



The Voice of the Keweenaw Co-op Market & Deli

# Circumspice

HANCOCK, MICHIGAN

FALL 2010

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**Picture:**  
Chip Ransom,  
Ransom Farm  
in Houghton  
see page 8



*Circumspice*

1035 Ethel Avenue  
Hancock, MI • 49930  
(906) 482-2030  
www.keweenaw.coop

#### STORE HOURS

Mon-Sat 10am-8pm  
Sunday 10am-5pm

#### DELI HOURS

Mon-Sat 10am-7pm  
Sunday 10am-4pm

The Circumspice newsletter is published four times a year for the Member-Owners and customers of Keweenaw Co-op. The newsletter provides information about the Keweenaw Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of the Co-op Management, Board, or Member-Owners. The next deadline for submissions is December 1st. Refer submissions and questions to faye@keweenaw.coop.

Editor: Faye Carr  
General Assist: Barb Hardy  
Printer: Book Concern Printers

The Circumspice newsletter is printed on post consumer recycled paper.

The Circumspice newsletter is available on the Web at www.keweenaw.coop.

## Core Value Program

### Select Core Value Products

The Keweenaw Co-op's mission is centered on healthy choices and affordable nourishment. The Co-op's Core Value Program is a campaign to make everyday healthful pantry staples available to shoppers at affordable prices. Look for great values wherever you see the apple core. A complete list of our Core Values products is available as a brochure at the check-out area and on the website. **SRP (suggested retail price) / CVP (core value price)**



#### Colavita Extra Virgin Olive Oil - 34 oz.

America's best-selling Italian Extra Virgin Olive Oil. Cold-pressed from the best fruit of the olive tree, it is the natural juice squeezed from Italian olives one day after the harvest. Unmatched for freshness and flavor, Colavita guarantees its product as 100% Italian olive oil. **SRP \$20.59 / CVP \$16.69**



#### Boca Meatless Natural Ground Crumbles

A perfect addition to your home-cooked chili and pasta dishes. These tasty ground crumbles are made with soy, so it's naturally a low fat source of protein. These tasty ground crumbles are as versatile as they are nutritious. Made with soy protein. **SRP \$5.99 / CVP \$4.99**



#### Seven Stars Organic Yogurt - 32 oz.

The type of yogurt that is made at Seven Stars Farm is of European descent, with roots that can be traced to the ancient Turks. They strive to bring to you something more natural, something that the ancient Turks would have recognized and appreciated. **SRP \$4.89 / CVP \$4.29**



#### Jason Fragrance-Free Shampoo - 16 oz

Gently cleanses hair, leaving it feeling soft like silk without stripping away essential moisture. Never weighs hair down and adds softness, shine and manageability with brown algae and vitamin B5. Free of parabens, harsh chemicals, dyes, or fragrance. **SRP \$8.49 / CVP \$6.99**



#### Local Potatoes - Rotating Variety

Fresh from the farm from our local suppliers. Check in the Produce Department for the Core Value variety available throughout the season. **SRP \$1.69# / CVP \$1.29#**

## Reverse Trick-or-Treating

Help transform the lives of children in cocoa farming communities this Halloween.



Reverse Trick-or-Treating is an initiative of Global Exchange's Sweet Smarts network, in partnership with worker-owned Fair Trade cooperative Equal Exchange, whose vision, leadership, and generous contributions have made Reverse Trick-or-Treating possible. Thousands of groups of Trick-or-Treaters in the United States and Canada will unite to help:

- END poverty among cocoa farmers
- END forced/abusive child labor in the cocoa industry
- PROTECT the environment
- PROMOTE Fair Trade



How? By distributing Fair Trade chocolate to adults, attached to a card explaining these problems in the cocoa industry and how Fair Trade presents a solution. **Request your free reverse Trick-or-Treating kit at the Keweenaw Co-op after October 1st. Each kit includes 5 cards and chocolates for your child to distribute. Offer available to the first 30 children, limited to one kit per child. For more info contact Faye Carr at the Co-op. See also www.ReverseTrickOrTreating.org.**

*\* Equal Exchange products on sale at the Co-op for Fair Trade month (October)\**

This "Non-GMO Project Verified" seal will start appearing on products in the Co-op this Fall.

