



The Voice of the Keweenaw Co-op Market & Deli

# Circumspice

HANCOCK, MICHIGAN

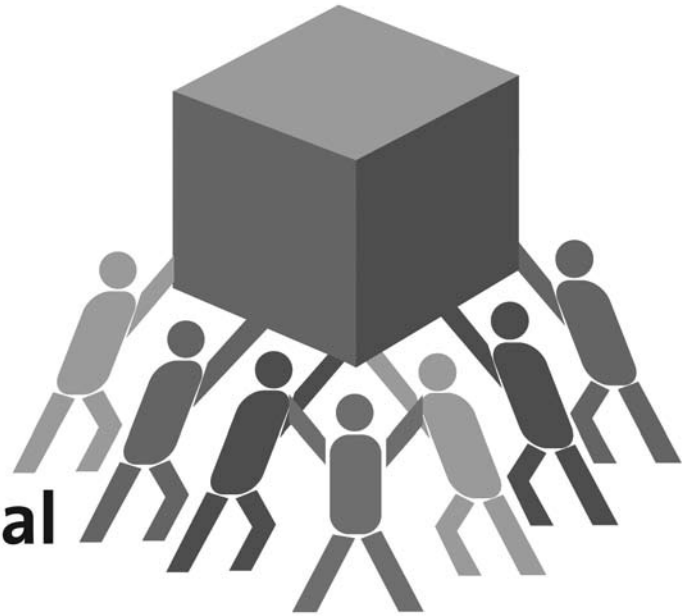
FALL / WINTER 2011

## "Cooperative Enterprises Build a Better World"

The United Nations General Assembly has declared 2012 as the International Year of Cooperatives, highlighting the contribution of cooperatives to socio-economic development, particularly their impact on poverty reduction, employment generation and social integration.

With the theme of "Cooperative Enterprises Build a Better World", the Year seeks to encourage the growth and establishment of cooperatives all over the world.

<http://social.un.org/coopsyear/>



# 2012 International Year of Cooperatives

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*Circumspice*

1035 Ethel Avenue  
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(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 three 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 Jan 15th. 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)**



**WestSoy OG Unsweetened Soymilk - 32 oz.**

Enjoy creamy, delicious WestSoy by the cold refreshing glass, blend up a healthy smoothie with fruit, or pour it over cereal. Great to use in baking. Only 1 gram net carbs. Gluten-free and Non-GMO.  
**SRP \$3.59 / CVP \$2.89**



**Nature's Path  
Honey'd Corn Flakes - ECO PAC**

Crisp, golden flakes made of pure cornmeal. Lightly sweetened with concentrated grape juice and a mix of organic evaporated cane juice and honey. Non-GMO, Organic and Gluten-free.  
**SRP \$9.79 / CVP \$7.89**



**OG Rice Dream Rice Drink - 64 oz.**

Shelf-stable (aseptic) packaging, ensures that it will stay fresh in your pantry for up to a year. Drink chilled or warmed. Pour on your morning cereal, or use in your favorite recipes. Not for use as an infant formula. Organic and Gluten-free.  
**SRP \$6.29 / CVP \$4.99**



**NOW Omega-3 (90 & 180ct Softgels)**

Made from natural fish oil concentrate. Tested to be free of potentially harmful levels of contaminants (i.e. mercury, heavy metals, PCB's, dioxins, and other contaminants).  
**SRP \$11.99-\$39.99 / CVP \$9.59-\$31.99**



**R.W. KNUDSEN OG Apple Juice - 96 oz.**

A six-ounce serving of Organic Apple Juice is the equivalent of one serving of fruit, according to the USDA. Dedicated to minimizing their total environmental footprint through significant investments in energy efficiency.  
**SRP \$8.49 / CVP \$7.99**

## NEW! kora's kokner...

Hi, I'm Kora. I'm 8 years old. I like to read, I like to hula hoop, and I live in the Keweenaw. Every week I make dinner for my family.

