



**40**  
years  
&  
still  
**FRESH**



Astoria  
co-op  
*grocery*



Summer 2014 Newsletter

OPEN 8-8 DAILY

1355 Exchange Street Suite 1  
Astoria, OR 97103  
503-325-0027  
www.astoria.coop

All shoppers welcome. Just \$25 to start your ownership to receive special sales, discount days, case discounts and more.

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To contact our board: board@astoria.coop

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Joe Wrobel, Cashier & Deli  
Diana Widdows, Cashier & Grocery  
Zetty Nemlowill, Marketing Director

Got a newsletter idea? Contact zetty@astoria.coop.

*Special thanks to Co-op Owner Pam Chestnut for her excellent care in proofreading this newsletter.*

# A FRESH NEW LOOK

40TH CELEBRATION INCLUDES NEW LOGO



You may have noticed the above logo and new signs in the store. What's happening? We're in the midst of re-branding. This includes a new logo, signs, and a brand guide. The guide includes variations of the logo, colors, typefaces, and other details that will help us stay consistent with our look. As we seek to reach new customers, we wanted the word "grocery" on our logo so people would know what we sell, as well as the word "co-op" because that's what people call us (former logo said cooperative).

Our previous logo served us well for a decade, but the board approved staff to move forward with the changes. The Co-op hired Sarah Magrish Cline, a graphic designer from Portland who works at Ecotrust. Sarah's understanding of co-ops, as former marketing director of People's in Portland was essential. We included Co-op owners in the process, with a survey and get-together, to gain insight into our brand (the image we want to project to the world). We learned a lot, including the value of the welcoming flowers we have outside the store. The native Pacific Aster on our new logo is a reflection of that. We unveiled the new logo including a special 40th anniversary edition (on the cover) at our annual meeting/40th anniversary celebration in May.



# FRESH MEAT & SEAFOOD

NEW AT THE CO-OP FOR THE FIRST TIME EVER

Well we did it! Your Co-op now offers fresh Oregon grass-fed beef, organic chicken, local fish and more. We had frozen varieties for several years, and increased shopper demand for fresh has led to this expansion.

We are proud to have selected the cleanest, best-tasting, humane and sustainably raised products out there. Here is some information about our sourcing:

**Organic Smart Chicken**

Why so smart? Well for starters, it is the only chicken producer in the country to maintain both certified humane and certified organic status.

Smart Chicken's mission has been to restore taste to store-bought chicken in this country, doing it the right way. That means proper treatment of chickens, workers, and operating in the most sustainable way possible. For example, they operate in a location where no other poultry company does: the Midwest. This is where the vast majority of feed grains are grown, so this greatly reduces the carbon footprint by negating the need for grain transportation.

As for animal care, the chickens not only have access to state of the art heated and air-conditioned facilities, but they are free range with access to grassy pastures.

Many of our shoppers have noticed it is more flavorful than other

chicken they've had. The company attributes this, in part, to its unique air-chilling technology (versus conventional water-chilling). Learn more at www.smartchicken.com.

**Grass Fed Beef from Knee Deep Cattle Company**

Knee Deep Cattle Company is located in the mid-Willamette Valley in an ideal climate for growing grasses for grazing. These cattle are 100% raised on free-range pastures with a diet containing grasses, clovers, mineral supplements and salt.

Knee Deep has been committed since 1954 to a compassionate and natural approach to sustainable ranching. Cattle have continuous and unconfined access to pastures. Grass-fed beef is a delicious and healthy alternative to conventional grain-fed beef.

- Low Calorie Option: grass-fed beef is lower in both fat and calories.
- High in Omega-3 Fatty Acids: enhances heart health, reduces risk of arthritis, and many more benefits.
- High in Beta-Carotene: helps reduce the risk of cancer and cardiovascular disease.

The ranch is certified humane, which means low stress levels and better cattle health, eliminating any need for antibiotics or other drugs.

Feedlot operations produce high levels of environmental pollutants and require high consumption of fossil fuels. Sustainable ranching practices lower our carbon footprint on the earth.

# GRAB & GO DELI DOUBLES IN SIZE

GET FOOD TO GO WITHOUT LETTING YOUR HEALTH GO

In addition to our new fresh meat case you've probably noticed our expanded grab and go deli case! As deli staffer Colin Smith says, "Now you can get food to go without letting your health go!"

Seriously, the new case makes shopping for your lunch or dinner much more convenient. It is well lit and easy to access when other customers are trying to pick out what tasty item they want to eat. With the addition of new signage for each item we're ready to grow our selection of healthy foods for folks on the go.



