



spring 2014
newsletter

ASTORIA
cooperative

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

ASTORIA CO-OP BOARD MEMBERS
To contact our board: board@astoria.coop

- Allie Evans, President
- Tom Duncan, Vice President
- Beth LaFleur, Secretary
- Mark Albrecht, Treasurer
- Sam Seulean, Staff Seat
- Norma Hernandez
- Libby Lawrence

ASTORIA CO-OP CREW

- Matthew Stanley, General Manager
- Jennifer Rigley, Deli
- Kendall McEuen, Grocery Buyer
- Maren Ludwig, Cashier
- Mick Mitchell, Grocery Manager
- Sarah Jaroszewski, Wellness Buyer
- Brandon Massey, Deli + Cheesemonger
- Kelly Huckestein, Produce Manager
- Sam Seulean, Deli Manager
- Charissa St. Clair, Bookkeeper
- Michelle Bisek, Deli + Grocery
- Danny Rasmussen, Produce
- Andrea Larson Perez, Cashier
- Colin Smith, Deli
- Claire Keenan, Deli + Grocery
- Lulu Quinn, Produce
- Ryan Eccles, Grocery
- Tyrel Trainor, Cashier + Produce
- Lenny McGrath, Cashier + Grocery
- Chelsea Templeman, Cashier + Grocery
- Joe Wrobel, Cashier + Deli
- 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!

DELI ADDS OFFERINGS

MORE FRESH HEALTHY CONVENIENT FOOD FOR YOU

New ham sandwiches in the deli feature Applegate black forest ham which has no antibiotics, is gluten-free, and is humanely raised. It includes cheese, organic lettuce, tomatoes, and pickles on Blue Scorcher multi-grain bread (gluten-free available too).

Also be on the look out for our new bakery items! There are new baked goods each day including muffins, date bars, and peanut butter chocolate bars. Some of these items are vegan.

Our deli uses nearly all organic ingredients and local when possible. A majority of deli items are gluten-free.



CELEBRATE FAIR TRADE

CONTEST TO WIN A TRIP TO NICARAGUA

On May 10, we will be celebrating World Fair Trade Day with Alaffia, Alter Eco, Divine Chocolate, Dr. Bronner's Magic Soaps, Equal Exchange, and Guayaki Yerba Mate. All these brands are committed to fair trade through their entire supply chains supporting small family farmers and trade justice policies.

Look for great deals on fair trade products at the Co-op from April 28 through May 20, when the manufacturers have agreed to donate 1 percent of purchases made at participating co-ops to Root Capital. Root Capital is a nonprofit social investment fund that grows rural prosperity in poor, environmentally vulnerable places in Africa and Latin America by lending capital, delivering financial training, and strengthening market connections for small and growing agricultural businesses. The National Cooperative Grocers Association (www.strongertogether.coop) will be matching the manufacturers' donations as well. Learn more about Root Capital at www.rootcapital.org.

And to make fair trade even sweeter, Fair World Project is offering one lucky winner an expense-paid trip for two to Nicaragua, for creating a video or recorded message letting them know what fair trade means to you, saying "thank you" to a fair trade farmer, or showing how you are living a "fair trade life." Learn more at www.fairworldproject.org/contest/ or look for the display which will be coming to the Co-op this spring.



A JOURNEY INTO OUR FUTURE CO-OP

BY ALLIE EVANS ASTORIA CO-OP BOARD PRESIDENT



The Board of Directors and Management Team held a retreat with consultant Holly O'Neill in February to help start a strategic plan for our future co-op. This article summarizes all of the commonalities we had in dreaming up our future.

Stay tuned for our progress and for ways that you all can be involved in this process.

It is the year 2024 and you are entering your co-op to get your groceries. You marvel at the green eco-building that has warm light inviting you in. You are welcomed in by the smell of simmering spices and baked goods. You stop at the deli and grab a hot plate of food and join

some other shoppers to have a quick healthy meal before you shop. You peruse the upcoming schedule of cooking classes, kids' classes and co-op activities that take place each month in the meeting/education space. You grab some recipe ideas and off you go to shop.

You fill your basket with items that are intentionally selected from local farmers, producers and artisans. You know that each item you pick is honoring the environment, restoring our local economy, and nourishing yourself and your family. You feel good that each dollar you spend not only builds your health, but builds the vitality of our community and ripples out into improving our planet. You can find everything you need here: meat, seafood, deli, produce, home goods. Your co-op really is a one-stop shopping experience. The food here is beautiful, seasonal and fairly-priced.

As you shop, you enjoy seeing friendly faces, sharing conversation and feeling inspired about good food and good health. You smile as you realize that your co-op really has become the hub of the community.

There are kids steering their little carts around the store, there are tourists flowing in to see the co-op as it has become a destination (ever since it was featured in Sunset magazine). There are families being able to feed their families on lower incomes here. You see a true slice of our community all owning the co-op together.