Besides cooking I like pogo sticking. 450 jumps is my highest, but it might be in the 500s because its kind of hard to remember when I'm not pogo sticking. I'm reading *The Clockwork Three* by Matthew Kirby. It's about three orphans who don't know it, but I think end up finding out that they were all sisters and brothers. I'd recommend it to people who like adventure in the olden times. Oh - I'm also playing Gavotte I by Bach on my violin. It's exciting and has lots of trills and pizzicato slurs. Actually, it sounds very happy. I'm not sure everyone will like it, but if you like major keys and happy songs, you will.

Hey  
Co-op Kids!  
Meet Kora, read  
about Kora's cooking  
adventures, interviews  
with other Co-op kids, and  
what she's doing this  
month. Visit keweenaw.  
coop and look for  
her link.



### A little taste of Kora's first adventure...

Hello everybody! This week I made peppers stuffed with pasta and cheese. I thought it would be a nice challenge because there are a lot of things going on, and with lots of timing. The recipe comes from *Fast, Fresh, and Spicy Vegetarian* by John Ettinger.

Getting the ingredients at the Co-op was a challenge too. I was on my own for finding everything like kalamata olives but luckily my mom helped me a little. Everything went pretty fast though and everyone is friendly there. I like the Co-op because it is small, like if you are looking for toothpaste, you just have to look in one small area and they have a lot of organic products. Oh, and they have a very nice reading place for me, which is by pans, tongs, strainers, and books.

I started by preparing olives, cheese, and chopped the parsley. The cheese was kind of hard because I've never actually cut cheese before... **(Read the whole story at keweenaw.coop)**



## From the Board

by Carl Blair — Vice President

### Relocation: Every Which Way - But The Current?

As some of our Member-Owners may be aware, there has been a building question for several years, what should be done physically with the Keweenaw Co-op to best serve our community?

Accordingly, the Board has begun the first stage of what will be a multi-year process. This is a complex and challenging process. Should we stay where we are and hope? Can the current structure be rebuilt? Should we buy and renovate an existing building? Or should a whole new facility be built? When the Scott Hotel was available a few years ago a similar process was undertaken in a more abbreviated fashion. The Co-op determined at that time

that relocating was not a good idea. Similar considerations are being undertaken now, focusing on issues of market feasibility, internal readiness, financial feasibility, and design feasibility.

Compared to a few years ago much has changed. The mortgage on the current building is paid and there is a healthy balance in the bank and in suitable safe and responsible securities. The Staff and Management of the Co-op is arguably at its best state ever, and

so well suited to rise to new challenges. The re-incorporation will allow a change, if one is chosen to be made, to be done in a much more efficient and prudent fashion. The local community of suppliers and producers is growing and is well situated to support a change. Perhaps most importantly, we have the luxury of time. The existing building is not falling down, sales and profits continue to grow, ownership is expanding, and



***"The Co-op spends almost twice as much as our yearly profit on credit and debit card fees and packaging."***

our community profile is good and growing, allowing us to explore relocation from a position of strength, security, and time.

So what to do? Mostly the Board asks Member-Owners to participate! What are your hopes and visions? What would be nice to have with a different (new?) building? A loading dock? A café? An expanded...? After we progress through feasibility planning, the Board will be looking for more formal input from the Member-Owners.

We are fortunate our financial situation is very good – especially considering the overall economy

## Welcome New Member-Owners!

Joined the Co-op between May 31 and October 3, 2011

Pamela Allen	Lorrie Gunn	Debra Kelsey	Madeline Pintar	Derik Spoon
Jennifer Bow	Terry Hamka	Navaneet Kjeldsen	Lynette Potvin	Catherine Tarasoff
Dave Braithwaite	Judith Ann Harkonen	Sarah Lehman	Rachel Pressley	Erika Thompson
Colleen Carroll	Heather Hendrickson	Mark Lounibos	Jonathan Riehl	Diane Trudgeon
Matthew Chambers	Sarah Hopper	Julie Maki	Aerran Riley	Loretta Warra
Karen Eldevick	Lynn Hurst	Cody Marino	Paula Rocco	Jennifer Weaver
Ron Engel	Glenn Ierley	Jonathan May	Mark Rouleau	Mary Jane Williams
Deborah Ennis	Julie DePaul Johnson	James Michel	Tyler Shelast	
Beth Filzen	L. Syd M. Johnson	Alexandra Morrison	Michael Shupe	
Peg Gale	Robert T. Johnson	Roy Narhi	Ruth Ann Smith	
Kara Graci	Mary Junttila	Catherine Paavola	Jessica Spear	