Now that the deli staff has a new case to keep full, they are working hard to keep the display well stocked. They're also busy working on new recipes for our deli product mix. For instance, fresh meat in the store means the deli workers too can use more proteins in their recipes. We've already gotten a resounding positive response to new soup recipes that incorporate chicken. How 'bout boneless skinless chicken breast on a Co-op salad? We're scheming to get ideas such as this ready for production.

Vegans, fret not. We're adding new vegan recipes to our mix as well. We look forward to bringing you the healthiest organic Co-op deli foods possible!

# MEET YOUR SEAFOOD PURVEYOR

BORNSTEIN SEAFOODS • ASTORIA, OREGON

By Zetty Nemlowill/Astoria Co-op Grocery Marketing Director



Andrew Bornstein/3rd Generation Owner Bornstein Seafoods (left), took Zetty and Ryan Eccles/Co-op Meat Buyer (right) on a tour of the facility.

Astoria is a fishing town where, ironically, it's been difficult to source local fish until now. In May the Co-op started carrying fish from Bornstein Seafoods in Astoria. While Bornstein sells to customers around the world, including our local grocery retail competition, the Co-op is the only grocer that picks up the fish directly from the processing plant. Larger chain retailers rely on central distribution, which means the seafood products travel to Portland or even farther prior to being redistributed to stores in Astoria. Our approach means a more fresh and sustainable product for you.

Bornstein Seafoods is in its 80th year of operation. Andrew Bornstein, who runs the Astoria plant, is the grandson of the founder who started the company in 1934. The company is based in Bellingham and has processing and unloading facilities in Brookings and Newport plus a fresh fish market in Warrenton. The Astoria location at the Port of Astoria's Pier 2 on the Columbia River is one of the city's largest employers, currently with 170 full-time workers, reaching up to 200 workers at the height of the summer sardine season.

The vast majority of fishermen who sell to

Bornstein are from Clatsop County. Depending on the time of year, Bornstein processes Oregon pink shrimp, Dungeness crab, sole, true cod, rockfish, salmon, albacore, sardines, and Pacific whiting.

"The market is earth. We sell literally to anybody and everybody," Andrew said.

Most of the fish caught off our waters is sold to customers outside our area, and it can be hard to find around here: an interesting problem in a town with cultural and historic roots in seafood. It wasn't always this way, but the modern food system trucks seafood hundreds of miles away, and then redistributes locally. So how did the Co-op get around this? First, we decided it was important. Then we asked Andrew (who is a Co-op consumer owner) how we could get his company's seafood products before they go to Portland. And he made an exception.

"We do have strict minimums that a lot of people can't meet and we did lower that in your case, probably because of the interest I have in more local options and I like shopping there (at the Co-op)," Andrew said.

## The Workers

The face of workers in the local seafood industry has changed in recent decades. The workforce is predominantly Hispanic. Some of these workers, according to Andrew, immigrated to our country as long as 20 years ago, while others have recently moved here.



"They're immigrants in the way the Chinese were

100 years ago and the Scandinavians were 80 years ago. It's just kind of the new wave. A lot of people think a company like Bornstein Seafoods has only a Hispanic workforce, they're all seasonal and they don't live here. Our average length of employment is over 11 years. We have 30-year employees. A lot of the Hispanics have been here 10 to 15 years already. They buy homes here, they buy cars here, and they're the first generation living the American dream. A lot are raising their kids here in Astoria and aspiring for them to go to college," Bornstein said.

Bornstein said he would like to dispel a myth that his positions are all seasonal and minimum wage. There is a ladder; workers with more training and experience such as filleting and driving a forklift earn more money.

## Environmental Sustainability



Bornstein says there is zero waste at his company when it comes to processing seafood. Almost everything is a product for something else, including pet food and soil enrichment, for example.

When talking about sustainability, Bornstein is adamant that there are a lot of misconceptions and a lack of education out there about our fisheries.

"People think the oceans are empty, that they've been overfished. That's not true, especially in America. Globally, over 85% of ocean fisheries are sustainable and properly managed; in America it's more like 99.9% of our fisheries that are wildly sustainable. Were there sins of the past? Absolutely. The American fishing fleet hasn't been committing those sins since the early 80's," Andrew said.

Andrew said his company is under a microscope when it comes to this. Indeed, on our tour, we saw several people from various regulatory agencies on the docks monitoring the catch coming off fishing boats.