Having been voted one of the 10

best places to work, staff thrives here. You get all the help you need to order special products, find items on shelves and check out. The staff makes you feel good to be here. It is the friendliest place to shop.

You are not alone. There are ever increasing numbers of owners and shoppers and your co-op is profitable and thriving. We are now able to explore giving micro-loans to local farmers to get started and help other co-ops succeed. Who would have thought that simply feeding yourself well and shopping the co-op could have such a huge effect on a local and global scale. You checkout and zip up your raincoat to go outside. Oh wait, this is our future to determine... take off that raincoat, the sun just came out.

CELEBRATING OUR 40th



As we look to our future, we are also thinking a lot about our past. Established in 1974, the Astoria Co-op is turning 40 this year!

To celebrate this milestone, Colin Smith, a staff member who also happens to be a filmmaker is working on a documentary about the history and evolution of the Co-op. We will show it at our annual Co-op ownership meeting on May 4th where we will have food and music, and an unveiling of the progress on our new brand.



The Co-op board of directors and management team held a retreat at the Cannery Pier Hotel in February with facilitator/consultant, Holly O'Neill (right). Peg Nolan, Development Advisor with the National Cooperative Grocers Association also joined ((lower left).

PRODUCE REPORT

BY KELLY HUCKESTEIN CO-OP PRODUCE MANAGER



Spring is coming right along, and I am already dreaming of all the farm-direct produce that will start to come into the Co-op. As always here on the coast, our growing season starts a little later than in other places, but there are ways to get the taste of spring right now. Peas! Peas

say spring better than almost any other vegetable. And they love our coastal climate! They thrive in cool weather and don't mind a little rain. Our moderate climate also insures that we can keep harvesting peas into the summer, even when the rest of the state has been forced to say "goodbye" to this tasty vegetable.

If you want to grow your own peas you can



plant them as soon as your soil can be worked. If you soak your pea seeds in water for the night before you plant them it will help them germinate quickly and uniformly. Starting seeds in trays and putting them in a sunny window

spot inside can also help them germinate more quickly and help you get the shoots strong and healthy before you transplant them to outside. Plant each seed or seedling 2 to 3 inches apart and about 1/2 inch deep. Plant them along both sides of a trellis to ensure that the vines can be supported. You may need to use string to help hold the vines up. When the peas are ready to harvest pick them frequently to make sure the plant keeps producing. Sowing seeds every two weeks or so enables you to extend the harvest window and get the most peas that you can! Peas are not only great for your belly, but also for your garden. They fix nitrogen into the soil and help fertilize future crops. The vines are also quick to break down and are easy to incorporate into the compost pile.



The best thing about peas is eating them. Snow peas, snap peas, and even some varieties of shelling peas (shelled of course) can be eaten raw. Snap peas rarely make it all the way to my kitchen. If you do have the restraint to save your peas for cooking, the best way to store them is in a plastic bag in the refrigerator. They will keep this way for a week or more, but the sugars will start to break down. If you like sweetness in your peas eat them quickly. Fresh peas don't need a lot of cooking. A quick sauté or quick blanching in boiling water will do it. When they turn bright green they are done. Try peas in frittatas, curries, salads, risotto, stir-fry and shepherd's pie. Or try one of these recipes:

MINTED PEA AND PROSCIUTTO CROSTINI

- 2 cups fresh or frozen peas
- 2 tablespoons olive oil
- 3 tablespoons chopped fresh mint

1 tablespoon finely grated lemon zest
salt and pepper

1/4 pound thinly sliced prosciutto

Cook peas in boiling salted water until tender, then drain. In a medium bowl, lightly mash peas with the back of a fork. Add olive oil, mint, and lemon zest. Season with salt and pepper and stir to combine.

To serve, divide prosciutto among crostini (or toast) and top with pea mixture.

PESTO SNAP PEAS

1 pound snap peas

1/4 cup pesto (basil, nettle, nasturtium, or any pesto you want!)

salt and pepper

In a large pot of boiling salted water, cook snap peas until crisp-tender and bright green, about 4 minutes. Drain and toss with pesto; season with salt and pepper.

WHOLE GRAIN SPAGHETTI WITH ASIAN PEANUT SAUCE

6 oz dried whole grain thin spaghetti

2 large carrots, cut into ribbons using a vegetable peeler

4 ounces fresh snow peas

1/2 of a red bell pepper, seeded and julienned

1 cup cooked, chopped chicken breast (optional)

3 tablespoons creamy peanut butter

3 tablespoons tamari or shoyu

2 tablespoons rice vinegar

2 tablespoons honey

1. Cook spaghetti according to package directions, omitting salt and adding carrots, pea pods, and sweet pepper for the last 1 minute of cooking. Drain, reserving 2/3 cup of the cooking water. Return pasta mixture to pan. Stir in chicken; cover and keep warm.

