community

Our community benefits from our presence. Our community consists of Co-op members, non-members shoppers, employees, suppliers, investors, Central Avenue and the surrounding area and the greater co-operative community.

#### A2: Employees

Our employees are motivated to excel by receiving a living wage, benefits and advancement opportunities in a fair and respectful workplace.

#### A3: Products and Services

Our products and services sustain and satisfy our community, and are selected by giving preference to organic, fair trade, and local production.

#### A4. Environment

Our environment is minimally impacted by our presence and practices.

#### A5: Business

Our business grows and prospers and is rooted in the Rochdale Principles:

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Cooperation among cooperatives
- Concern for community

#### OUR MISSION STATEMENT:

Eastside Food Cooperative will provide wholesome, high-quality natural and organic food at the lowest possible cost to members, volunteers and customers.

The cooperative is committed to building community through volunteerism, neighborhood reinvestment and local participation. Our actions, policies and products reflect our role as an environmental steward of our planet, and will be guided by the Rochdale cooperative principles:

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information
6. Cooperation among cooperatives
7. Concern for community

## FARMER PROFILE

### Eichten's Hidden Acres

by James Mossak, Farm Outreach Project Coordinator

Are you curious about where your food comes from? Would you like to know more about the farmers who supply food to the Eastside Food Co-op? Well, here is your chance! As a part of our farm outreach program, we will be publishing articles each newsletter highlighting a different farm. In this article we will be looking at Eichten's, a family owned business located in Center City, Minnesota.

Ed and Eileen Eichten run and operate Eichten's Hidden Acres where they make a wide variety of homemade Artisan cheeses, raise free range bison, and operate a restaurant and gift shop where they sell their local goods. A family owned operation since 1976, Eichten's has been serving the local community by resourcing their milk from small local farmers, supporting cooperatives, selling their cheese and buffalo meat at farmer's markets and local co-ops, and putting a lot of care, integrity and dedication into their products. They have also traveled the world teaching others in small underdeveloped communities how to make artisan cheeses.

Eichten's still hand make their cheeses in a large open heated vat, identical to the way cheese is made on the farms in Holland and throughout Europe. Using these traditional methods they are able to produce a wide variety of Artisan cheeses. The milk they use to make their cheese is sourced from two local farms who deliver it fresh daily, is from grass fed cows and is hormone and antibiotic free.

First, the milk is heated in a large vat and rennet and enzymes are added. The mixture is then stirred with steel paddles until the curds form and it reaches the desired consistency. Then the curds are scooped out and put into molds which help to form the curds into cheese wheels. The Eichten's are able to produce 30,000 pounds of cheese a year following traditional methods which they have been practicing for over 35 years.



Mary, Ed and Eileen Eichten

They truly are dedicated to their craft.

Since 1987 Ed has been raising Bison on his land. Eichten's Bison Ranch has about 350 head of Bison which are free to roam the large open acreage which makes up the bulk of Eichten's Hidden Acres. The Bison are a wild, untamed and intelligent animal which demand a lot of respect and space. They can run up to 40 miles an hour and jump up over five feet. On the 100 acres they roam, the bison eat a diet of native grasses and wild plants, oats, hay, and corn silage and can potentially reach up to 3000 pounds. They have a natural immunity to many diseases and rarely become ill and are antibiotic and hormone free. Bison meat is a richly flavorful lean meat high in vitamins, minerals.

Eichten's also own and operate a Bistro and Market where they sell and serve the cheese and bison meat they produce. They carry a variety of other artisan made goods from local producers. Their dedication to producing high quality cheeses and meat, their willingness to share and teach others about their methods and their support and development of the cooperative community have made them integral to the natural food business and we are happy to support them here at EFC.



Buffalo in field

Cheese wheels. Photos by James Mossak.



75% of Fair Trade goods are produced by cooperatives of small farmers.

## GM REPORT

# Thanks to Members, 2011 Was Great! New Register System Coming Soon!

by Amy Fields, EFC General Manager



Happy New Year! We haven't closed the books on 2011 as of this writing, but it's clear that it was our best year ever! Some data on the year:

- Sales — \$5.96 million
- Sales Growth — 19%
- # of transactions — 225,645
- Memberships and member payments — \$31,800
- Member Discounts taken — \$42,900

We will conduct our third-party review of the financials in April, with a full report to the Board in May, followed by the publication of the annual report

Looking ahead in 2012, we do expect to make several big investments in the co-op. The first is the purchase and installation of new registers. Our "Point of Sale" or POS system has been with us since the opening of the store over eight years ago. Grocers and department stores are notoriously slow at replacing their cash registers, but Eastside has kept our system longer even than the average supermarket. What was an adequate system for a sleepy

little \$2 million store is no longer meeting our needs as a \$6 million dollar business.

We expect to install a training module the first week of February, and "go live" with the new system in early April. In addition to new registers, screens, card processors, receipt prints, and scanner/scales on the front end, we will also have new capacity "back of the house." We will be able to easily track local and fair-trade sales, as well as gluten-free and P6 items. We will be able to maintain a perpetual inventory in our non-perishable departments. Our sign program will be integrated with the data file, and we'll be able to upload invoices directly into the system. In others words, Wow!

A new register system is a huge financial investment—almost \$70,000—and it affects almost every employee at the co-op, as we learn the new system and how to track and handle products. We hope to break the averages on this too, though, and install a system that will last into the next decade! We know you will be patient with our front end staff during the learning curve period, so thank you in advance for that understanding.

Expansion—the big question. When the founding members of Eastside Food Cooperative purchased this building at 2551 Central Avenue, they considered our current sales floor to be Phase I, and that, eventually, the co-op would be able to expand into the entire footprint of the building. Subsequent boards and management have continued that assumption—that a primary goal in our organization's success is sales floor expansion into the whole building. In 2012, we will begin the very first steps toward expansion planning, steps that include board and management training about expansion projects, initial feasibility studies, and organizational readiness. While expansion is several years down the road, there may be some interim projects in the next year that allow EFC to continue to grow and serve our customers prior to a full-blown expansion project.

2012 has started with continued growth—we're expecting another great year of growth, community involvement and customer service!