What the seal means is that a product has been produced according to rigorous best practices for GMO avoidance, including testing of risk ingredients. Companies enrolled in the Non-GMO Project are serious about keeping GMOs out, and work hard to do so. While you might see other claims regarding GMO status (e.g. "GMO free"), these are really not legally or scientifically defensible, and they are not verified by a third party. The Non-GMO Project is the only organization offering independent verification of testing and GMO controls for products in the U.S. and Canada. Buying products that are enrolled and verified in the program is the best way to sup-



Your visit to their website will help raise funds for the project.

port the sustained availability of non-GMO choices in North America.



## From the GM

by Curt Webb — General Manager

### Growing Healthy Communities

Another growing season winds down, but what a season it was! Our home garden produced more food than any year before. What's even more exciting is that I look around and see the entire Keweenaw enjoying the bounty of a resurgence of small-scale food production and community distribution.

Garden plots appear in more and more yards. New community gardens offer space in town. Even schoolyards boast gardens offering children hands-on experience growing food. Farmers markets are alive with people and produce. The Co-op's produce department is chock full of seasonal local offerings. It is an exciting time. But how can we harness this energy and grow the movement?

I recently spoke with Co-op Member-Owner Ray Sharp who is Manager of Community Planning and Preparedness for the Western Upper Peninsula Health Department. Ray's name had come up in connection with new community gardens and expanding farmers markets, and I wanted to learn more.

Ray's involvement stems from his department's work in healthy communities planning, a response to the growing epidemic of obesity and corresponding increases in chronic and debilitating diseases. It is a proactive response, focusing on prevention through healthy eating as well as active living. It promotes a cultural shift away from calorie-dense processed and fast foods and toward fresh fruits, vegetables, and whole grains through education and access to affordable alternatives.

The Health Department is working on a number of community-level initiatives aimed at facilitating healthy eating. One idea is to get citizens involved in food production, with the hope that dietary changes will follow. If children learn how to grow and use vegetables at school, they will take these skills home to

their families. Community gardens offer the added benefit of social interaction as well as the exchange of knowledge. Farmers markets turn fresh fruits and vegetables into a weekly community event. As momentum builds, food demonstrations and tastings at these venues will dispel the notion that healthy eating has to be time consuming, expensive or bland.

It is exciting to see these initiatives, which align with the Co-op's mission to promote and sustain a healthy community, at work on a broader scale, with emphasis on accessibility for all. At the Co-op, our Core Value program (see page 2), which offers staple goods at low prices, is a start. We continue to look for ways to advance this effort by promoting local growers (see page 8), expanding our educational mission and participating in community events.

I only had space to touch on a few of the healthy communities programs underway in the Western U.P. But Ray and I agree that, while there is much work to be done, we are at a cultural tipping point, and the timing is ideal for these initiatives to take hold if we all do our part (see *What Can I Do?* on page 11). So, here's to your health! ::

**For more info about the Healthy Communities Program or the Houghton County Food Policy Council contact: Western U.P. Health Department  
Ray Sharp, (906) 482-7382**



***"It is exciting to see these initiatives, which align with the Co-op's mission to promote and sustain a healthy community..."***

## "Love What We Do and Do What We Love"

### Reporting back from this year's Consumer Cooperative Management Association (CCMA) Conference

Denina Kaunonen, Staff & Carl Blair, Board Member

The annual Consumer Cooperative Management Association (CCMA) conference was held June 10–12, in Bloomington, Indiana. This year was the 54th year for the CCMA conference, an event designed to bring together leaders from food cooperatives around the country to improve operations, consumer education and marketing strategies. Four representatives from the Keweenaw Co-op attended this year's conference including Staff member Denina Kaunonen and Board member Carl Bier who share their experience.