– but our finances will need to be even better before any action is taken. The Co-op spends almost twice our yearly profit on credit and debit card fees and packaging (see graphic above). If most of us paid by cash or check and/or brought in our own bags and containers we could easily double profits or even more! Another way to strengthen the Co-op's financial standing is to expand our ownership. We may know people who did not buy into the Co-op when the re-incorporation took place, or perhaps have moved here since—encourage them to join!

Many of us avoid the profit word as if somehow doing good work, as the Co-op does, should not be associated with doing well financially. In the first year after the re-incorporation the average Member-Owner had a return on their initial investment of \$200 of over \$34 or 17%. In this last year how many other investments have had this level of return? As Member-Owners, my wife and I did not buy in to the Co-op to make money, but we do not mind making money if while doing good we can also do well!

So what can we all do? Marshall our thoughts, look for in-store and online information in the coming months. We have a wonderful situation with a strong and healthy co-op that is poised to become even more so if we all share our wisdom and actions as part of the Co-op community. ::

## board of directors

**Chris Alquist**  
calquist@hotmail.com  
Secretary  
Term ending 2014

**Carl Blair**  
cblair@mtu.edu  
Vice President  
Term ending 2013

**Cynthia Drake**  
cynthiamdrake@gmail.com  
Director  
Term ending 2014

**Robyn Johnson**  
robyn@brockit.com  
Director  
Term ending 2013

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

**Diane Miller**  
dimiller@mtu.edu  
Director  
Term ending 2012

**Heather Sewell**  
hthrswwl@yahoo.com  
Director  
Term ending 2014

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

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

## Get involved!

### Board Meetings

Third Wednesday of every month  
in the Community Room at the Co-op

Annual Owner Appreciation Picnic  
September at McLain Park

Annual Meeting  
Every year in March

## Practical Wellness

by Dr. Jinny Sirard & Dr. Tyler Roy, Superior Family Chiropractic

### Good Fat vs. Bad Fat: The Omega Ratio

Many of us know that omega-3 fatty acids, such as fish oil, carry a wide range of health benefits. However, recent research is finding there is much more to the story. There are two essential fatty acids or EFAs that our body cannot synthesize so they must be obtained in our diet. These fatty acids are omega-3 and omega-6 fatty acids, alpha linolenic acid and linoleic acid respectively. Omega-3 fatty acids (such as fish oil) have received a lot of publicity in the past several years for their staggering health benefits. It is only more recently that we are finding that not only is consumption of these “healthy” fats extremely important but the overconsumption of omega-6 fats can overshadow the benefits of these vital fats.

Omega-6, though an integral part of our diet, is grossly over consumed in the western world and this can have devastating consequences.

When omega-6 fatty acids are processed by our body they form chemical mediators that promote inflammation such prostaglandin E2 and leukotrienes and their precursor arachidonic acid; whereas the desaturation of omega 3 fatty acids yields EPA (Eicosapentaenoic acid) and DHA (docosahesanoic acid). Though inflammation is an integral part of the healing process in the context of injury, an abundance of omega-6 fatty acids can lead to a chronic state of inflammation within our tissues, which is the pathogenesis of many chronic diseases. The National Institute of Health states that omega-6 consumption is associated with the following diseases: atherosclerosis, asthma, arthritis, vascular disease, thrombosis, immune-inflammatory processes, and tumor proliferation. Could this explain why many of the diseases that plague the western world are far less prevalent in indigenous cultures where processed and refined foods aren't consumed?