## BUSINESS SPOTLIGHT: THE BAG LADY

# Take a Walk on the Sparkly Side!

by Tom Dunnwald, EFC Board Member

It is hard to miss The Bag Lady storefront on 29th Avenue and Johnson Street NE, in part because of the bright, distinct facade, and partly because your eye expects to see the old Laundromat machines as you drive by.

The Bag Lady is Dani McNutt, and the NE Bag Lady is her fourth location since she first opened in downtown Faribault in 2003. The original store was joined by a second in the Medford Outlet Mall in 2004, and then Dani moved from Faribault to the Archer House in Northfield in 2006. When an old friend brought her up to take a look at the newly available corner spot early in 2011, she was struck by the liveliness of the Johnson St. businesses and the friendly reception she found on her short visit to the street. Dani had already decided that her concept was not a good fit for an outlet mall and by August the Medford location was closed and Bag Lady NE was open.

But before the Bag Lady was a long-standing routine, Dani, working as an airline stewardess on international flights, brought home interesting bags and bangles from her trips . . . and inevitably lost her cache to friends and family who admired and desired the new finds. Over time Dani came to call her hobby, and the ensuing family and friends pursuit of

the loot, the "Purse Party."

The continued demand over time persuaded her that she really did have good taste and so, eventually, The Bag Lady was borne. Now Dani is halfway through her first year in NE, closing in on five years in Northfield and books a decade in the business overall.

My excursions into the shop have been relatively brief, accompanying femmes. There is a lot of stuff in there and none of it is my type of hardware. My visits are followed by a retreat to the coffee shop next door.

Dani likens a trip to the shop as taking a walk thru grandma's jewelry box. My household thirteen-year-old suggests that it's more akin to a walk through a hip grandma's jewelry box! Dani's experience is that her clientele ranges from Grandmas through moms, teens, and down to five-year-olds, noting that they all love sparkly things. Much like her "purse party" days, she says that she draws pairs and groups of women shoppers, because her stock makes it a fun girlfriends' store.

So grab a friend and go for a walk in Dani McNutt's Johnson Street jewel box, where treasures abound!

## Membership Means . . .

Member-owners at Eastside Food Co-op have benefits, rights and responsibilities.

### Benefits

- A 5% discount on a single purchase of up to \$50.00 each month
- In-store members-only specials
- Free subscription to [Eastside Food Co-op News](#), mailed to your home
- Free classified ad in [EFC News](#)
- Discounts at Northeast businesses with whom EFC has partnerships
- Check writing privileges, check cashing for \$25 over the amount of purchase
- Members-only rates on classes at other TCNFC co-ops
- Owning a community-controlled enterprise

### Rights and Responsibilities

- Have a voice in the direction of the Cooperative by voting at annual and special meetings and by electing the board of directors.
- Serve on the board of directors if elected by the membership.
- Receive patronage dividends from the Co-op in profitable years.
- Be an active member: shop at Eastside Food Co-op, invite and encourage friends and family to join the Co-op, keep informed by reading the newsletter, and be active in events and meetings.

In the United States,  
cooperatives operate  
in every sector of the  
economy and in every  
congressional district;  
Americans hold over  
350 million cooperative  
memberships.

## YOU ARE WHAT YOU EAT

# Putting Vegetables at the Heart of Your Plate

by Kristin J. Boldon, EFC Member

It's February! Normally during this month my mind turns to thoughts of chocolate and dessert. Well, my mind usually dwells there anyway, but certain times of year, like Valentine's Day, make it more socially acceptable to do so. However, as my cholesterol rises with each passing year, it has become harder to pretend that greater issues aren't at hand. Perhaps this means I'm growing up or growing old. It's not the same thing, but sometimes I get them confused.

In any case, as I contemplated writing about chocolate desserts this year, I couldn't shake a feeling of guilt. Chocolate may be good for the soul, and this study or that says it's good for you, but really, is chocolate better for you than vegetables? Probably not, and I hope I never have to choose. But this month, I chose vegetables to write about, rather than chocolate. I hope my heart appreciates it.

The Mayo Clinic's website recommends 8 things for heart health:

1. Limit unhealthy fats and cholesterol
2. Choose low-fat protein sources
3. Eat more vegetables and fruits
4. Reduce sodium
5. Select whole grains
6. Control portion size
7. Plan your meals
8. Have an occasional treat

I'll include recipes that care of the first five. For the rest, you're on your own. I adapted these recipes from a handful of my favorite sources: Mark Bittman's [Food Matters](#), and the websites [101 Cookbooks](#), and [Food 52](#). Terrific food sites and books abound. Check them out and see what you keep coming back to. I looked to other cuisines for ideas on putting vegetables at the heart of the plate. Indian, Chinese, Japanese, Greek and many more have a wealth of meatless, low-fat traditional recipes.

Remember, recipes are guides, not rules. The recipe I based the curry on was very different from what I made. I lacked nearly a third of the items it called for, but I substituted what I had on hand and got good results. Don't be afraid to use stuff up. The things in your pantry are there to be eaten, especially during the winter. Use what you've got, then bring in something new. It sounds like a contradiction, but pantry staples and dried things like fruit, rice and beans are much better when they're "fresh," that is, dried more recently than not. Like spices, things get stale and lose flavor and texture. You don't need to shop every day—though sometimes it feels as if I'm at EFC every day—but you don't need to keep items for months, either.

One nice thing about eating more healthfully is that you gain momentum. The more you do it, the more likely you are to do it again, and more often, and more skillfully. So give these a try. Check the portion size, have an occasional treat, slow down, chew your food, and enjoy.



*I love how drops of water cling and glisten to the underside of dinosaur kale.*

*Photo by Kristin Boldon*



*This stir fry contains broccoli, mushrooms and tofu over whole-grain brown rice.*

*Photo by Kristin Boldon*

### Broccoli-Tofu Stir Fry, adapted from a recipe in [Food Matters](#) by Mark Bittman

Serves 4

- 1 cup brown rice
- 2 tablespoons olive or other oil, divided
- 2 tablespoons minced garlic
- 1 tablespoon grated fresh ginger
- 1 bunch broccoli, florets chopped small and stems peeled and sliced thin, crosswise
- 1/2 pound white or crimini mushrooms, gently rinsed and sliced into bite-size pieces.
- 1 package firm tofu, cut into slabs or cubes
- 2 tablespoons low-sodium soy sauce
- 1/2 cup liquid: stock, wine, or water

1. Cook rice according to directions.
2. Put a large skillet over high heat with 1 tablespoon oil. When hot but not smoking, coat pan, then add half the garlic and ginger for about 15 seconds. Add broccoli and mushrooms. Cook and stir occasionally about 5 minutes, or until broccoli is crisp tender. Remove from pan.
3. Turn heat to medium, add other tablespoon of oil and other half of garlic and ginger for about 15 seconds, then add tofu. Cook, stirring occasionally, till sides are golden, about five minutes total.
4. Return broccoli and mushroom mixture to pan and toss with tofu. Add soy sauce then liquid. Raise heat to high, scraping up brown bits from bottom of pan, until liquid is slightly reduced. Serve over brown rice.