**DENINA:** One very important point from the conference that was conveyed through the workshops was to educate! Educate your staff so they can in turn educate Member-Owners and customers. Knowledge is power, especially in today's consumer society. By educating consumers we are empowering people to make informed decisions about the products they buy.

Another significant topic discussed was the importance of engaging customers in the story behind the products we sell. Letting our customers know why we choose the companies and products that we do plays a huge role in helping our customers make informed decisions. Consumers will do what makes them feel good! We need to make sure people feel good about shopping at our store.

On a personal note, my own experience at the conference was enlightening, empowering and most importantly gave me a fulfilling sense of belonging to something larger and more important than myself. I was reminded of the fact that our Member-Owners are the Co-op's best advocates. Why are we Member-Owners? Why do we choose to belong to this organization? To put it simply, we share the same values; we are working together for a common good. It is just as important that our customers know this as do our Member-Owners. ::



**CARL:** I would like to mention four points of meeting focus that struck me as particularly significant during the conference. I would also like to briefly mention actions being done – or not! – at the Keweenaw Co-op (KCI) that reflect these foci.

**The active and vital nature of the co-op movement in the USA .** Existing co-ops are

growing and new ones are forming at a very healthy rate. Nearly 1 in 4 Americans are members of some sort of co-op, and many are members of several. The reincorporation of the KCI is a case in point; surpassing 500 Member-Owners in under a year for a co-op in a community of our size is an accomplishment of note!

**The need for professional and dedicated staff members is growing.** The days of the "fruits and nuts gathering to sell honey and muffins are long gone." (These are not my words but those of a self-proclaimed fruit and nut – and director of a 10,000 member co-op in NY State.) We have a superb staff but do we provide the compensation and professional development necessary to retain them and encourage even better development/growth? Your Board is aware of these issues and is working to address our concerns.

**An involved and active membership core is the key to growth.** It is tempting to want EVERYONE to be active in a co-op, but realistically this does not happen.



◀ Grill master, Noah Aschauer, takes down a vegan sausage at this year's Co-op Picnic. See recipe this page.



## Co-op Party Kit For Your Next Event

Set a sustainable table at your next event compliments of the Keweenaw Co-op. Are you hosting a party and have concerns about using paper or plastic? The Keweenaw Co-op Party Kit is the solution for you. The kit includes dinner plates, hot beverage mugs, and silverware you can borrow at no expense to you. If you would like to borrow the kit, or have something you would like to donate please contact Faye Carr at the Co-op.

## Vegan Dad Sausages

◀ View online at <http://vegandad.blogspot.com>

"When I saw these I knew I had to make them. Sure, they looked great for pizza and gumbo and the like, but would they stand up to the bun test? Would they be good on their own, slightly grilled, and served with ketchup and mustard? The answer is yes! Yes! A thousand times yes! These are easy to make and taste way better than anything I can get at the store. The texture is freakishly sausage-like, and I was able to grill them on the BBQ after the steaming. This makes me think there is nothing these sausages can't do." (Excerpt from <http://vegandad.blogspot.com>) Makes 4 to 6 sausages.

- ½ cup pinto beans, rinsed and drained
- 1 cup cold vegetable broth
- 1 tablespoon olive oil
- 2 tablespoons soy sauce
- 2 cloves garlic, grated (with a microplane, or very finely minced)
- 1¼ cups vital wheat gluten
- ¼ cup nutritional yeast
- 1½ teaspoons fennel seed, crushed
- 1 teaspoon red pepper flakes
- 1 teaspoon sweet paprika
- 1 teaspoon dried oregano
- Several dashes fresh black pepper

### METHOD

1. Before mixing your ingredients, get your steaming apparatus ready, bring water to a full boil. The rest of the recipe comes together very quickly.
2. Have ready 4 to 6 sheets of tin foil. In a large bowl, mash the pinto beans until no whole ones are left. Throw all the other ingredients together in the order listed and mix with a fork. Divide dough into 4 to 6 even parts. Place one part of dough into tin foil and mold into about a 5 inch log. Wrap dough in tin foil, like a tootsie roll. Don't worry too much about shaping it, it will snap into shape while it's steaming. Steam for approximately 40 minutes. Ready to eat or grill with your favorite sauce.