2. In a small saucepan combine peanut butter, soy sauce, rice vinegar, honey, and the reserved cooking water. Cook and stir over medium heat until peanut butter is melted and mixture is smooth.

3. Pour peanut butter mixture over pasta mixture; toss gently to coat.

MEET YOUR LOCAL FLOWER FARMER

BY ZETTY NEMLOWILL CO-OP MARKETING DIRECTOR AT ERIKA'S FRESH FLOWERS



Left to Right: Danny Rasmussen (Co-op produce department), Kathleen Barber (owner Erika's Fresh Flowers), and Kelly Huckestein (Co-op produce manager).



Kathleen Barber of Erika's Fresh Flowers stocks us with fresh local flowers.

Erika's Fresh Flowers is a locally owned flower farm and design studio with a garden style inspired by the wild, unique botanicals around us. Kathleen Barber and her family tend to a cutting garden with a vast selection of flowers, foliage and herbs grown with sustainable practices in mind.

Kathleen Barber has a flower farm near her home just off Delaura Beach Lane in Warrenton, Oregon. Kathleen named her business Erika's Fresh Flowers after her daughter, who sold flowers at a flower stand in high school to raise money for college. This flower stand used to belong to Kathleen's mother, so there's a long history of growing and selling flowers in the family. Kathleen went to college for business management and used to work as an office/operations manager before she decided to make her passion of flower farming her career so she could stay home with her children.

"I enjoy the ability to play with flowers and be with my family. I love creating lush bouquets and arrangements with ingredients that I grew myself. The pleasure of giving others something I created just for them and seeing their response is fun and fulfilling," Kathleen said.

Flowers are delicate agriculture crops and commercial growers are often heavy users of toxic pesticides. In addition to potentially exposing workers to harmful chemicals, there are claims that the headaches some people get from being

around flowers are not allergies, but a reaction to a chemical residue. Kathleen does not use sprays on her flowers, but gets the job done naturally with beneficial insects and good old fashioned weeding. "So customers can put a bouquet on their kitchen table and not worry if there's anything harmful on it," Kathleen said.

We plan to carry Erika's Fresh Flowers regularly at the Co-op. Kathleen also sells her flowers through a CSA (Community Supported Agriculture) and provides flowers for businesses, events, and weddings.

SLOW FLOWER MOVEMENT

Slow Flowers is a national movement to promote and connect people with local flower growers. The idea is to get consumers to think about floral purchases the same way they approach what they eat with an emphasis on buying local. Locally-grown flowers create jobs such as Kathleen's and are more sustainable than those brought here on jumbo jets. See slowflowers.com for more information.

CO-OP FARM VISIT & FLOWER WORKSHOP

Straight from the Cutting Garden: Growing and Using Your Own Cut Flowers

On the summer solstice, join Kathleen Barber, owner of Erika's Fresh Flowers and Floral Designer Erika McDowell for a three hour workshop on how to use fresh flowers from your own cutting garden to decorate your home.

Kathleen and Erika will share with you the plants that grow on the farm and are well suited for the North Oregon Coast, how to use them in floral arranging, including tips on how to properly condition flowers for maximum vase life. You will design a work of art from fresh, organic floral material to take home in a container provided.

The Straight from the Cutting Garden workshop will take place on the flower farm in Warrenton. Dress for the weather and bring your garden apron if you wish. The class will be standing for three hours, with light refreshments provided. Floral cutters will be available, however if you have your own favorite pair of cutters you are welcome to bring them.

Maximum of 7 students so sign up early! Registration will begin at the Co-op in April.

DATE OF WORKSHOP: SATURDAY, JUNE 21 (Summer Solstice) Time: 1:00-4:00 p.m.
Cost is \$45 (includes instruction, plus container and arrangement to take home)

To learn more about Kathleen and Erika, visit www.erikasfreshflowers.com. Questions? Email kathleen@erikasfreshflowers.com

GENERAL MANAGER'S REPORT

BY MATT STANLEY ASTORIA CO-OP GENERAL MANAGER



The Co-op has another busy year ahead! Allie, our illustrious Board President, shared some of the work we've been doing surrounding our long term planning. I want to fill you in on some of the more immediate improvements we'll be making in the store this year and what they mean for our owners. I'll also provide some clarification on how we determine what projects we undertake, as they often involve spending money.

EXPANDING OUR OFFERING

Two noticeable additions to the sales floor will include a new and expanded deli display case. We'll also be adding a new cooler display specifically designed to sell fresh meat. Yes, that's right, by the end of May it is our goal to begin carrying fresh packaged meat at the Co-op!