### Kale and Squash Salad, adapted from a recipe at [Food52.com](#)

Serves 4

- 1 small kabocha, butternut, or other winter squash, peeled, seeded and cubed
  - 3 tablespoons olive oil, divided
  - 2 bunches dinosaur kale, ribs removed, finely sliced, about 4 cups
  - 1/2 cup almonds, chopped roughly
  - 1/4 cup grated cheddar or parmesan
  - 1 tablespoon fresh lemon juice
1. Heat oven to 425 F. Toss squash cubes in just enough olive oil to coat, about 1 tablespoon and season with salt and pepper. Spread on a baking sheet, leaving space between the cubes. Roast until tender and caramelized, about 40 minutes, tossing with a spatula every 10-15 minutes. Toast almonds on a baking sheet in the same oven until they start to smell nutty, tossing once, about 10 minutes. Let cool.
  2. In a large mixing bowl, toss kale with the almonds, cheddar and squash. Season to taste with approximately 1 tablespoon lemon juice and 2 tablespoons olive oil. Serve.

*You Are What You Eat, continued on page 7*

## IN THE STORE

# Winter Wellness

by Jesse Roque, EFC HBC Manager

Now that the holidays are over, it's time to settle in for the rest of the winter. It's a good time to get projects done around the house, read that book you got as a gift, or re-watch some of your favorite movies. It sounds idyllic, like a cozy cabin in the woods or warm blankets on the couch with some hot cocoa. Winter is a time to stay home and recoup, turn inward and be warm. It's a time to reset ourselves and prepare for the year ahead.

But lurking around the corner or waiting on that innocent looking doorknob is the villain that wants to knock you out and keep you from doing anything but be miserable: a cold. It's not the end of the world, but it doesn't feel great. You've got a runny nose, a cough; you're probably tired, and most likely crabby. Some experts believe that the body uses a cold virus as a way of detoxifying the body through mucous elimination and loss of appetite. Whether or not this is reassuring, a cold will pass.

It's important, but sometimes difficult, to distinguish a cold from a flu. Generally, the presence of body aches and a fever indicate flu. In children, however, a fever can be present with a cold as well. Also, if your symptoms persist for more than a couple of weeks, or you have greenish or yellowish mucous, you might be suffering an allergic reaction or a different infection, and it might be a good idea to call your practitioner.

If you do think you have the flu, it's important to remember that it can sometimes develop into pneumonia, especially if your immune system is compromised. In people over sixty-five, flu-related pneumonia is one of the leading causes of death. Again, it's important to see a practitioner if you fall into either of those categories, if you have a high fever, or to determine what remedies might be right for you.

Ah, the remedies! There are the time-tested favorites: Vitamin C being the one we've all heard of. Vitamin C is going to support the immune system through increased white blood cell activity. According to the Prescription for Natural Cures, while you're battling a cold, take 1,000mg of Vitamin C three to four times per day, but reduce the dosage if diarrhea occurs. Vitamin C is easy to come by—it's citrus season for a reason!

Other easy to find remedies include zinc gluconate (in lozenge form) taken every two hours for four days. Zinc supports immune function and may have antiviral

effects. Oregano, taken in capsule form, is a powerful antiviral. Elderberry, Ginger, Thyme, and Garlic are common remedies that are easy to find. Garlic can be used on a long-term basis for prevention. If sinus issues are at the forefront, a neti pot can be a lifesaver. A neti pot is a little pot that looks like a tea pot. You use it by filling it up with warm water and about a ½ teaspoon of salt. One end of the pot goes in your nostril, and you flush the water through your sinuses with your head down and tilted to one side. It can seem intimidating, but in my experience, it's the best, most low-tech way to keep your sinuses healthy. And it feels good! A neti pot can be used every day, and every day use can help prevent colds and infection.

And then we've all heard the recommendations: get lots of rest and sleep. Don't hibernate—get out for a brisk walk. That will keep mucous from settling, but also help elevate your mood and chase away the blahs. Use a humidifier. If you have a sore throat, gargle with salt water. Personally, I find that maintaining personal cleanliness helps as well. Don't just lie around; take a shower or a relaxing bath. Keep your bed sheets and pillowcases clean. Remember to keep your hands, and the hands of your family, clean, too. A cold can run its course through a household and even make its way back to you.

Try to avoid over-the-counter cold medications. The symptoms that you experience during a cold are your body's immune system working. Cold medication that mask symptoms are doing you no favors and can prolong your cold, or cause a recurrence. With that said, taking herbs and natural remedies ideally will stimulate your immune system, which might make your symptoms seem worse. Mucous can increase, for example. While this might feel unpleasant, it's helping your body recover. It's important to remember that everyone gets sick, and nothing is going to make it disappear overnight. Being sick isn't pleasant, but it's a good time to slow down and take it easy.

And of course, remember that prevention is the key—eat healthy foods, and don't let yourself get stressed out unnecessarily. Make exercise a key part of your lifestyle. Taking care of yourself and maintaining wellness are the best prevention for any illness.

*You Are What You Eat, continued from page 6*

### Cauliflower-Tofu Curry, adapted from a recipe at [101cookbooks.com](http://101cookbooks.com)

Serves 4

- 1 cup quinoa
- 1 tablespoon olive or other oil
- 1 small onion, chopped fine
- 1 garlic clove, minced
- 2 tablespoons curry powder
- 1 can reduced-fat coconut milk
- 1 head cauliflower, cut into small florets
- 1 cup frozen peas
- 1/3 cup toasted pumpkin seeds, or other seed or nut

1. Cook quinoa according to directions.
2. In large skillet or pot, heat olive oil over medium high heat. Add onion, saute until translucent, about five minutes. Add garlic until fragrant, about 30 seconds. Add curry powder and stir to coat.
3. Stir in coconut milk, then add cauliflower. Cover pan and cook about six minutes, till cauliflower is nearly tender. Add frozen peas until heated, about 1 minute. Remove from heat, stir in seeds. Serve over quinoa.