## From the Board

by Cindy Drake — Board Member

What a summer we had! With warmer than normal temperatures it was even questionable that a jump in Lake Superior would be a welcome 'cool off'. This weather has helped those tending gardens to grow a bounty. As Fall approaches, we look to reap the harvest of our cultivation. We celebrate those efforts.



Arguably the main effort from the Keweenaw Co-op Board's perspective was the reincorporation of the Co-op over the past year. This Summer was actually a time when we harvested a bit early from those efforts. We took the first week in August to welcome in more Members to further grow our Co-op. Board members spent some time each day during that week to talk with folks shopping at the Co-op and find out if they were Members or would like to be. One woman in her 90's proudly told me, "I'm not a Member, I am an OWNER!" I adopted that language for the rest of my session. The pride of Owners was evident that week and we culminated the week with a celebration at McLain State Park on, Sunday, August 8th.

*"On this first Annual Co-op Picnic, we ordered up a beautiful day to revel in our bounty."*

On this first Annual Co-op Picnic, we ordered up a beautiful day to revel in our bounty. Noah made yummy vegan sausages (see recipe page 6), and there were skewers of veggies to roast. Folks, who came to celebrate, shared their wonderful contributions for the feast. Faye carried in the Co-op Party Kit (see page 6) which meant only one small sized garbage bag was carried out. Compost was the theme of the day instead of garbage. Several people made it down to the beach for a dip in that lovely lake we live by. Join our next Annual Summer Picnic to continue the rejoicing as we build our Co-op community.

We have much to celebrate during this harvest season, over 500 Member-Owners to date, soon hopefully to approach the 600 mark! Our growing season at the Co-op is just beginning. Do you know someone who is not yet a Member-Owner of the Keweenaw Co-op? If so, invite them along to become an empowered owner in our sustainably pro-active, fun-loving community. Look for the Board to be in the store once a month on a Friday afternoon to continue this Co-op dialogue. ::

## board of directors

**Chris Alquist**  
calquist@hotmail.com  
Secretary  
Term ending 2011

**Ted Bier**  
drtedblair@yahoo.com  
Director  
Term ending 2011

**Carl Blair**  
cblair@mtu.edu  
Director  
Term ending 2013

**Cindy Drake**  
scorpios2@live.com  
Director  
Term ending 2011

**Robyn Johnson**  
robyn@brockit.com  
Director  
Term ending 2010

**Libby Meyer**  
ecmeyer@mtu.edu  
Director  
Term ending 2012

**Diane Miller**  
dimiller@mtu.edu  
Vice President  
Term ending 2012

**John Slivon**  
john@jrdsdesign.net  
Director  
Term ending 2013

**Roger Woods**  
roger@homerproductivity.com  
President  
Term ending 2012





## TEIKEI - Putting A Face On Your Vegetables

The Japanese term, "Teikei" translates roughly: "To see the face of the farmer in the vegetables."

Local growers are vital in helping to provide Ke-weenaw Co-op Member-Owners and shoppers with the highest quality, most sustainably produced fruits and vegetables possible.

Part of the appeal of local produce is it enables a closer relationship between grower and consumer.

*We would like to introduce you to some of our local farmers...*



Tomatoes at Wintergreen Farm & CSA in Ontonagon



Pat and Gary Hughes with their greenhouse tomatoes



Karen and Jerry Gagnon in their corn crop



**Name:** Seeds & Spores Family Farm, [www.seedsandspores.com](http://www.seedsandspores.com)

**Location:** Marquette

**Size:** 7 acres under vegetable cultivation

**Operating for:** 13 years

**Specialty crops:** greens, shiitake

**Growing practices:** no synthetic pesticides or fertilizers used

**How and why did you get started farming?:** Interest in healthy eating



**Name:** Chip Ransom Farm

**Location:** Houghton

**Size:** 2.5 acres under cultivation

**Operating since:** 1975

**Specialty crop:** spring mix, zucchini

**Growing practices:** no synthetic pesticides or fertilizers used

**How and why did you get started farming?:** To grow food for my family and supplement my income

### Some of our other local suppliers from 2010:

- Allen Carter - Chassell
- Clarence Waisanen - Houghton County
- Over the Fence Farm - Mass City
- Shari Fill - Jacobsville
- Wintergreen Farm & CSA - Ontonagon