## Cooking Ideas

Andrew believes that our fish stocks are wildly robust, and that seafood is the healthiest meat we can put in our bodies. It's no surprise that he eats it about three to four times per week.

"My favorite is always petrale (sole). I dredge it in egg white with milk, panko and fry," Andrew said. He cooks salmon on the barbecue, simply prepared with salt and pepper. He says he and his wife love eating smoked sardines on toasted baguettes with mashed avocado. And another favorite is rock fish cheeks.

Look for Andrew's favorites at the Co-op!

# WHO CARES ABOUT LOCAL FOOD?

WORKING WITH LOCAL PRODUCERS EQUALS SUCCESS

By Zetty Nemlowill/Astoria Co-op Grocery Marketing Director

Looking like a "real" grocery store while differentiating from one is challenging. Part of the Co-op's growth in sales and ownership has been a result of attracting new shoppers by meeting expectations of what a "real" grocery store is. Inserting the Co-op Deals flyer in the newspaper, is just one way we've achieved this. But in order to stand out and be competitive, we also need to be different, with better offerings and actions. Our cooperative model and community-building mission doesn't allow us to stop at simply being a grocery store; a message we heard Co-op owners reiterate in surveys at our annual meeting. See the box on page 6 listing our community outreach so far this year.

As the Co-op grows, so will our capacity to provide food education and give back to the community. But I wonder: does this make us different? Private natural foods retailers in bigger cities have jumped on the bandwagon offering a slew of cooking and wellness classes (Whole Foods & New Seasons to name a couple). Corporate grocers in our area make charitable contributions. So what's our niche?

Competing for business with big box retailers that also provide organic and natural foods, we must offer consumers products the big guys can't. In my opinion, the one big thing our competition can't touch is our sourcing of truly local food (think 40-mile radius). In this way we use our smaller size to our advantage, working with local farmers, fishermen, and other food producers who don't produce on a big box scale. To me, the most important and exciting part of the Co-op's growth—and possible future expansion—is the opportunity to increase the market for local food.

Let's take farm fresh eggs for example. If you've ever had them you know they're unbeatable. Local eggs would mean local jobs. And think about the reduction in fossil fuels and greenhouse gas emissions if they only traveled a few miles to our store. In order to sell eggs commercially one has to



have an egg handler's license and nobody in Clatsop County does. I've talked to several local farmers who are interested. But in order for this investment—money, learning, licensing, egg handling equipment, a bigger flock and infra-

structure—to pencil out, farmers would need a way to recoup their costs. That's where we come in. Customer demand is so high for pasture eggs we carry from Deck Farms in Eugene that we can't keep enough in stock. Our track record of these egg sales is evidence the Co-op could offer a solid market for quality local eggs. This could result in some darn tasty eggs that you couldn't get at Fredy's or Safeway.

We recently began sourcing directly from Bornstein Seafoods in Astoria. We pick it up at the docks. It is fresher than anything you find at other grocery stores. Our produce department is another glowing example of local food sourcing. I challenge you to find anything this good in other produce departments. You can taste it in our deli foods including the tuna sandwiches made with local albacore, canned at Bell Buoy in Seaside.

As our store grows, so will our ability to buy even more local food. To sell it, we'll need to educate. It's fresh, tastes better, is higher in nutrition, creates local jobs, keeps dollars in the local economy, increases food security, and is better for the planet. The average food product travels about 1,500 miles to reach store shelves. Transporting food accounts for 30,800 tons of greenhouse gas emissions every year (Food, Inc.).

# 40TH ANNIVERSARY CELEBRATION

A SNAPSHOT OF THE EVENT AT OUR ANNUAL MEETING ON MAY 4, 2014



Amid barrel-aging beer at the Lovell Showroom, Co-op owners got up to speed on the business of the store. A record annual meeting turnout!



The Brownsmead Flats provided great entertainment!



Joseph Stevenson enjoying a tamale.



There was a board election. Your Co-op Board (right to left): Sam Seulean, Brad Hill, Hilary Herman, Norma Hernandez, Beth LaFleur, Angela Sidlo, Allie Evans (not pictured Libby Lawrence).



Sarah Magrish Cline is the designer we're working with for our re-brand. These lettuce starts from 46 North Farm served as our centerpieces.



Pam Chestnut is a woman of many talents, from historic window restoration to proofreading our Co-op newsletter.