*This curry was wildly different from the recipe. I improvised with abandon.*

*Photo by George Fischer*

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## IN THE NEIGHBORHOOD

# What Does the Phrase "Food Justice" Mean to You?

By Jennifer Schultz, EFC Member and Congregational Administrator, NEC/Little Kitchen Food Shelf at Grace Center for Community Life

In November of 2011 I had the privilege to host a one-hour radio show, part of KFAI's "Wave Project" community access programming. The program was titled "No Law Against Hunger: Food Justice in Minnesota." My guests were Jeanne Bain, speaking as a community wellness advocate; Heidi Coe, Coordinator of the Fruits of the City gleaning program; Kristina Gronquist, Assistant General Manager at Eastside Food Co-op; and Jared Walhowe, a community activist and former Americorps employee. We talked about "food justice", and how Minnesotans can work together to make nutritious, quality food available to everyone.

Since co-founding the Little Kitchen food shelf in 2008, I have come to believe that hunger, like poverty and homelessness, is now an institution in America: we take for granted that there are children and adults in our community who will not be able to afford enough food. For me, real food justice means no more need for food shelves. It's the end of artificial food scarcity created by speculators in unregulated food commodities; it's "food Democracy" versus food monopolies; it's public, local control over the food chain.

When I asked Kristina (a long-time peace and environmental activist) what the phrase "food justice" meant to her, she explained. "Food justice means equality of opportunity to access fresh, local, healthy food—and a community, a state, and a nation where no one goes hungry." Jared Walhowe, former co-director of the Waite House food shelf and a volunteer with Fruits of the City, added "It's kind of an umbrella term for the larger food movement. In many ways it's reacting to the many injustices of the food system—environmental injustices, the labor rights movement and the lack of minimum wages for agricultural workers. It's a push to engage in our relationship to food."

"People want opportunity to provide healthy food for themselves and their families," offered Heidi Coe, "opportunity to make choices about what, when and how they eat. I think choice brings freedom, dignity, self-reliance and responsibility." Chances are most people reading this Co-op newsletter enjoy adequate consumer choice when it comes to food. But there's no law against letting people go hungry in America—because we Americans can't let go of the myth that everyone is born with consumer choice, with the same opportunities and advantages as everybody else.

"One thing I learned in political science studies is a word called 'reification'—it's a word about myths, and the fact that when you repeat a myth long enough, people begin to think it's a reality," offered Kristina Gronquist. "We've been taught a lot of myths about our economic system in the United States. One of the biggest myths is that we do have equality of opportunity in our country; but in reality our economic system is predicated on the mal-distribution of wealth. Full employment is not a goal of Capitalism—capitalism is dependent on an underclass. It only functions when there are workers pitted against each other, struggling for jobs and a high level of success. The sad truth is, as long as we don't have full employment as a goal, there will be hunger."

Sixty-five percent of the hungry in America are households where there is some level of employment. According to federal poverty statistics, 38% of the poor are people with disabilities. This is the largest group of people who are poor. The second largest group is high school dropouts; the third largest group is never-married mothers. It's the households run by single parents that we see most of at the Little Kitchen Food Shelf. In 2011, we helped over 5,000 individuals obtain food and basic necessities. Nearly 2,500 of those assisted were children under the age of 16. Statistically hunger in America is felt most by children; by adults who are not physically able to work eight or more hours a day, including seniors and people with disabilities; by single parents; by those who have not received a fully qualifying education; by the underemployed and underpaid. Who therefore enjoys the right to consumer choice?

Seven-year old Lily and her parents don't always have enough to eat. They sometimes get help from the food shelf as well as a community garden. The root of the food insecurity and poverty that Lily faces is the global economic recession and its lingering effects, which has hit her family hard. Lily's father was laid off, causing the family to experience financial vulnerability. "When you don't even know whether you're going to have a next meal or not," says Lily, "well, that can be pretty hard."

Lily is the star of a special Sesame Street episode entitled "Growing Hope Against Hunger," and her Muppet character will help teach the show's young audience to understand child poverty. The premise of this special episode is found in recent data released by the U.S. Census Bureau, which shows that 1 in 5 children in America live in poverty. Data compiled by the USDA estimates that 17 million children go hungry in America each day because their families cannot buy enough food. Half of those children are under the age of 6. Children's Defense Fund of Minnesota says that more than 70,000 children statewide are experiencing the harmful effects of deep poverty, or are at risk for it. In the last ten years, child poverty in Minnesota has increased 56 percent: so one in seven Minnesota children lives in poverty. One in seven children will see themselves in Lily of Sesame Street.

"We also don't believe health care is a basic human right in this country," added Kristina, "it needs to be purchased, it's dependent on employment." Jared Walhowe noted that in Minnesota, some of the greatest healthcare costs passed on to the community are directly attributed to lack of access to nutritious food. Lack of jobs

and access to education creates poverty; lack of health care and access to food leads to hunger and disease. Everyone pays the price.

More than half of all American Indian, Asian and black children in Minneapolis live in poverty. A new Minneapolis Foundation report shows that deep racial gaps continue to exist in education, employment and income for Minnesota families. These children face dangerous challenges, now, and for the rest of their lives. The poverty rate among adults aged 25 to 34 is 45.3%. How many MN parents fall into that age bracket?

A large portion of Northeast Minneapolis residential neighborhoods are formally classified as "food deserts," where access to affordable fresh produce and nutritious food is severely limited due to lack of access to larger grocery stores carrying affordable products. Hennepin County department of Public Health reports that large sections of our residential neighborhoods in Northeast contain 11% to 20% "vulnerable households." These are households where there is no access to an automobile AND the home is located more than one-quarter mile from a bus line that will carry a rider directly (without transfers) to a larger affordable grocery store. In Northeast, all such stores are located on or east of Central Avenue (Lunds and Byerly's stores do not qualify as affordable), while most vulnerable households are located west of Central Avenue and south of Lowry Avenue, continuing westward to the Mississippi River.