*2011 CSA membership is \$300 for 18 weeks of vegetables. For more information visit [facebook.com/wintergreenfarm](http://facebook.com/wintergreenfarm) or contact [wintergreenfarm@live.com](mailto:wintergreenfarm@live.com).*

**Name:** Hughes Farm, [www.hughesfarm.net](http://www.hughesfarm.net)

**Location:** Calumet

**Size:** 15 acres under cultivation

**Operating for:** 30 years

**Specialty crops:** strawberries and tomatoes

**Growing practices:** no synthetic pesticides, herbicides, fungicides, or fertilizers used

**How and why did you get started farming?:** Wanted a source for organically grown produce

**Name:** Gagnon Farm

**Location:** Atlantic Mine

**Size:** 40 acres

**Operating for:** almost 40 years

**Specialty crops:** sweet corn, strawberries, potatoes

**Growing practices:** no synthetic pesticides used

**How and why did you get started farming?:** Love of growing things

**Name:** Lennington Farm

**Location:** Lake Linden

**Size:** 1/2 acre under cultivation, 80 acres pasture

**Operating since:** 1993

**Specialty crops:** pasture raised chicken, lamb, apples, onions

**Growing practices:** no synthetic pesticides or fertilizers used on apples, onions, habañero peppers or garlic

**How and why did you get started farming?:** We wanted to homestead, then we expanded from there



ONE OUT OF EVERY FOUR AMERICANS BELONGS TO A CO-OP

# LOCAL. TRUSTED. SERVING YOU.<sup>TM</sup>

## Experience the Cooperative Difference

Visit your local co-op during Co-op Week  
October 17-23, 2010

Learn more about cooperatives by visiting  
[www.ncba.coop](http://www.ncba.coop) or [www.go.coop](http://www.go.coop)



SOCIAL RESPONSIBILITY ■ OPEN & VOLUNTARY MEMBERSHIP ■ NON-DISCRIMINATION ■  
COOPERATION AMONG COOPERATIVES ■ SERVICE TO MEMBERS ■ ON-GOING EDUCATION  
■ DEMOCRATIC CONTROL ■ DISTRIBUTION TO MEMBERS ■ BUILDING FINANCIAL STABILITY

## Give Thanks. Give Back. Give Local. Give Now. A few giving ideas from the Keweenaw Co-op...



Give the gift of local food. The Keweenaw Gift Box features businesses and products from within 30 miles of the Co-op, or customize your own box.



Can't decide what to give? A Co-op Gift Certificate is perfect for the indecisive gift giver.



The gift that keeps on giving, a Co-op Member-Ownership.



Donate to the Western Upper Peninsula Food Bank at the Co-op. Accepting all non-perishable food items including bulk goods.

### What can I do?

(continued from the Growing Healthy Communities article on page 4)



The new Ryan Street Community Garden in Hancock. Visit [ryanstreetgarden.blogspot.com](http://ryanstreetgarden.blogspot.com)

- **Participate**—Volunteer at a community garden.
- **Grow a garden**—Right now there is not enough food grown locally to supply every store, let alone every school, restaurant, or home.
- **Participate**— Sit on the Houghton County Food Policy Council that will begin meeting this Fall to strategize community needs in regard to food policy.
- **Share your expertise**—Teach or attend a class at the Co-op or at a community garden or other community event.
- **Shop at the farmers market**—Support your local farmer. They are the key to our food future.
- **Change from within**—Of course part of it is also tailoring our 'needs' to fit with local availability. Eat seasonally and savor the bounty.