Both these new cases will be designed to optimally merchandise these growing grocery categories for our store. Our deli display will be easier to shop and will have more room to grow our selection of organic ready-to-eat foods. Did you know? Not all natural foods stores use organic foods as their primary source of ingredients.

We are proud to be able to offer these deli items made with organic ingredients!

The meat case will similarly be designed to merchandise fresh meat in a well-lit temperature specific display. We've heard from shoppers galore that one thing that makes it difficult to one-stop shop at the Co-op is our lack of fresh meat. So we'll be taking on this new endeavor as we continue to improve the Co-op experience. We are in the process of researching reputable brands of meat that we can feel good about selling.

HOW WE CHOOSE TO INVEST

The expenses associated with purchasing and installing new coolers are considered capital investments. That means that the value of these projects is represented on the Co-op's balance sheet as a fixed asset that corresponds with a long term liability if we've financed the purchases with debt. We financed our new point of sale system with equipment loans from a local bank, for example. These types of purchases are unique from

keeping it fresh

the day to day operational expenses associated with running our co-op. Operational expenses are represented on our Income Statement. Cost of Goods Sold (think the cost of replacing on the shelf everything you purchase) and Labor represent the largest expenses on the Co-op's profit and loss statement. The only Income Statement expense associated with a large equipment acquisition and installation is the interest expense associated with debt financing.

So how does the Co-op decide to take on debt? In order to make that decision, we look at key financial ratios for our business. These include total debt to equity, quick ratio, current ratio, etc.

We evaluate these ratios before any major

project to make sure that we'll be within a reasonable threshold as determined by comparison to other co-ops, industry standards, and the preferences for risk specific to our Board of Directors.

The bottom line is that we do not undertake large projects or incur debt without much consideration and evaluation. Sometimes the decisions are relatively easy. If they grow the co-op sales, offer additional value to our owners, and improve the staff's ability to provide excellent service, we confidently go forward. For the purchase and installation of these new cooler displays, our ratios will remain in line with what we consider acceptable and we know you'll love the improvement to the co-op shopping experience.

GETTING BETTER ALL THE TIME

Beyond financial ratios, we also must also consider market trends and our long term planning. The natural foods industry is highly competitive. Packaged organics are ubiquitous. At the same

time, we are beginning to envision our store as a larger platform full service grocer. These projects are a step in that direction. Learning how to source and merchandise meat, building the capacity of our deli, and building your support for these fresh foods departments will be crucial to our preparedness.

Think of the unsurpassed quality and presentation of our produce department. Quite frankly, it wasn't always that way. But we committed to improvement and freshness and now you'd be silly to purchase fresh produce anywhere else in town. We aspire to offer the level of quality across all the fresh foods departments that we expect of a full service natural foods store. Thanks for your support of these endeavors!

A FRESH NEW CO-OP BRAND

BY CO-OP MARKETING DIRECTOR ZETTY NEMLOWILL



If the Co-op were a person, how would you describe its personality? That is one of the questions we asked in our branding survey, seeking to gain insight on the Co-op's image. We received some fabulous feedback with

188 Co-op owners responding to the survey we emailed them. Friendly, helpful, welcoming, and honest were some of the biggest attributes we heard. Following the survey, we had a meeting including Co-op owners, staff, and board members to provide more feedback as our designer, Sarah Magrish Cline gets to know our unique culture and how we'd like to see it represented. Here's a group shot outside of Shivley Hall in February where we met and had a potluck brunch (I was behind the camera).



As we celebrate the Co-op's 40th anniversary this year, we are re-branding. The Co-op has evolved a lot in the decade since our current logo was created. In order to continue to grow and expand our offerings, we must reach out to more potential shoppers in our trade area. A brand is a tool that should make our store more identifiable and reflect our values. For someone who's never shopped at our store, the title "Astoria Cooperative" could be a little confusing. Adding the word food or grocery would certainly help to clarify what we sell.

Our survey has re-affirmed our guess that people refer to us as "the Co-op". Consistency of word of mouth and our retail face also seems important.

As we see private retailers adding natural and organic food, in order to remain resilient in a

very different retail climate than when our co-op was born in 1974, we must consider what differentiates us from the competition. One niche we have and love is sourcing local products. We are able to use our smaller size as an advantage, regularly buying from a number of small farms within a 40 mile radius. The apple, which is our current icon, isn't exactly reflective of a staple crop that our region is known for.

When I asked the Co-op board what it wanted to do to celebrate our 40th year, Board President

Allie Evans suggested a new logo that celebrates our vibrance and gets the word out with T-shirts and other Co-op branded gear. I am pleased to have the support of the board and management team through this process and look forward to unveiling our new look at the annual meeting on May 4. Our designer, Sarah

Magrish Cline, is the design director at Ecotrust, taking some occasional freelance gigs on jobs she feels passionate about. Her experience as marketing director at People's Food Co-op in Portland gives her an understanding and appreciation of our organization. She has gone above and beyond learning about our co-op. In addition to reading through all the survey results and participating in the brand brunch, she's spent hours looking through our store and talking to Matt (our GM) and me. She will deliver a new logo, branding guide, and customizable sign templates.