# ONE-OF-A-KIND STORE & COMMUNITY

“BE YOURSELF; EVERYONE ELSE IS ALREADY TAKEN” - OSCAR WILDE

By Allie Evans/Co-op Board President



Let me start by saying thank you to all of you for not simply shopping at our Co-op, but for taking the time to realize that we all own this together. It was great to see so many of you at our annual meeting, using your voices to continually guide us. You gave us some great feedback

sibility than simply shopping. You would like to be a larger part of the process. As part of our strategic plan, we will be asking for lots of member involvement, from simple jotting something down on a sticky note on a store display to being a part of a focus group. We heard you telling us that we need to continue to broaden membership inclusive of all the diversity and people in our community. That being said, we will be creating focus groups to see how we can better serve families with young children, Latinos, students, elderly, local food producers, and other parts of the mosaic of our community.

Some of you told us you would like to see us connecting more with youth and schools. Astor school has applied for a grant that would allow us to partner with them to provide whole snack foods (in lieu of graham crackers and Cheez-its) to be taste-tested to incorporate as lunch options. This would allow close to 500 children the experience of real food each month. As you can see in the yellow box to the right, we are already heavily involved in community outreach including youth and education.

We heard that you want more cooking classes and guidance on how to cook the plethora of foods we offer. We hear you! We would ideally have an education space in an expanded facility. Meantime, we're organizing our third Farm to Fork Cooking Class in September.

We truly are a unique experience and place. Please help us to be living examples of this and educate our community about what sets us apart. And please keep talking to us. Look for upcoming member socials, focus groups, surveys, and input requests in the store. With the feedback we've heard so far and additional input we are going to be gathering over the summer, the board and GM are developing a strategic plan that will guide our Co-op into the future. We couldn't do it without you. And the Co-op could not be the one-of-a-kind place it is without each and every one of us as unique owners.

on the questionnaires at the meeting. Many of your comments and suggestions aligned perfectly with our vision which we presented and which will be posted in the store. As your Board of Directors, it is our job to hear you and to represent you as we head toward expansion.

Some of the most resounding input we heard from you is that we need to continually showcase what makes us unique and sets us apart. You all put it so well in saying that we are not simply a store; rather we are a vital community that propagates health and healthy living, that supports local economy and farmers, that welcomes all, that chooses a different business model from corporations, that shares, that believes in a better place for all of us to live, and, most importantly, that believes in the power of cooperation. In line with this, it is our goal to grow our Co-op into a place that serves our community in more ways than a traditional grocery store.

Some of you let us know that you feel your role as an owner encompasses more respon-

## 2014 COMMUNITY OUTREACH

Here's how your Co-op has been involved:

### Donations:

- North Coast Swim Club
- Mom's Club Pre-school Fair
- Harbour Soup Bowl Event
- Astoria Youth Baseball
- KMUN Pledge Drive
- Fisher Poets Auction
- Sunset Empire Parks & Rec.
- Astoria Parks & Rec.
- Necanicum Watershed Council
- Kindergarten Roundup (Astor School)
- Early Childhood Health & Education Clinic
- Astor teacher appreciation week
- Troll Radio (volunteer award)
- Nurses appreciation week (CMH)
- Mammogram screenings fund CMH
- CMH Foundation
- CASA
- Rosburg Community Hall
- Lower Columbia Preservation Society

### Following are weekly/daily donations:

- Clatsop Community Action food bank
- Fruit at AHS with North Coast Food Web
- Free fruit for kids in the store

### Education:

- Astoria Middle School honor's society
- Clatsop County employees
- Upward Bound Astoria High School: careers
- Upward Bound store tour: food systems
- Planting a rainbow with Head Start
- Farm to Fork Cooking Class & Dinner Event
- Farm tour/workshop with Erika's Fresh Flowers
- Peace Learning Center

### Beers to Your Health Lecture Series:

- Food Culture of Clatsop County with AAUW
- Edible Landscapes (Watershed Gardenworks)
- Fermented Foods with Island's End Farm
- Ayurvedic Nutrition with Swamiji

### Other:

- 21 food tastings
- Various radio interviews, newspaper articles, flyers, information and recipes on our web site and in the store.



The Co-op opened its first storefront in May 1974. Want to learn more about our history? Look for [Astoria Co-op Grocery's 40th Anniversary Documentary](#) on YouTube. We commissioned Filmmaker, Colin Smith (who also works at the Co-op) for this.

# PRICED TO COMPETE

MAKING THE CO-OP YOUR ONE STOP SHOP

By Matt Stanley/ Astoria Co-op General Manager



As I dive well into my seventh year working for our Co-op, I can't help but admire how every year we improve not only the shopping experience inside the Co-op, but the impact we have on our outside community as well.