The human body is designed to consume a balance

of omega-6 to omega-3 fatty acids in an optimal ratio of 1/1. This relationship is best described as a “yin” and “yang” type of balance. Unfortunately for most of the western world this is not the case as statistics are estimating that the average western diet has ratio of 20/1! Many of the processed foods we eat are overloaded with an abundance of vegetable oil, corn oil, sunflower, and safflower oil; all which are abundant in omega 6 but relatively void in healthy omega-3 oils. For instance a bag of regular potato chips, made with either soybean or corn oil has an omega-6 to omega-3 ratio of 60/1. It seems that eating a Mediterranean

type diet may be a good approach to eating a healthy ratio of EFAs. Current research is stating that healthy dietary fat should make up approximately 25% to 35% of your caloric intake. Sufficient intake of healthy omega-3 fatty acids, more

specifically DHA or docosahesanoic acid is vital to proper brain development and maintenance as DHA is the predominant structural fatty acid in the central nervous system.

Recent research is validating the enormous preventative power of eating a diet more balanced in terms of EFAs. Consuming a diet of 4/1 omega-6/omega-3 was associated with a 70% decrease in mortality due to cardiovascular disease. Research also supports the clinical benefit of lower omega-6/omega-3 consumption in breast cancer, rheumatoid arthritis, asthma, and colon cancer to name a few. There is clearly more we can do to ensure we live healthy vital lives such as getting adequate exercise and managing our stress levels but it seems eating a plant based well balanced diet rich in healthy fats is imperative to our well being. ::

Visit [www.deflame.com](http://www.deflame.com) for more information on diet related inflammation

***"The human body is designed to consume a balance of omega-6 to omega-3 fatty acids in an optimal ratio of 1/1."***

#### Omega-3 Rich:

Coconut oil  
Organic butter from grass fed cows  
Canola oil  
Flax seed

#### Omega-6 Rich:

Safflower oil  
Vegetable oil  
Sunflower oil  
Corn oil  
Peanut oil  
Soybean oil  
Sesame oil

Extra virgin Olive oil and Avocado oil is made up primarily of oleic acid which is an omega-9 fatty acid and also very healthy. Oleic acid is not considered an essential fatty acid, as your body can synthesize this oil provided that other essential fatty acids are present.

### How to reduce dietary inflammation and optimize your omega-6 to omega-3 ratio:

- Eat a diet rich in fruit and vegetables. Fruits and vegetables should make up a majority of your diet. Nearly all fruits and vegetables have the desirable 1/1 ratio of omega-6 to omega-3, along with being rich in antioxidants, bioflavonoids, vitamins, minerals, and fiber.
- Reduce grain and dairy consumption. Try to eat both grains and dairy products in condiment size portions. Most grains have a higher than optimal omega-6 to omega-3 ratio, the same is true for most dairy products.
- Try to avoid processed foods.
- Reduce or eliminate your intake of refined sugar. Replace refined sugar with healthier substitutes such as pure maple syrup or honey.
- Use healthy oils in food preparation.
- Consume grass-fed meats, wild game, fowl, and wild caught fish. Animals that are fed omega-6 rich foods such as grain, corn, and soy are naturally high in omega-6 fatty acids, obese and have far less nutrients. Grass fed beef and chicken have a much more favorable omega ratio than commercial products. If you choose to eat commercial meat products select lean varieties.
- Eat omega-3 rich or free range eggs.
- Consume raw almonds and nuts. However, be sure to eat in moderation as nuts are a calorie dense food.
- Avoid ALL trans fats! Trans fats, also known as hydrogenated oils are extremely unhealthy for you. Trans fat are very inflammatory. They are found in many processed foods (such as popular peanut butter brands). Trans fats are especially bad for children, as these harmful fats can replace good, healthy fats in building brain tissue. Look for the word hydrogenated or partially hydrogenated on your food labels. Foods may claim to be “trans fat free” if they have less than 1 gram of hydrogenated oil.
- Add anti-inflammatory spices to your diet such as garlic, turmeric, rosemary, fennel, cayenne pepper, basil, dill, and oregano.
- Lastly, consider adding a quality omega-3 supplement to your diet such as fish oil or krill oil. Make sure to select a supplement that is refined to remove impurities and has an adequate amount of EPA and DHA. Not all omega-3 supplements are created equal.