## Welcome

Welcome to the following new Member-Owners who joined the Co-op between May 9 and September 1, 2010!

Richard Jamsen  
Tony Schwaller  
Marilyn Cooper  
Pat Valencia  
Frank Fiala  
James Peterson  
Corey Bacon  
Bill Ivey  
Linda Rulison  
Patricia Wood  
Jan Arnold  
Patricia Helsel  
Stella Hansen  
Leslie Haeger  
Matt Seigel  
John Baeten  
Jane Casper  
Kathy Halvorsen  
Elliot Rouleau  
Harold Tikkanen  
David Flaspohler  
Mary Wright  
Patrick Brogan  
Edward Karinen  
Sandra Watson  
James Hay  
Cindy Barth  
Jill Burkland  
Kelly Gast

Eric Klein  
Gilbert Lewis  
Donald Larson  
T. Bradley Terhune  
Kristie Gonzales  
Jessica Speer  
Essa Paterson  
Megan Werner  
Rob Sunstrom  
Katie Groeschl  
Jeanne Kurtz  
David Owens  
Mary Ann Quayle  
Barbara Wells  
Lloyd Wescoat  
Allan Baker  
Patricia Butler  
Clint Sundstrom  
Cynthia Selfe  
Melinda Quivik  
Judith Haataja  
Sarah Faye Scarlett  
Marco Davani  
Deb Juntunen  
LaNaeh Holmbo  
Debra Allain  
Catherine Andrews  
Diane Abramson  
Priscilla Khoury

Kristi Kirkpatrick  
Kelley Smith  
Allen Carter  
Dale Venema  
Hal Behrendt  
Ellen Marks  
Gregory Campbell  
Susan Copley  
Tom Rudd  
Curt Bergstrom  
George Williams  
Joan McFadden  
Erin Smith  
Barbara Battersby  
Paul Ollanketo  
Jeffrey F. Blank  
Chris Sturzl  
Sam Raymond  
Sergei Casper  
Kathleen Ley  
Janet Moran  
Amland Mukherjee  
John Szaroletta  
Ann Brady  
Beth Cook  
Zachery Whiteley  
Carol Sturos  
Jacob Manchester

## keweenaw.coop



## Visit us online for more info...

- Soup of the Day
- Deli Menu
- Produce Selection
- Local Suppliers
- Monthly Specials
- Gift Box Catalog
- Core Value Brochure
- Membership Information
- Employment Application
- Circumspice Archives
- Hours & Store Location
- News & Events
- Photo Galleries
- Community Donations
- Governance Policies
- Link to Co-op Facebook

## Have you moved? New phone number? New email? Let us know...

It is a Member-Owner's responsibility to communicate with the Co-op concerning changes to your contact information. This can be done at the store, by email, by phone, or by written notification. Member-Owner capital, including capital stock, patronage refund, and capital credits, will be forfeited if a Member-Owner cannot be located as described in the Co-op's Articles of Incorporation.

## Neighborfood Watch

by Diane Miller — Member-Owner

We've been a "real" cooperative for a little less than a year. Some of us don't tire of reflecting on what this means. Whether we are one of the 500-plus shareholders who can officially say "we own it," we appreciate not only the source of organic food, but a way of investing in our community that is just not replicated in a large chain store. That is, whether or not we are official shareholders who may be able to receive patronage refunds when they are appropriate, we are also stakeholders in the future of the Co-op, as well as the future of the local community and the rest of the Earth.

In the interest of suiting individual needs and trying to sustain the planet, our Co-op has, since its beginning, offered bulk food—and the option of filling one's own reusable container, in part, to reduce waste. Only recently, however, have I begun to pay attention to the fiscal ramifications of reusing containers when we shop. I took a look at the Co-op's Profit & Loss statement for the first quarter of 2010 (this statement is available to all Member-Owners). Our Co-op's bill for containers—grocery bags, plastic bags and tubs for bulk goods, and deli soup, salad and sandwich containers, for example—was over \$4,600 for three months!