In this

article I'll focus on some of the in-store improvements we've made recently. But keep in mind that all the improvements we do in the store that increase our sales and owner base correlate with our capacity to have increased work in our community. Think more dollars that stay local, more Co-op jobs, more local producers, healthier families, increased food education opportunities, and increased access to organic foods. All these things require the investment of money, time, and human capital. They also represent the strong reasons why shopping at our Co-op is not just an investment in our locally-owned grocery store but in the health of our community, too.

## Pricing at the Co-op

Our Co-op has a reputation for being expensive. In some cases, it has been a justifiable complaint about our store. Our success, however, is beginning to permit us to price more competitively the natural foods products that are ubiquitous in grocery stores.

We are trying to get within a much more reasonable range of pricing for these products. Here are a few examples: The Co-op was charging \$4.99 for Enviro Kids cereal. A local box store has them for \$2.99. That's a pretty big difference, mostly because the box

store buys directly from the manufacturer. But because the Co-op has access to the Co+op Deals sales flyer and the new heft of buying power from all the co-ops in the country pooled together, we can buy product strategically when it is at the sale price. New Co-op price on Enviro Kids cereal: \$3.39! This is the regular shelf price now within \$.39 of the box store. Co+op Deals makes it even lower when it is in the flyer.

Another way to save: special order Co+op Deals flyer items during the first week of the sale period and receive 10% off the flyer price!

As you can see, we won't always get to the same price you might see elsewhere. But we've gone through the grocery aisles and made many similar adjustments. Another good example: Ancient Harvest quinoa pastas. We had them at \$3.99 and have adjusted them to \$2.99, within \$.20 of the box store price!

In more areas than you'd think we have

Be sure to check out weekly and monthly produce Owner Deals too! We work hard with our local distributor to share some great pricing on select items!

options priced at or lower than the box stores. Organic butter for \$4.99, organic bacon for \$8.99, organic quarts of half and half at \$3.69, organic sprouted tortillas for \$3.99, 26 oz. of Real Salt sea salt \$8.99, Maranatha organic peanut butter \$7.99, and much more all come in at or under the local competition. These examples reflect regular everyday prices. Co+op Deals sales are competitive with the box store sales, too.

We hope these smaller differentials in pricing will make it more reasonable to reconsider shopping at the Co-op for things you are used

to buying elsewhere. To help you find some of the items we've changed, look for signage in the store in front of products with new lower prices. Considering the added benefits associated with shopping the Co-op mentioned above, you no longer need to deal with the hustle and bustle of the shopping complexes! And, we'll continue to re-evaluate our pricing in the store so our owners can be assured of our competitive standing into the future.

## One Stop Shop

Now you can confidently shop all areas of the Co-op. Come for the unparalleled fresh organic and local produce, the organic house-made deli items, and the ethically sourced fresh meat. Get competitively priced grocery staples at the same time!

In addition to the improvement in owner cost for price sensitive items, we've expanded our deli and added fresh meat to the store. We've gotten rave reviews of the Smart Chicken and the Knee Deep Beef. We maintain a display of a couple of fresh seafood items as well. We pick up seafood directly from Bornstein's, so it never travels on a truck from Astoria to Seattle and back to Astoria again. We need your support to make the fresh meat department a success!

All in all, we've based these improvements on formal and anecdotal feedback from owners. We held a family forum earlier in the year and meat was high on the list that had folks driving to other stores to make dinner. I'd say pricing is something we've heard about for quite some time. Peers at fellow co-ops have assisted us with these projects, too. I hope that you'll recognize these improvements and re-think some of your shopping habits. We look forward to seeing you in the store!

Notice a price we're off base on? Let us know and we'll see if we can make it better. Contact us at [store@astoria.coop](mailto:store@astoria.coop).

# SUMMER 2014 CALENDAR

LEARN, TASTE, & SAVE MONEY

## June

June 27, 4-6 p.m. Meat and Seafood Demo: Come taste our newest products from this department.

June 26, 7 p.m. Board Meeting at Cannery Pier Hotel

June 27, 5-5:30 p.m. Free Tour, Talk & Taste Class: Fresh Meat & Seafood (Details below)

## July

July 11, 18, & 25 from 4-6 p.m. Meat and Seafood Demos

July 23, 5:30-6:30 p.m. Board Meeting

July 23 Dessert with the Directors 7-9 p.m. (Details to your right)

July 15, 5-5:30 p.m. Free Tour, Talk & Taste Class: Gluten Free Lifestyle

## August

August 6, 12-12:30 p.m. Free Tour, Talk & Taste Class: Local Farm Bounty (Details below)

August 6, 11:30-1:30 Food Tasting with Stockhouse's Farm

August 28 Board Meeting (Location TBA)

## September

September 1: Co-op is closed for Labor Day

September 7-13, Owner Appreciation Week: Co-op owners save 10% on one shopping trip. (Does not stack with case discounts and special orders.) We will have tasty food and drink samples!