Eastside Food Co-op does a wonderful job of supporting Little Kitchen Food Shelf, which is located in that part of Northeast where need is concentrated. Through the annual March FoodShare fundraiser, and weekly donations of culled produce, EFC has channeled thousands of dollars and thousands of pounds of produce to the food shelf each year. At least eight of our volunteers have come to us through ads in the Co-op newsletter. EFC assists other food shelves and organizations as well. This kind of partnership, between organizations and individuals, is necessary to create Food Justice in our community. What can YOU do to help?

"At the really small level, you feed your neighbors. Seniors, families, and food shelves all need your help," says Jeanne Bain. She points out that our public schools have food programs that directly benefit students, which you can contribute to. "We speak up about this issue, and speak up loudly," advises Kristina Gronquist. "If you have consumer choice, pay attention to what and how you purchase, support your local co-op and other local food sources," offers Heidi Coe. "Volunteer, be engaged, and grow your own food," says Jared Walhowe. Together we can continue to education ourselves about hunger on the local and the national level, and only together can we eliminate that hunger. By addressing the root causes of poverty, by demanding affordable healthy food sources in every neighborhood, and by concerning ourselves with the needs of our neighbors, we help create Food Justice for all.

[www.necommunity.net](http://www.necommunity.net)

## MARCH FOOD DRIVE

It's that time of year where EFC joins forces to do our part with Food Co-ops across Minnesota to raise awareness and donations for the more than 250 food shelves throughout the state. It is a unique event that unites Minnesota businesses, faith communities, schools and civic groups for one month to focus on the issues of hunger in our community, including poverty, joblessness, and lack of educational opportunities.

Our March 2012 Food Drive goal is to raise 6500 dollars/pounds. All donations collected will be going to our local food shelf the Little Kitchen, located at Northeast Community Lutheran Church at Grace Center for Community Life 1500-6th St NE, Mpls, MN 55413. With your dollar donations the Little Kitchen is able to purchase up to \$9 worth of food for each \$1 donated. We will be using simple "round up" method for collecting donations in any amount (.05 cents to \$50 dollars.) When you are at the register we can add your tax-deductible donation to your regular grocery transaction. And all (non-perishable) food donations can be placed in the designated "food shelf bin" at the front of the store.

### We will continue the commitment of "1% of sales for Food" which will be held on Sunday, March 11!

The Little Kitchen Food Shelf serves a representative cross-section of Northeast Minneapolis and adjacent communities. All ethnicities and socio-economic paths are apparent among their clientele. The Little Kitchen continues to see an increase in demand for services. Another opportunity to help end hunger is to volunteer at the Little Kitchen.

To volunteer at the food kitchen, call 612-788-2444 and ask for Jennifer, or e-mail [Jennifer@necommunity.net](mailto:Jennifer@necommunity.net).

Little Kitchen  
FoodShelf 

## WHERE DOES YOUR FOOD COME FROM?

# Part 6: Distributors in the Natural Foods Business and More Consolidation

by **Bobbie Fredsall, EFC Member**

One Thursday when I had arrived at Eastside Food Co-op early in the morning for a NE Network meeting, I saw this enormous truck in the parking lot. I watched with admiration as the driver skillfully maneuvered the behemoth between the rows of cars and out onto Central Avenue. The truck had just made a delivery from the distributor United Natural Foods, UNFI for short. I knew that EFC staff would be busy restocking shelves so member-owners could find the products they wanted.

United Natural Foods plays a huge role in the operations of our co-op and most other Twin Cities food co-ops. To see why, consider the structure of the natural foods business. Over half of natural foods are sold through mass-market retailers—grocery chains such as Cub and Rainbow, warehouse clubs, and big national retailers like Walmart and Target. Large national natural foods retailers, such as Whole Foods and Trader Joe's, account for another piece of the natural foods business. In a pie chart the approximately 300 natural food cooperatives in the U.S. would barely show up. This vast market for natural and organic foods is one reason for the consolidation in the organic food production industry, a topic I wrote about a year ago in the February-March 2011 issue of the *Eastside Food Co-op News*.

To increase their purchasing power individual food co-ops began forming regional cooperative grocers associations in the 1990s. By the late 90s it was clear that a national organization was needed, and the National Cooperative Grocers Association was born. It evolved over time into its current form as a national organization of member co-ops, a cooperative whose members are retail grocery cooperatives. NCGA currently has over 120 members and associates. NCGA provides the organization for its members to combine their marketing weight in purchasing products. It also provides operational support to its members and supports the development of new cooperatives. Eastside took advantage of this assistance to get started. Eastside, along with most Twin Cities food cooperatives, is a member of NCGA.

The Twin Cities Food Co-ops publish the Mix under the NCGA umbrella six times per year, available free in the store and provides booklets of coupons regularly for members of NCGA member co-ops. See [www.ncga.coop](http://www.ncga.coop) for more information.

Distributors exist to efficiently move products produced all over the country and outside of the U.S. to retail stores. In the mid-1980s there were several dozen distributors of natural foods in the U.S. Professor Phil Howard of Michigan State University has mapped the consolidation among distributors of natural foods through 2008. See [www.msu.edu/~howardp/organicdistributors.html](http://www.msu.edu/~howardp/organicdistributors.html) According to his chart, there are only five distributors still operating. United Natural Foods is the largest distributor in the natural food business.

The mass-market retailers mentioned above are big enough to have their own distribution networks. So UNFI and the other surviving natural food distributors such as Tree of Life, serve smaller players. UNFI's largest customer is Whole Foods. Second is NCGA member stores. NCGA's slogan "Stronger Together!" tells the story. Because of its NCGA membership, Eastside is like a store in a fairly large chain, and as such we have greater purchasing power than if it we had to deal with distributors alone.

UNFI describes it self as follows on its website: "UNFI is the leading independent national distributor of natural, organic and specialty foods and related products including nutritional supplements, personal care items and organic produce, in the United States." UNFI also owns some associated business in the natural food area. See [www.unfi.com](http://www.unfi.com).

The agreement Eastside has with UNFI through NCGA requires Eastside to purchase 75-80 percent of the products that UNFI carries through them. Most distributors require a minimum order. Eastside is a small store, and generally doesn't buy enough of a given product to both meet a minimum order for one distributor and also meet the requirements of our main distributor. So in effect, Eastside and other NCGA members are dealing with a monopoly in UNFI. Does this matter?