Barlean's Organic Oils are fresh, unrefined, unfiltered, Non-GMO oils. Available at the Keweenaw Co-op in capsule and liquid form. Optimally formulated to balance omega 3-6-9. So good tasting even kids love them!







In keeping with the 7th cooperative principle—Concern for Community—The Keweenaw Co-op seeks to support local, non-profit and cooperative organizations that are working to increase the health of the Keweenaw Co-op community and/or the environment. This includes organizations that address food

and nutrition issues, community building, sustainability, environmental preservation, cooperative values, local food production, or alternative/holistic health care. The donation guidelines and application form are available at the Co-op or online. Contact Faye Carr for more information at [faye@keweenaw.coop](mailto:faye@keweenaw.coop).



PORTAGE HEALTH



## Celebrating a Year of Community Partnerships



FINLANDIA  
UNIVERSITY  
FOUNDED IN 1896



**FINLANDIA UNIVERSITY** (Welcome Weekend for Students and Parents / SKRC Film screening “The Economics of Happiness” / Sibelius Academy Music Festival / Earth Day Celebration) • **MTU** (Parade of Nations / Keweenaw Symphony Orchestra Collaborative Educational String Festival / Pre-School Cabin Fever Carnival / Muck Run / Michigan Tech Community Expo) • **PORTAGE LAKE DISTRICT LIBRARY** (Film screening, “The Dark Side of Chocolate” / Cinco De Mayo – Salsa Contest / Friends of the Library) • **Hancock Canal Run** • **Copper Island Cross Country Ski Club** Ski for Heart • **Copper Country Running Club** Kuparisaari Triathlon • **Copper Harbor Trails Club** • **Keweenaw Nordic Ski Club** Glide & Gorge • **Copper Country Ski Tigers**, Run the Keweenaw • **Ryan Street Community Garden** • **Pewabic Street Community Garden** • **ASPIRUS KEWEENAW** (Diabetes Walk / Women’s Health Expo / American Cancer Society / Relay For Life) • **OMEGA HOUSE** (Fall Concert & Auction / Spaghetti Dinner Benefit) • **KEWEENAW KRAYONS** (Dan Schmitt Gift of Music / Mardi Gras) • **Calumet Art Center** • **COPPER COUNTRY COMMUNITY ARTS CENTER** (Parade of Confections / Art in the Garden) • **Calumet Theatre** • **LITTLE BROTHERS FRIENDS OF THE ELDERLY** (Easter Dinner / Spring Fling / Thanksgiving Dinner / Christmas Dinner / Volunteer Appreciation) • **Food For Change** Documentary Film • **Bike to Work Day** • **Hancock Business Professionals Association** • **Copper Country Guatemalan Accompaniment Project** • **E.B. Holman School** Spring Carnival • **Dial Help** 40th Year anniversary • **Porcupine Mountains Music Festival** • **Copper Country Suzuki Association** Fun Card • **WGGL** - National Public Radio Splendid Table



MichiganTech



### Starting this October...

The Co-op is excited to announce the next recipient of the Bring-A-Bag Fund. Once the applications were in, the Co-op's Board of Directors voted individually for their choice from four applicants. Although we feel all are deserving organizations, one had to be selected. So, drum roll please... The next recipient will be the Barbara Kettle Gundlach Shelter Home For Abused Women, Inc.! The director stated in her cover letter that she felt it would be particularly appropriate for a partnership to begin in October, as October is Domestic Violence Awareness Month. Congratulations to the Barbara Kettle Gundlach Shelter Home!