Our current logo has served us very well, and taken the Co-op through its biggest years sales-wise. Re-branding is an investment in our mission, building community through food. As we reach a broader audience, we can offer more local food, jobs, and opportunities to provide food education and other community outreach.

WHAT IS A BRAND?



DESIGNER SARAH MAGRISH CLINE LISTENS AS CO-OP OWNERS, STAFF AND BOARD MEMBERS BRAINSTORM IDEAS ABOUT OUR NEW BRAND.

Here is how Sarah defines branding:

Branding at its best serves as a tool for a community to reflect on how they want to show up in the world. It is a chance for self-reflection, open communication, and looking to the future. A brand includes visual and non-visual communication - it is everything from your logo to how you answer the phone to what kind of signs you have in the produce department.

"A brand, in order to be relevant and sustainable over time, must operate much like a culture. This is the opposite of manufacturing a series of external brand images in the hopes that one of them will eventually be attractive to the target audience. A company (or co-op) must figure out its core values and understand why, beyond the profit motive, it exists. This means that, essentially, a company must develop (or unearth) an ethos and a worldview that it absolutely believes in, and then perpetually act in accordance with that ethos and worldview. Everything the company does—every product or service it offers; every public statement, advertisement, and website it generates; every internal policy, memo, and business decision it makes—must be congruent with that ethos and worldview." --a quote by Doug Lowell, a friend and mentor of Sarah's. He is a Portland-based copywriter and creative director with 23 years experience. He also teaches branding at PSU.

WELLNESS FEATURE: ESSENTIAL OILS

BY ANGELA SIDLO, CHA, LR



Happy Spring! Many wonderful smells are in the air during springtime and many of those refreshing aromas can be found in essential oils.

Essential oils are wonderful products of nature. When used safely, they will truly enhance your life and the lives of those around you.

Safety is one of the most important aspect of aromatherapy. As a Certified Holistic Aromatherapist and Oregon Director for the National Assoc. of Holistic Aromatherapists, much of my practice revolves around teaching the safe and effective use of essential oils. Essential oils are very potent and highly concentrated chemicals extracted from plants by distillation.

Some essential oils are more mild, such as lavender, while others are extremely strong, like peppermint, oregano or thyme, whether applied to the skin or inhaled.

MAIN SAFETY POINTS

- Keep out of the reach of Children and Pets. Any essential oil can be a potential poison and so

caution needs to be used around children, pets and the elderly. One drop of essential oil in 1 teaspoon of carrier oil or lotion is safe for infants, children and elderly.

- Use essential oils sparingly. LESS is MORE
- Use 1% dilution rate for children and the elderly, 3% for general population
- Avoid using the photosensitive essential oils for several hours before going into the sun or using a tanning bed or booth.
- Do not used undiluted on the skin, if in doubt do a skin test before using any oil.
- Do not ingest essential oils!! Ingestion can be very dangerous and damaging to mucous membranes and intestinal linings of the digestive track and potentially damage the kidneys and liver (even 2-3 drops can be too much).
- Refrain from essential oil use during the first three months of Pregnancy. Limit thereafter and work with a professional aromatherapist for best benefits.
- Avoid using essential oils around the eyes and other mucous membranes.
- Check with your medical practitioner if you have any health concern and/or are taking prescription medicines.
- One special note about Cats and Essential oils. Cats liver cannot metabolize or break down most essential oils so if you own cats, use caution using essential oils around them. Never apply essential oils to your cat. Provide them with a clean, scent free room they can retreat too when you are diffusing essential oils in a room.

SPRING RECIPE

I'd like to share one of my favorite recipes, sure to energize you as we move into spring. The Cypress addresses calming, grounding and promotes deep breathing; Cinnamon balances blood sugar, provides antiviral, antibacterial properties and strengthens one's will; Thyme and Rosemary fortify energy, Eucalyptus supports respiratory function and Pink Grapefruit improves muscle tone, energizes and uplifts the Chi.

- Increase Your Chi
 - 2 oz. plant-based enzyme or purified water
 - 6 drops Rosemary Rosmarinus officinalis
 - 5 drops Cypress Cupressus sempervirens
 - 8 drops Cinnamon Cinnamomum zeylanicum
 - 6 drops Eucalyptus Eucalyptus globulus
 - 4 drops Thyme Thymus officinalis ct. linalol
 - 10 drops Pink Grapefruit Citrus x paradise
- Put into a 2 oz. glass spritzer bottle, shake gently, spritz above your head and breathe deeply as the mist cascades over your head and face.