Professor Phil Howard responded to this question in an on-line article by suggesting that a new smaller independent company would have a much harder time getting national distribution because of the consolidation in distribution.

As mostly small businesses barely making a blip on the screen of the natural food business, dealing with such a large player makes some NCGA members a little nervous. Recently UNFI grew by adding the Safeway chain as a customer. It was quite understandable for UNFI to want to grow, but some NCGA member co-ops became nervous about how the addition might affect them. Would UNFI drop some of the products they buy to make room for more for Safeway? UNFI did drop some products, but that was due to a review of underperforming items, not the new customer. It remains to be seen how the changes from the addition of Safeway will affect co-ops.

Being a small independent grocer in the natural foods business in the United States

is a challenge as we try to make it among giants. Perhaps, knowing the scenario outlined above, members and potential members can better understand why small co-ops like Eastside are unable to carry the numerous varieties of products requested and/or why our pricing structure can seem inflexible. Thankfully, not every customer wants to deal with giants, and Eastside Food Co-op continues to thrive.



UNFI truck in EFC's parking lot.  
Photo by Bobbie Fredsall.

## 2012 PLANT SALE UPDATE

# Early Plants and Longer Hours!

by **Ann Mueller, Plant Sale Manager**

Our amazing new greenhouse guides the changes to Eastside Food Co-op's 14th Annual Spring Plant Sale. The sale will have longer hours, full-time staff, weekday volunteers and offer select plants early. The sale's opening day is Saturday, May 12th of Mother's Day weekend. The greenhouse will be open daily from 8 a.m. - 7 p.m. until Friday, June 1st.

Beginning a week before the sale, on Saturday May 5th, select early annual, herb and vegetable plants and baskets will be available on two large display racks outside the store. We'll also have gardening books, gloves, tools and local compost, potting soil and straw.

Before all this happens, we're making a few improvements to the greenhouse. To increase and improve space, we are spending \$1,100 for extra shelving and mesh covers for the existing shelves. With four to five deliveries a week for three weeks, plant care and rotation is crucial; we are making it easier and more efficient.

The deliveries and extended hours call for more staff and volunteer hours during the week. A morning, or opening, volunteer shift will now be available daily. This person will assist the staff person to open the greenhouse, care for plants, help customers and accept deliveries from 7-10 a.m.

There will be more volunteer opportunities before the sale, including informational and price sign making, buckthorn-based greenhouse decorating and posting sale flyers. Sign-up sheets will be posted in the store in April. Volunteers enable us to keep our plant prices so low. All volunteers receive a 10% one-shopping-trip discount card and a chance to talk to your neighbors and learn about plants! There will also be a posting for a full-time plant assistant by April 1st. This person should have customer service and plant knowledge experience. All in all, look forward to a well-staffed and well-stocked super fun plant sale!



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## AT HOME

### Help! My Baby Doesn't Sleep!

by Anne DeNucci-Lushine MA, ICCE, Certified Lactation Educator

It's a cold winter night and you wish you were sound asleep under the warmth of your comforter, but unfortunately you are up. Yes, that is right, because your baby doesn't sleep . . . well, at least for long chunks of time or very deeply. Human babies have shorter sleep cycles, it takes them longer to enter a deep sleep and they sleep lightly. They need help falling asleep and re-falling asleep. In fact, research shows that humans are not designed to consistently and regularly sleep through the night until their fifth birthday.

As a Birth and Family Educator at a local hospital, I facilitate new mom and baby groups. These groups provide a very supportive, caring and non-judgmental setting for new moms to discuss their experiences as new moms and connect with other women. Aside from breastfeeding questions and concerns, the majority of group time is spent discussing sleep. There are a number of general sleep themes that seem to arise in every group I facilitate.

First of all, you can't "mess up your baby's sleep" by soothing and helping your baby sleep. Babies cannot connect past experiences with future experiences until about six months. Your baby won't be able to think to herself, "the last time I cried my mom picked me up and soothed me, so I will be sure to cry again so my mom will pick me." Soothing and helping your baby sleep will not spoil your baby. The time that parents invest in helping their babies sleep (rocking to sleep, nursing to sleep, letting baby sleep in parent's arms, sleeping with baby, etc.) will pay off in the long run. Babies who are cared for in this way establish a sense of trust, not only in their parents, but in the world as a whole. These babies also tend to sleep better as children and adults.

Secondly, the name of the game when it comes to infant

sleep is that we, "do what ever we need to do so that the family can get the most sleep possible." Each baby is different and each family is different. These first five years can be very challenging, we just have to make it through, and children WILL eventually sleep. There are lots of creative sleep options. Being creative with sleep will help everyone in the family get more of it!

Thirdly, I encourage families to resist the urge to try to "figure everything out." Moms will come to the group and tell me, "my baby was sleeping so well and now she is waking up more frequently, I think it might be because..." The amount of growth and development that takes place in the first year is tremendous. Babies are literally growing by the hour. Things are going to change frequently. I think it is counterproductive for parents to try to figure it all out, by the time they figure it out, everything has changed again. I encourage parents to take it one day at a time. Eventually you'll be back under the warmth of that comforter, sleeping, "just like a baby."

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## EASTSIDE FOOD CO-OP MEMBER CLASSIFIEDS

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Let the Eastside community know about your business, sale item or special event. Free to any member of the Eastside Food Co-op as a benefit of membership. Please see the publication notice on page 2 for ad deadline and limit your ad to 30 words; send the text to frenchsutton@earthlink.net

### SAVE ON SHIATSU

Please contact Ivy West @ 612-333-6561 or visit our website @ [www.alight-shiatsu.com](http://www.alight-shiatsu.com).

### Victory Gravesite Care

Call John at 612-703-1158 or [victorygsc@usfamily.net](mailto:victorygsc@usfamily.net). We can usually visit the gravesite if you need an estimate or advice. We would be honored to serve you.

### Affordable Websites

Call Janet at 612-378-1904 or visit [jalenenterprises.com](http://jalenenterprises.com).