It's important to mention here that neither has our Management complained about this expense, nor is the Board making a container reduction request.

And the Co-op is doing well financially. Rather, this is my observation of an expense that we might pay attention to and help control—perhaps because we might hope to benefit at some point financially as individual Member-Owners, but also because we are invested in the fiscal health of the Co-op as well as its relationship to the Earth's resources.

There's another expense that we have the power to avoid at the Co-op or any other small local business that we care about—the fees that businesses have to pay to process our credit and debit cards. During the period mentioned above, our Co-op's fees for processing credit cards totaled over \$9,000. Again, I have not heard or participated in any managerial or administrative complaints about this; it's just an observation. It seems to me that when we make the decision to carry our own shopping bag, reuse our own container, or pay with cash or check, we can participate as mindful stakeholders in our Co-op and other small businesses, thus taking our investment more personally and to an even more meaningful level. It seems like a vote for community and prompts me to build on the old foodie cliché to suggest that the future of our community may be—at least in part—in our grocery carts. ::



## Gluten-Free Recipe Exchange Meets at Portage Library

**When:** 3rd Monday of each month, 6:30 - 7:30 pm **Where:** Portage Lake District Library

The Gluten-Free Recipe Exchange is organized by and for those who are interested in or required to follow a gluten-free diet. Gluten-free eating requires the avoidance of all wheat, rye, barley, and oats. Most people find it challenging at first, but are excited to find recipes and foods that are fun and easy to make and tasty to eat.

**This program is free and open to all.** For more information, please call a member of the group at 281-5216. You may also call the library at 482-4570 or visit [www.pldl.org](http://www.pldl.org).

Gluten Free

## Practical Wellness

### Making Sense of Resveratrol

By Drs. Kemmy Taylor and Mischa Doman

According to emerging scientific studies, resveratrol, due to its wide range of health benefits, continues to be a colossal topic of research. There is no doubt resveratrol is one of the most versatile and effective plant compounds discovered thus far. Known as a natural ingredient of red wine, many berries and other foods, it's tough to dispute resveratrol's importance in the diet. Resveratrol belongs to a group of components called phytoalexins. Phytoalexins are produced by some plants to help protect them from attacks by bacteria, fungi, insects, and harsh weather - basically any type of environmental stress. In effect, resveratrol is an antibiotic that plants produce to help protect it from infections.

Resveratrol has become increasingly popular over the last few years resulting in a great deal of media exposure. Since resveratrol's popularity has grown so quickly due to all this attention, more and more companies are trying to capitalize on its success. Media publicity is not unusual with so called "wonder pills" or "fountain of youth" claims. However, it is important to note that most companies out there who claim to be endorsed by TV personalities such as Oprah, Dr. Oz and others of the like, are on average not endorsed by those particular individuals and typically you will find their products less-than quality.

#### Why Should I Be Interested in Resveratrol?

- Helps promote healthy heart and cardiovascular function
- Maintains healthy blood sugar levels
- Boosts immune system
- Reduces signs of aging
- Boosts energy levels and endurance
- Promotes healthy sleep
- Offers antioxidant protection

**What is the Recommended Amount of Resveratrol I Should Take?** There is an ongoing debate on the "correct" dosage of resveratrol to take, although some

initial recommendations have been developed. It is possible the correct dosage may not be determined for many years until resveratrol is given to a considerable number of samples who would agree to be monitored over the years to prove that this certain dosage is useful in long term use.

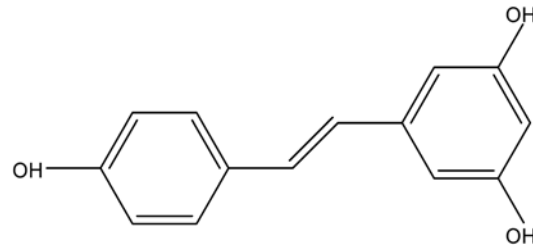
With this said, however, it is generally believed the correct range is roughly 250mg of 99% trans-resveratrol per day for oral supplements. Research also shows consuming supplements containing both resveratrol and muscadine grapes may help with better absorption of resveratrol itself.