ABOUT ANGELA SIDLO

Owner of Waves of Change Wellness Center, Certified Holistic Aromatherapist, Licensed Reflexologist, Certified Tai Chi Instructor. I have lived in Clatsop County for nearly 25 years and enjoy an active lifestyle of aromatherapy, exercise and eating well. Regular aromatherapy classes are taught at the Wellness Center. Log on to www.aromtherapy-works.com to see the spring schedule and sign up.

CO-OP SPRING CALENDAR

CLASSES, FOOD TASTINGS, OWNER APPRECIATION WEEK & MORE

MARCH 2014

CO-OP BOARD MEETING
March 27th at 6:30 p.m. location TBA

FOOD TASTING WITH CO-OP OWNER MERIANNE MYERS March 28 from 3-6 p.m.

APRIL 2014

BEERS TO YOUR HEALTH: FERMENTED FOODS
Thursday April 10, 7 p.m. at Fort George Brewery

FARM TO FORK COOKING CLASS & DINNER
with Chef Marco Davis Thursday April 24 CMH Columbia Room, pre-registration is required

APRIL CO-OP BOARD MEETING
see www.astoria.coop for date, time & location

MAY 2014

CO-OP ANNUAL MEETING AND 40TH ANNIVERSARY CELEBRATION Sunday May 4, from 1-4 p.m., Fort George Lovell Showroom

BEERS TO YOUR HEALTH: AYURVEDIC NUTRITION WITH SWAMI DHARMANANDA
Thursday May 8, 7 p.m. Fort George Brewery

WORLD FAIR TRADE DAY Saturday May 10
look for great deals on fair trade products at the Co-op from April 28 through May 20



CO-OP OWNER APPRECIATION WEEK
Sunday May 21 through Saturday May 31 save 10% on one shopping trip

MEMORIAL DAY Monday May 26 the Co-op will be open regular hours 8 a.m. to 8 p.m.

CO-OP BOARD MEETING see www.astoria.coop for date, time & location

JUNE 2014

CO-OP FARM VISIT ERIKA'S FRESH FLOWERS Saturday June 21 (Summer Solstice!) pre-registration is required which starts at the Co-op in April

CO-OP CLASS SPOTLIGHT

LEARN HOW TO FERMENT FOOD WITH LOCAL FARMERS AT "BEERS TO YOUR HEALTH"



Fermentation is an ancient way of preserving food with modern appeal in today's food culture, for its taste and health benefits. Local farmers, Carol Carver and George Exum of Island's End Farm on Puget Island, Washington, ferment many of the vegetables they grow. They will share their fermenting knowledge and advice on how you can do it on Thursday April 10, at the Astoria Co-op's monthly food and wellness lecture series "Beers to Your Health" at the Fort George Lovell Showroom, 14th and Duane St. in Astoria.

Carol and George have been growing food

for their family for about 35 years. Seven years ago they started farming commercially. They use organic practices and grow a variety of fruits and vegetables. They sell their produce, jams, pesto, and fermented products—different types of sauerkraut and kimchi—at the Cannon Beach Farmer's Market, River People Farmers Market in Astoria, Puget Island Farmers Market on Puget Island, and the Astoria Co-op.

During a tour of a biodynamic winery in California, the owner sparked their interest in fermented foods while at the same being interested in learning from George how he made wine from root crops like bulb fennel. They read books by Sandor Katz, the "guru of fermentation" and experimented with fermenting food until they felt comfortable selling it. Fermenting preserves the quality and vitamins of food, and there are added health benefits.

"Fermented products that have not been subjected to heat have good bacteria for your gut and that's what people are calling probiotics. So when you eat fermented vegetables you get all the nutritional value of the vegetables plus the probiotics that will help with digestion, and

there's strong evidence that it helps with reducing inflammation and increasing immunity," Carver said.

Fermented foods, including sauerkraut and kimchi, can be eaten in a variety of ways. "We use them with sandwiches, eggs, frequently sausage and sauerkraut, and we know people who just eat it out of the jar, but most use it as a side dish. It goes well with a lot of things," Island's End Farmer Exum said.

At the lecture, the Carvers will explain the fermenting process of both food and wine, bringing along some of their fermenting crocks for people to see. They will offer samples, and have a full selection of their products for sale.

The Astoria Co-op produces these lectures to educate and increase awareness about healthy food. The Fort George Brewery provides the space as a service to the community.

Beers to Your Health is free and open to people of all ages. Doors open at 6 p.m. Food and drinks are available for purchase. The presentation begins at 7 p.m. and last about an hour. Organizers ask that you show up early to ensure a space.



THE ASTORIA CO-OP CARRIES A WIDE ASSORTMENT OF ESSENTIAL OILS FROM ELIZABETH VAN BUREN.