### Make your next move a Smart Move!

763-746-9666 or [www.SmartMoveMN.com](http://www.SmartMoveMN.com)

### Arce's Sewer & Drain Service

24-hours a Day, 7 Days a Week  
English (612)219-1350  
Spanish (612) 251-2661

### PREGNANT???

Learn how to give birth. Sign up for classes in The Bradley Method. Amy Danzeisen and Micha McDonald 612-302-8120 [amydanzeisen@hotmail.com](mailto:amydanzeisen@hotmail.com)

### HARDWOOD FLOORING

10 years in the Business, many references. Call for a FREE estimate. Mark 612-987-5175

### Hatha Yoga classes in classic Himalayan tradition.

Call or e-mail Barbra Bloy 612-782-8258 [bbloy@mm.com](mailto:bbloy@mm.com)

### Thieves Household Cleaner

Clean everything in your house safely. Great smell, amazing health benefits. Contact Ginny at 612-251-2735 or [lotuslife@youngliving.org](mailto:lotuslife@youngliving.org)

### Deep Tissue Massage & Hatha Yoga Classes

by Mary Bowman-Cline, NCMT  
2848 Johnson St. NE  
763-442-1340  
[www.yogamary.com](http://www.yogamary.com)

### Neighborhood Acupuncture

Brenda Grewell, Licensed Acupuncturist and RN  
Midwest Herbs & Healing |  
2919 Pentagon Drive NE  
St. Anthony, MN | (612) 850-1305 |  
[www.minnesota-acupuncture.com](http://www.minnesota-acupuncture.com)

**Everyday Law Office.** Everyday legal services for start-ups, small businesses and nonprofits.

Contact Leslie Watson, Esq., phone 612-275-6225; email [everydaylawoffice@gmail.com](mailto:everydaylawoffice@gmail.com).

### BOOKKEEPING/TAX SERVICE

[wgbenterprises@hotmail.com](mailto:wgbenterprises@hotmail.com) or call (763) 354-9908 for quotes or questions; full list of service go to <http://wgbenterprises.blogspot.com>

### SHRINK YOUR BELLY

visit [dougmoorefitness.com](http://dougmoorefitness.com)

### Bond Tile & Stone

10% Disc. When You Mention This Ad. Check Out Our Portfolio Online. Free Estimates. 612.386.4007. [www.BondTileAndStone.com](http://www.BondTileAndStone.com)

### Birth is empowering.

Contact Kerstin Hansen at [kerstin.the.doula@gmail.com](mailto:kerstin.the.doula@gmail.com) for more information.

### Affordable Professional Therapeutic Massage

Jennifer Pyper-Muno,  
Hart Lake Massage, 763-706-0954  
[www.hartlakemassage.massagetherapy.com](http://www.hartlakemassage.massagetherapy.com)

### Acupuncture and Chinese Herbal Medicine

Joanne Skarjune, L.Ac.  
Call 612-724-1951 to schedule an appointment.

**Painter Painting LLC.** Interior/Exterior. Painting, staining, refinishing. Drywall, plastering, taping, wallpaper removal. Ice/water damage repair. Serving the Northeast Arts District, making your old house beautiful for 22 years. Neat, professional work. Brian Roehrdanz 612-706-0669.

### Northeast Community Acupuncture

Sliding scale fee of \$15-\$40  
1224 2nd St NE, Suite 200  
Minneapolis, MN  
Noah Frohlich L.Ac. 612-709-5872  
Deborah Owen L.Ac. 612-708-8917  
[www.necommunityacupuncture.com](http://www.necommunityacupuncture.com)

### Expert Handyman Services

[www.FixitorBuildit.com](http://www.FixitorBuildit.com) Call 612-788-0608 or email: [john@fixitor-buildit.com](mailto:john@fixitor-buildit.com)

Megan Odell Acupuncture & Asian Medicine, 1224 2nd Street NE. (612)298-8738.

[www.northeastacupuncture.com](http://www.northeastacupuncture.com).

### Repair, Revamp, Repurpose your existing wardrobe!

Heart Held Designs,  
612-781-5259,  
[ajhmpls@yahoo.com](mailto:ajhmpls@yahoo.com)

### NORTHEAST INTERIORS, LLC

HOME IMPROVEMENT AND RESTORATION, 612-963-1745  
[ne\\_interiors@yahoo.com](mailto:ne_interiors@yahoo.com)

### Eco-friendly Printing

Please contact Dave Anderson at Shapco Printing at 612-278-1559 or at [danderson@shapco.com](mailto:danderson@shapco.com).

### Is Refinancing right for you?

Call us today for a FREE, no-obligation consultation and you'll receive our Credit Scoring Guide. 612-789-5626 MLSMortgageGroup.com NMLS#365483

### Piano Tuning and Healing

Call SeanScott to schedule a piano tuning, repair or move. 612-718-5270 [sean-scottpiano.com](http://sean-scottpiano.com)  
Every Piano Deserves to Sing

### READING THERAPIST/TUTOR

Certified Orton-Gillingham instructor. 612-770-2103 or [word.detective@visi.com](mailto:word.detective@visi.com)

### Bare Wax & Skin

2825 Johnson St. NE, Mpls, MN 55418  
612-306-4522  
[barenortheast.com](http://barenortheast.com)

### Indulge yourself and your unborn child!

[www.everyday-miracles.org](http://www.everyday-miracles.org)  
612.353.6293

### Early Childhood Music Classes in NE

[www.ensemblemusic.net](http://www.ensemblemusic.net).

### Live Well Massage Therapy

Less Pain, More Life!  
Jeanne Ramirez, Natl. Certif. MT,  
5075 Johnson St NE, 763-280-3016

### When you find you need us, you already know us

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state & federal courts  
Tom Dunnwald  
Employment & Civil Rights  
Sonja Peterson  
612-347-0043

### Serving city buyers and sellers for 25 years.

612-872-8068  
Sandy Green Realty, Inc.  
[www.SandyGreenRealty.com](http://www.SandyGreenRealty.com)

### FREE FAMILY FUN!

Twin Cities Arts, Community, Culture with kids. [www.freefamilyfun.org](http://www.freefamilyfun.org)

### Dawn's Pet Sitting and Tutoring Services

612-290-6203,  
[dawn-oliver@hotmail.com](mailto:dawn-oliver@hotmail.com)  
I specialize in tutoring math; and cat and dog sitting. I will pet sit any animal, including reptiles and rodents. I will tutor any subject I can.