## Dessert with the Directors

### Owner Forum with the Co-op Board of Directors

Let's talk future expansion. If we grew our store, how could we better serve you? This is a chance for Co-op owners to have a conversation with our board.

Wednesday July 23 at 7 p.m.

Location to be announced

Sign up at the Co-op or [board@astoria.coop](mailto:board@astoria.coop)  
Space is limited to 30 people

Regular board meeting will occur prior to this event. Public is welcome.

# FREE TOUR, TALK, AND TASTE CLASSES

LEARN ABOUT MEAT AND FISH SOURCING, GLUTEN FREE DIETS, AND LOCAL PRODUCE



production, nutritional benefits, and cooking ideas including recipes. This is a great way to increase knowledge about the food you eat, sample new products, and have fun! Each class participant will receive a \$5-off coupon to use at the Co-op.

Anyone can attend and the classes are free. To register: call 503-325-0027 or email [zetty@astoria.coop](mailto:zetty@astoria.coop)

## CALENDAR:

**June 27, 5-5:30 p.m. Fresh Meat and Seafood with Co-op General Manager Matt Stanley** Learn about the advantages of grass fed beef, differences between organic versus conventional chicken, and local sourcing of wild seafood products. We'll be cooking up samples and will provide you with recipes for these products.

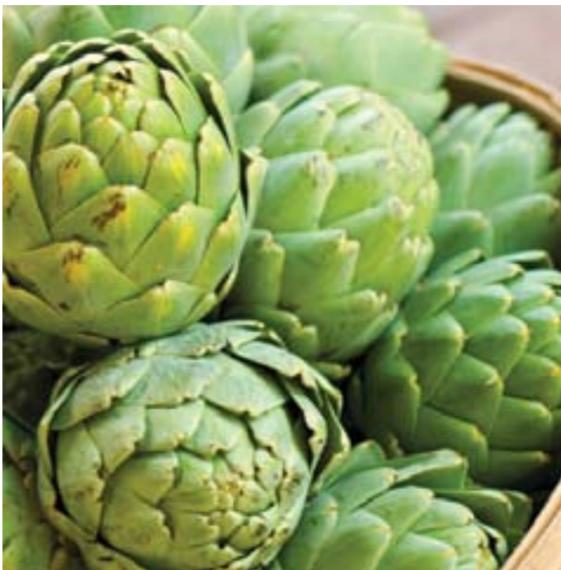
**July 15, 5-5:30 p.m. Gluten Free Lifestyle with Naturopathic Physician Allie Evans (Co-op Board President)** Reducing or eliminating gluten from your diet for health reasons, can open up a whole new set of food options for you. Learn what choices you have at the grocery store for your diet plus get inspired with new cooking ideas, recipes, and samples. And who better to learn from than a doctor?

**August 6, 12-12:30 p.m. Local Farm Bounty with Co-op Produce Manager Kelly Huckestein** This is the month when tomatoes are ripening and local farms are producing the most food they do all year. Learn about what's in season, get great recipes using these ingredients, how to source farm-fresh food including CSA's, and meet Farmer Rob Stockhouse of Stockhouse's Farm (Puget Island, WA) who will have samples for you to taste.

# THE REGAL THISTLE

## HEIRLOOM ARTICHOKE

By Pamela Mattson McDonald/Co-op Consumer Owner



At twilight, the silver, ethereal glow from an artichoke plant draws the eye to its fountain of regal, deeply, cut leaves. The plant, which can get to four feet in height and span five feet or more, is a dominant focus of the garden. The harvested buds yield meaty, bottomed petals perfect for dipping. The hearts, with a natural, savory sweetness, lend themselves to pickling, pasta dishes, salads, and sauces for seafood and chicken. When left to bloom the buds become dramatic show-stopping purple blossoms atop the grand spread of its gray-green, frosted leaves and stalwart stem.

Artichokes, cardoons and thistles are all related. The cardoon and artichoke have been cultivated for culinary uses since Roman times. They can be grown successfully in a wide variety of climates, taking care to select the proper type of plant and attend to its cultural needs.