BOARD CANDIDATE SPOTLIGHT Q AND A

QUESTIONS AND ANSWERS FROM THOSE ASPIRING TO REPRESENT CO-OP OWNERS

BETH LAFLEUR (Up for Re-election)



Where are you from and how did you find yourself on the North Oregon coast? I grew up mainly in Michigan and a few years in Wisconsin, and still harbor an unshakeable fondness for cheese curds

in small amounts. Prior to moving to Eugene, Oregon in 1993, I received my undergraduate degree in Virginia, from Mary Washington College. I moved to Astoria in 1998 to accept a position with the City of Astoria as the City Planner for Land Use and Historic Preservation.

How do you spend your days, including career and/or family, plus hobbies/recreation? My time these days are spent caring for my family and volunteering for the Astoria Co-op and Astor Elementary School. I enjoy spending time with my family and supplying them with the best food possible on our budget.

What made you decide to run for the Astoria Co-op Board of Directors? I want to continue to be a part of the Board team, helping build connections and support the GM and staff in the quality work that they do to build the Co-op into the amazing resource and store that it is.

What aspects of the Co-op do you think are going well currently? The quality of the food is unparalleled; with fresh produce and ingredients from the Co-op, food tastes better. The staff is fantastic and knowledgeable. The Co-op is a locally-driven economic engine. The cooperation of the Board and Staff and GM is positive and with the continued support of Co-op owners/shoppers, we are in a sound position, looking into the future.

What do you hope to accomplish during your term, if re-elected? I hope to contribute to the continued growth and quality of the Co-op over the next term. The Co-op is an integral piece of our community social fabric and local economy and I hope to do whatever I can to continue to support its position as such.

What is your definition of good food and how does the Co-op fit into your life? Good food to me is organic, fresh, delicious. The Co-op fits into my life because I trust the Co-op to provide good food; it has a friendly and knowledgeable staff-they know the products and product origins; and the Co-op is very convenient. The supreme quality is there, be it cheese or vitamins and everything in-between, and my dollars spent there help to develop and grow our community.

MARK ALBRECHT (Up for Re-election)



Where are you from and how did you find yourself on the North Oregon coast? Originally Nebraska. Then Portland & Hillsboro and currently, Cannon Beach. My wife Kristin and I had always wanted to live near the ocean.

How do you spend your days, including career and/or family, plus hobbies/recreation? Engineering consulting. I like spending time with family (2 boys, one in Seaside and one in Lebanon, OR). Kristin and I enjoy hikes, reading & cooking.

What made you decide to run for the Astoria Co-op Board of Directors? I really like working with the other board members. I want the Co-op to be the best it can be.

What aspects of the Co-op do you think are going well currently? Consistent delivery of quality food items. Managing growth without major financial or organizational issues. Being worthy of our owners' trust. Being true to our motto!

What do you hope to accomplish during your term, if elected (re-elected)? Help to the co-op to achieve a sustainable future that benefits all of our owners.

What is your definition of good food and how does the Co-op fit into your life? Nutritious. Safely and humanely produced. Fair to all involved.

HILARY HERMAN (New Candidate)



Where are you from and how did you find yourself on the North Oregon coast? Moving to the Northern Oregon Coast happened about four and half years ago when my husband's profession transferred us

to the area. I am however, originally from Erie, Pennsylvania!

How do you spend your days, including career and/or family, plus hobbies/recreation? I am currently a stay at home Mom, full time accounting student with Linfield College online, and I love many outdoor activities from running to mountain biking to skiing and so on. Oh and...I LOVE nutrition!

What made you decide to run for the Astoria Co-op Board of Directors? This past fall I experimented with the idea of doing my primary grocery shopping at the co-op. The experience was wonderful, and after only a few full shopping trips I decided to become an owner. Now, only a few months later I have decided to seek out a position as a board member based on the fact that I just really love the people and the store!

What aspects of the Co-op do you think are going well currently? The Co-op has a lot going on that works for me! The biggest draws though are the customer service/stress free shopping experience as well as product availability. The variety of unique and delicious produce cannot be found anywhere else on the north coast from the wines, apples in the fall, to the Kishu mandarin oranges found this winter, and the to-die-for Okinawa purple sweet potatoes!

What do you hope to accomplish during your term, if elected? As a board member I would love to help the co-op continue to grow and thrive within the community. It has been a great asset to my family, and I would love to see more and more families seek out the co-op as their main grocery store.

BOARD CANDIDATES CONT'D.

QUESTIONS AND ANSWERS

BRAD HILL (New Candidate)



Where are you from and how did you find yourself on the North Oregon coast? I am originally from Vancouver WA. In 2002, one of our students strongly encouraged us to explore Sunset Beach for our

business of paragliding instruction. We immediately fell in love with the location and ended up moving ourselves and our business to Warrenton in 2003. We have been happy here ever since.