### Cozy One-BR Upper for Rent

in owner-occupied, no-smoking fourplex near NE Park. \$600/mo includes utilities. Quiet bldg and neighborhood; on-street parking, bike rack, short walk to bus stop, Quarry. Contact David or Lyn: 612-788-0303 or [rentandlivene@gmail.com](mailto:rentandlivene@gmail.com)

**Share beautiful townhome** in Columbia Heights. \$600/month gives you private room/bath with walk-in closet, lots of storage, indoor parking, all utilities plus wireless. Walk to Target or around lake. On bus. Must like cats, could have one yourself. No smoking, quiet person, please. 612-419-0673

### CHR—Custom Home Remodeling, Inc.

Complete interior & exterior remodeling. Contact: Ken Budinger 612-817-7237  
[www.customremod.com](http://www.customremod.com)

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### Bodyworks by Jill

Massage/Reiki Practitioner  
Prenatal / Postpartum Massage  
Child supervision available.  
Jill Young, 612-600-3301  
[bodyworksbyjill@gmail.com](mailto:bodyworksbyjill@gmail.com)  
[bodyworksbyjill.com](http://bodyworksbyjill.com)

### Gods and Monsters

A free Twin Cities reading group, third Sunday of the month, Granite Studio, 4 to 5:30pm. All who read the book are welcome. February 19: *John Crow's Devil*, Marlon James. On Facebook, Goodreads. Email [godsandmonsterstc@gmail.com](mailto:godsandmonsterstc@gmail.com).

### Become Pain Free

Anna Evans, Postural Alignment Specialist, Certified by Egoscue University  
612-706-1616 • [annaevans@q.com](mailto:annaevans@q.com)

### Psychic Medium & Animal Intuitive Alison James DM CSC SC

612.424.1411 Online message service click: Contact Me  
Scheduling online 24/7:  
[www.alisonjamespsychic.com](http://www.alisonjamespsychic.com)

### Children's Birthday Party

Contact Sheila at:  
[sheilapathmcmahon@gmail.com](mailto:sheilapathmcmahon@gmail.com)

*Member Classifieds  
continued on page 10.*

# EVENTS CALENDAR

## February 2012

**Northeast Network**  
35 W Update: Final Exit?  
Thursday, Feb. 9  
7:30–8:45 a.m.  
FREE + Coffee, Muffins and Fruit  
At Eastside Food Co-op in the Granite Studio  
Please RSVP  
[board@eastsidefood.coop](mailto:board@eastsidefood.coop)  
**Winter Market**  
Sponsored by Northeast Farmers Market  
Local vendors with local wares  
Saturday, Feb. 11  
11 a.m.–2 p.m.  
At Eastside Food Co-op in the Granite Studio

**Co-op Class — Build Your Own Solar Station**  
Joaquin Thomas of GoSolar!  
Tuesday, Feb. 28  
6–8 p.m.  
Free and No RSVP required  
NE Library 2200 Central Ave., NE Mpls. 55418

**Northeast Network**  
Walk on the Wild Side: Urban Animals  
Thursday, March 8  
7:30–8:45 a.m.  
FREE + Coffee, Muffins and Fruit  
At Eastside Food Co-op in the Granite Studio  
Please RSVP  
[board@eastsidefood.coop](mailto:board@eastsidefood.coop)  
**Winter Market**  
Sponsored by Northeast Farmers Market  
Local vendors with local wares  
Saturday, March 10  
11 a.m.–2 p.m.  
At Eastside Food Co-op in the Granite Studio

**Member Orientation**  
Wednesday, March 21  
6:30–7:30 p.m.  
At Eastside Food Co-op in the Granite Studio  
FREE + refreshments  
See website for more details.  
Please RSVP to  
[board@eastsidefood.coop](mailto:board@eastsidefood.coop)  
**Co-op Class — Defining the Role Food Allergies, Sensitivities and Intolerances Play in Your Life! – Session 3**  
Carrie Reynoso RD, LD, CLT with Forever Nutritious  
Saturday, March 31  
11 a.m. – 1 p.m.  
Free and No RSVP required  
NE Library 2200 Central Ave., NE Mpls. 55418

## March 2012

**March Food Drive**  
Ongoing through the month of March. See notice on page 8. "1% of sales for Food" will be held on Sunday, March 11!  
**Co-op Class — Defining the Role Food Allergies, Sensitivities and Intolerances Play in Your Life! – Session 1**  
Carrie Reynoso RD, LD, CLT with Forever Nutritious  
Saturday, March 3  
11 a.m. – 1 p.m.  
Free and No RSVP required  
NE Library 2200 Central Ave., NE Mpls. 55418  
In this three-part nutrition series, Carrie Reynoso will discuss how food allergies, sensitivities and intolerances may be playing a role in your life. See website for further details.  
[www.eastsidefood.coop](http://www.eastsidefood.coop)

**Co-op Class — Defining the Role Food Allergies, Sensitivities and Intolerances Play in Your Life! — Session 2**  
Carrie Reynoso RD, LD, CLT with Forever Nutritious  
Saturday, March 10  
11 a.m. – 1 p.m.  
Free and No RSVP required  
NE Library 2200 Central Ave., NE Mpls. 55418  
**Co-op Movie Night — Movie TBA**  
Thursday, March 15  
7–9 p.m.  
At Eastside Food Co-op in the Granite Studio  
FREE + refreshments

**CSA Fair**  
Come meet and greet our local farmers and purchase a CSA share!  
Saturday, April 7  
11 a.m. – 2 p.m.  
At Eastside Food Co-op in the Granite Studio  
Look for notices in the store for more details.  
**Spring Ponder**  
Member Visioning Event  
Sunday, April 29  
Time TBA  
Eastside Food Co-op in the Granite Studio  
FREE + refreshments  
Look for notices in the store for more details.



AN OFFICIAL PUBLICATION OF THE EASTSIDE FOOD COOPERATIVE

# EASTSIDE FOOD CO-OP NEWS

VOLUME FOURTEEN, NUMBER ONE  
FEBRUARY/MARCH 2012



Buffalo calf at Eichten's Hidden Acres.

**In this issue:**  
**P6 Revolution!**  
**Distribution and Consolidation**  
**Food Justice**  
**Plant Sale Update**  
**and much more . . .**



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