### Nutrition

Artichokes are excellent sources of fiber, vitamin C and antioxidants; folate, vitamin K, potassium, and magnesium are present in generous amounts. They're also very low in saturated fat and cholesterol, and a good source

of niacin, B6, iron, phosphorus and copper.

Their qualities have proven remedial effects on the liver and are used to stimulate and aid digestion. Cynar is an Italian artichoke-based aperitif drunk before meals to spark the appetite. Artichoke rusks are given to teething babies. A number of digestive tonics, in over-the-counter medicines, contain artichokes as an ingredient.

### Recipes

To steam artichokes in a way that enhances their innate flavor:

In a pan, place in the water beneath the steamer, 1 Bay leaf, 2 garlic cloves quartered, 3 clove buds. Place in steamer basket 4 chokes with the top of the flower down and the stem end up. Steam for 20 - 30 minutes. When knife is poked into the stem and it is soft, chokes are done.

### LOW-FAT DIP FOR ARTICHOKE

½ cup non-fat yogurt

½ cup low fat mayonnaise

2 garlic cloves crushed through press

1 tablespoon Worcestershire sauce

Blend all to smooth consistency. Makes 1 cup.

### TUNA, ARTICHOKE HEART PANINI

¾ cup pitted Kalamata olives

2 tablespoons olive oil

2 garlic cloves

1 teaspoon lemon zest

¼ cup mayonnaise

2 (6-ounce) cans tuna in olive oil, drained

1 (12-ounce) jar marinated artichokes, drained and coarsely chopped

1 teaspoon fresh lemon juice

½ teaspoon freshly ground black pepper

8 slices artisanal bread

1 tomato, seeded, diced

Puree the olives, oil, garlic, and zest in a food processor until smooth and spreadable. Blend in the mayonnaise. Toss the tuna, artichokes, lemon juice, and pepper in a medium bowl, keeping the tuna in small chunks. Spread the olive puree over two slices of the bread. Spoon the tuna and artichoke mixture onto the bottom piece of bread. Sprinkle the tomatoes over. Cover with the bread top and put in Panini press. Cut in half. Serves four.

### ARTICHOKE HEART PASTA SAUCE

2 (14-ounce) can artichoke hearts

6 tablespoon olive oil

5 cloves garlic

1 (15-ounce) can kidney beans

1 lemon, juiced

½ cup chopped parsley

1 cup grated Asiago cheese

1 teaspoon chili flakes

Cooked pasta of choice

Place the artichoke hearts, olive oil and garlic in blender. Blend until smooth. Heat in a saucepan until bubbling. Drain kidney beans. Pour sauce over pasta, sprinkle kidney beans liberally over sauce. Sprinkle lemon juice over all. Top with chopped parsley and Asiago to taste. Lastly, sprinkle chili flakes.

Makes 4 servings.

Want to learn more? Pamela has provided information on specific varieties of heirloom artichokes and cardoons, as well as growing tips, and source information for her article. You can see this full article at [www.astoria.coop](http://www.astoria.coop).

# KENDALL'S FAVORITES

## SUMMER STAFF PICKS

By Kendall McEuen/Co-op Grocery Buyer



My name is Kendall and I'm a grocery buyer here at the Co-op. I have been Paleo for a little over two years which basically means I don't eat any grains, legumes, dairy, refined oils, or refined sugars. I prefer to call it a "whole foods diet". No fun, right? Wrong!

What I do eat are fresh organic vegetables, fruits, nuts, organic free-range meats, fish, eggs, unrefined oils, and essentially nothing that has a list of ingredients I can't pronounce. But even having a wholesome, fulfilling diet can sometimes not be strong enough for a simple snack or baked treat craving (using grain-free options, of course).

So, here are a few of my favorite grab-and-go snacks or ingredients for some delicious baked indulgences. Eating the food our bodies were designed to most efficiently digest has been the healthiest, most energizing, liberating dietary choice I have ever made. I hope these goodies help you feel the same.

### Epic Bison Bar

Excellent free range, delicious protein on the go!

### Majestic Garlic Spreads

Raw and magic for the taste buds; I have yet to find anything this spread is not good on (even pancakes).

### Missionary Chocolates

A true indulgence, yes, but one bite and you'll understand why it's OK to cheat sometimes.

### Bulk Coconut Flour

In my kitchen it's an absolute must for any grain free baking.



### Ojio Raw Coconut Oil

One of the few truly raw (and affordable) coconut oils on the market, and it's good enough for a straight spoonful.

### Aroy-D Coconut Milk

Simple and wonderful, 100% milk, nothing else.