How do you spend your days, including career and/or family, plus hobbies/recreation? My wife Maren (who works part time at the Co-op) and I are passionate about the outdoors, and are avid paraglider pilots and instructors. After that, while I prefer to be outdoors enjoying various activities in all types of weather, I do have a lot of office and computer work related to our business.

What made you decide to run for the Astoria Co-op Board of Directors? Maren and I are as passionate about quality food as we are about flying. Over the years of living here, we have come to rely on the Co-op as our primary food source. We have become so accustomed to (spoiled by) the high quality of food available, that I am eager to help in any way that I can.

What aspects of the Co-op do you think are going well currently? It's growth and profitability seem to be trending well. The staff is outstanding. So many cheerful and helpful people ready to help out. Amazing food selection for the size of the store. The community outreach and food education programs.

What do you hope to accomplish during your term, if elected (re-elected)? I hope that I can provide some insights from my life experiences to be a help to those that are doing such a great job at the co-op already. I have 10 years prior experience as manager of a manufacturing business in Vancouver, and have been running Discover Paragliding on the Oregon Coast for the last 18 years.

What is your definition of good food and how does the Co-op fit into your life? Basically 'good food' saved my life, I believe quite literally. Long story, but today I consider good food to be 'well thought out food', and not just something you buy because of marketing. Quality, preferably organic ingredients with minimal additives. Fresh. All of the things I never used to give much thought to in my 'previous life'. Since a rather drastic change in my eating habits, coinciding with my being lucky enough to find a partner that was also a food 'nut', my overall health and energy have improved immensely. Turned back from the brink, if you will. Now I am a fully converted food 'nut' and 'good food' addict too. The Astoria Co-op has become my 'enabler', and I am consistently thankful to have such a great one located so near my home.

BOARD ELECTION MAY 4

Co-op owners will have a chance to vote for these board representatives at our annual ownership meeting on Sunday may 4 from 1-4 p.m. at the Fort George Lovell showroom located at 14th and Duane in Astoria.

In addition, Our General Manager Matt Stanley will present the Co-op's annual report. Board President Allie Evans will share information from the board's retreat.

We hope all you Co-op owners can join us for some important business plus food and music, in celebration of the Astoria Co-op's 40th anniversary!

NEW PRODUCTS

SELECTED WITH CARE FOR YOU



SALSA DE CASA from Eugene, OR is a fantastic tasting ready-made salsa, which is certified organic and reasonably priced. For over 30 years, De Casa fine foods has been producing all-natural salsas and dips made in small batches with fresh ingredients delivered to stores weekly so shelves are stocked with freshest possible products.

CARMEN'S TORTILLA FACTORY tortillas offer an authentic taste, close to what you could get using your own tortilla press. Made in Eugene, OR with non-GMO corn and wheat, we carry burrito size flour tortillas plus gluten free white or yellow corn tortillas.

ROASTED & SALTED ORGANIC CASHEWS in our bulk department make a great snack on their own or incorporated into recipes. As our staff have discovered, the roasted characteristic and salt adds delicious flavor. We feel good about sourcing from distributor, From the Fields, which is very conscious of eco-sustainability and fair trade.

THE NEW PRIMAL GRASS-FED BEEF JERKY is "for the modern hunter-gatherer", according to the package. The husband and wife owners out of South Carolina seek to source the most humanely treated and healthy beef, which they've found right here in Oregon's Willamette Valley. This is beef raised without added hormones or antibiotics and is gluten free. A great snack for anyone including those on a Paleo/primal diet.

B THE CHANGE CAMPAIGN

USE YOUR SHOPPING AS A FORCE FOR GOOD



Thank you for B-ing the Change! By shopping at the Astoria Co-op, you are purchasing with a purpose.

Many of the companies carried in this store, such as Seventh Generation, HappyFamily, and Alter Eco, are Certified B Corporations. B Corps are certified to meet the highest standards of social and environmental performance and transparency. B Corporation certification is like Fair Trade but for the whole company instead of

a single product. Today there are more than 900 Certified B Corporations in 29 countries and 60 industries.

This rapidly growing community has launched the B the Change campaign to celebrate and reward people using business for good, aka YOU! You may notice B the Change signage throughout the store as well as a number of B Corp products from companies such as Preserve, Badger, Guayaki, Numi, and Beanfields on display. Keep an eye out for B Corp products all around you while you shop – these are not only great products, they're from great companies that are all competing to be the best FOR the world.

Want to get more involved? Visit bthechange.com to learn more about the companies you are supporting and to be recognized and rewarded for being a changemaker. While you are there, be sure to also read the stories of inspirational changemakers, access tools to increase your

impact at work, and even invite your favorite companies to join the movement.

Join us at bthechange.com to learn more and get involved!