As with other supplements or medications, the effects on the individual can vary due to factors such as body weight, age and overall health. It is important to start conservatively (about 250mg/day) when incorporating resveratrol into your dietary routine. This will allow you to benefit from it as researchers continue their work and learn more about the compound's myriad of uses ultimately coming to an unyielding agreement on the recommended dosage. If you are unsure as to whether or not to start using resveratrol in your daily diet, it would be wise to contact your health care professional prior to taking it.

#### Here is what to look for in a resveratrol supplement:

- 99% Trans-Resveratrol: trans-resveratrol is stable and easily absorbed by the human body (further explanation to follow)
- NO Cis-Resveratrol: cis-resveratrol is not stable and not easily absorbed
- Minimum of 100mg of 99% Trans-Resveratrol per serving
- NO proprietary ingredients lists (the quantity of each ingredient should be shown)
- NO fillers or flowing agents (other ingredients should just be cellulose capsule)

To make things a bit more difficult to decipher, not all trans-resveratrol preparations are the same. Basi-



cally when a company makes a trans-resveratrol supplement there are different degrees of purity regarding its ingredients. Many products use only 8%, 20% or 50% purity. This means if you see 200mg of 50% trans-resveratrol the product has just 100mg of pure trans-resveratrol present in the supplement. If the label doesn't list the purity, you don't know what you're getting. With the popularity of resveratrol, you are starting to see resveratrol show up as an ingredient in numerous supplements. Many of the supplements have just a trace of resveratrol in them hiding the actual amount of resveratrol present behind a blend of ingredients.

In conclusion, resveratrol extracts and supplements, when combined with a balanced diet and moderate exercise, can deliver several long term health benefits. There are numerous ways in which you can obtain resveratrol supplements. Visit your local Co-op or other health food stores. Again, be sure you know what you're looking for prior to buying resveratrol supplements. ::



**Now brand Natural Resveratrol 200mg (60 capsules) is a Core Value item at the Keweenaw Co-op. \$23.99**

### CCMA Conference continued from page 5

CARL (continued): Speaker after speaker and session after session emphasized the need for a core membership who will drive the growth and continuing health of a co-op. At KCI we have much informal activity in these areas. In the last few weeks, as Tech - where I work - has come back to life, I have seen Co-op Member-Owners encourage new employees and students to come to the KCI and even offer rides! I am sure the same takes place in other parts of our community, but what if we did it more consciously and every Member-Owner tried to bring a new shopper - and maybe even Owner! - into the Co-op every year! Seemingly not much but what an impact - doubling our membership every year would be nice! What about more community education and outreach too?

**Co-ops are engines of economic growth for a community.** Either in large or small communities encouraging local producers and alliances among regional co-ops can result in real, sustainable growth. Living in a remote sparsely populated area is no barrier; successful models exist in the desert Southwest, and serious thought needs to be given as to how to bring similar success to the Keweenaw.

I would welcome opportunities to discuss any of these or other topics with Member-Owners at any time - it is our Co-op and its success helps us all! ::

**Students save 5% Sundays**

(current student ID required)

**Seniors save 5% Wednesdays**

(age 60 and over)



Keweenaw Co-op  
Natural Foods Market & Deli  
1035 Ethel Avenue  
Hancock, MI 49930  
[www.keweenaw.coop](http://www.keweenaw.coop)



## Reverse Trick-or-Treating

- **END** poverty among cocoa farmers
- **END** forced/abusive child labor in the cocoa industry
- **PROTECT** the environment
- **PROMOTE** Fair Trade

(see page 3 for more information)



## Order Your Thanksgiving Fresh, Pasture-Raised, Whole Turkey

Taking orders in early November...details will be posted in the store, email, on the website, and on our Facebook page.