### Secret Aardvark Hot Sauce

Great flavor profile not just hot, adds a unique kick to any dish.

### Chop Charcuterie

Local, artisan, clean and amazing; this is a great product for any traditional charcuterie-lover.

### White Sage and Wild Mint Tea (Juniper Ridge)

This is the perfect clean, refreshing, relaxing, caffeine-free tea. Mmm... bedtime...

### Enjoy Life Dark Chocolate Morsels

The simplest chocolate chips on the market, two ingredients, all pronounceable.

### Jem Raw Nut Butters

Made with raw, stone-ground nuts, maca, and low glycemic palm sugar; this is heaven in a jar for when you just need that little something.

WHO CARES ABOUT LOCAL FOOD  
(cont'd from page 4)

It took me a long time to really "get" the importance of local food. While visiting Fred's Homegrown in Naselle for a newsletter article, Farmer Cesily Stewart pulled a piece of spinach from the soil and handed it to me to taste. That was my "ah-ha" moment when I realized how flavorful that plain piece of spinach was. I recently talked to Farmer Fred Johnson about this. We're planning a farm tour this summer so other people can have this experience (stay tuned for details).

Our local flower farm tour and workshop hosted by Erika's Fresh Flowers in Warrenton this month is sold out. As this newsletter goes to print we'll be leading Upward Bound Astoria High School students on a tour of the Co-op, focused on food systems.

In August we're offering a class: Local Farm Bounty. Produce Manager Kelly Huckestein will take people on a tour of our produce department, talk about what's fresh and seasonal, and offer cooking ideas and recipes. Farmer Rob Stockhouse will be at the store with samples. (See our summer calendar for details on signing up for the "Free Tour, Talk & Taste Class".

In September, we will be offering our third Farm to Fork Cooking Class and Dinner Event with Chef Marco Davis. We had a total of 100 attendees at our last two events. It's exciting to see how our collaborators at Columbia Memorial Hospital are into local food, too.

As the local growing season is ramping up this summer, we're getting CSA shares dropped off and picked up at the store. If you've ever seen our extremely limited back storage space you might wonder why we're a hub for community supported agriculture. Shoppers come to pick up their box of veggies and fruit (which they pay farmers for), sometimes leaving without buying anything from us. What kind of grocery store would do a thing like that? It's one that cares about truly local food!

What are your thoughts on this article and local food?  
Email [zetty@astoria.coop](mailto:zetty@astoria.coop).



## Summer 2014 Newsletter

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# GET YOUR GRILL ON

## SUMMER PRODUCE REPORT

*By Kelly Huckestein/Astoria Co-op Grocery Produce Manager*

Ever since our grilling demo with Organically Grown Company here at the Co-op I have been grilling non-stop. It is the perfect way to cook in the summer and grilled vegetables and fruit are delicious. Almost anything in the produce department can be grilled. Try portabello mushrooms, zucchini and other summer squash, bell peppers, asparagus and corn. To add a little flavor to your grilled vegetables add a simple marinade to the mix. I use equal parts olive oil and tamari or shoyu with some minced garlic. Mix this together and put the sliced vegetables in to marinate for 10-15 minutes (or longer for a stronger flavor). This mix gives the veggies a little flavor, but still allows the veggie's flavor to shine through. My go-to easy marinade for mushrooms (especially portobellos for burgers) is Annie's Shiitake & Sesame salad dressing. Super easy and it tastes great! Corn is also

amazing on the grill. When grilling corn, pull back the husks, but don't remove them from the stem end of the corn ear. Then pull out all the silk strands that you can and replace the husks around the corn. Put the corn on the grill and turn it regularly. The outer husks will blacken, but the corn inside will be perfect (you can also soak the corn ears in water for a few hours so that the husks don't burn as fast). My favorite way to eat grilled corn is with lime and salt, although I have recently started smearing on Majestic Garlic Chipotle spread for a super flavorful and spicy addition.

And while your grilling your main dish, don't forget dessert! Fruit is amazing on the grill. Peaches, nectarines, pears, apples and even melons taste delicious with a little grill time. To ensure that the fruit (and vegetables for that matter) don't stick to the grill, make sure your grill is clean and then brush the grill



Kelly (left) with the kind Julie Schmitt and Ben Cutler from Organically Grown Company at a grilled fruit and veggie tasting outside our store in May.

plate with some oil. Brush the fruit with a little oil as well and you will have a delicious dessert in no time. Eat the fruit fresh off the grill, or top with some creme fraiche or ice cream and garnish with mint to kick it up a notch.