### A successful first campaign...

We are equally excited to announce that over 8,000 plastic and/or paper bags were saved by the Co-op community by bringing their reusable shopping bags during the first campaign. We are confident The Ryan Street Community Garden (RSCG) will put their donation to good use. Thank you to the RSCG for bringing a community garden to downtown Hancock.

<http://ryanstreetgarden.blogspot.com/>

The Keweenaw Co-op's Bring-A-Bag Campaign runs biannually on Earth Day to October and from October to April. We will announce when we will be accepting applications for the next campaign. Thank you to everyone who helped make this a successful campaign. Keep Bringing Your Own!





## Food Co-op Movie in Production

### Food For Change Documentary

Education, participation, independence, and cooperation. These are four of the seven cooperative principles that keep food cooperatives rooted in their mission: to serve their communities. *Food for Change*, a work-in-progress documentary planned for release next spring, looks at how food co-ops manifest these principles in their day-to-day operations.

The film takes a contemporary and social-historical look at cooperatives in the United States, exploring three periods of co-op expansion: the first wave following the financial collapse of 1929 when co-ops proved to be a mitigating factor against hard times; the second wave of the 1970s driven by a counter-culture desire for whole and organic foods; and the third wave, currently underway, aimed at both of these concerns.

*Food For Change's* release is timed to coincide with the United Nations designation of 2012 as the International Year of Cooperatives. The plan is to show the film in hundreds of locations across the country on the same day and to follow-up with national discussion on the cooperative ways of doing business.

To date, 64 co-ops in 25 states, including the Keweenaw Co-op, have contributed nearly 40 percent of the budget needed to complete and distribute the movie.

The project needs support from co-op members too. Please visit [www.foodforchangemovie.com](http://www.foodforchangemovie.com) to watch the trailer, view scenes from the movie, and consider making a contribution. Your investment in this documentary will help communicate a deeper understanding of cooperatives and will help the present wave of co-op expansion. ::

## Gluten-Free Recipe Exchange

**When:** 3rd Monday of each month, 6:30 - 7:30 pm (September-May)

**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**

Look for yellow "GLUTEN-FREE" labels on the shelf tags at the Co-op.



LOCALLY GROWN | RAISED ON A FAMILY FARM | FREE-RANGE



NO ADDITIVES | RAISED WITHOUT ANTIBIOTICS | NUTRITIOUS & DELICIOUS

**Reserve one now at the Keweenaw Co-op for Thanksgiving!**



Fern was an advocate for our earth, and Dale worked to provide good food for humanity. Three generations later, the legacy of Fern and Dale Peterson sustains our family's work as we care deeply for our turkeys, our farm, and the quality products that bear their name.

**FerndaleMarketOnline.com**





### Co-op Month

"Each October, cooperatives across the United States celebrate the cooperative difference, business model and the contributions of cooperatives to their communities. Minnesota was the first state to observe Co-op Month in 1948, and it spread quickly to the entire nation. Co-op Month became a government-sponsored national event in 1964. The responsibility for planning was turned over to cooperatives in 1971. Annual celebrations play a key role in educating members and communities as well as the public and policy

makers about the role cooperatives play in strengthening the economy, providing jobs and improving life in local communities. The slogan for Co-op Month 2011 is the same as that for the International Year: "Cooperative Enterprises Build a Better World." This slogan conveys the contributions that cooperatives make to social and economic development."



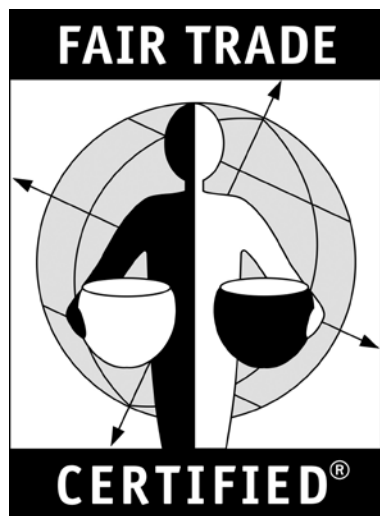
### Non-GMO Month

"Non-GMO Month [October] was created by the Non-GMO Project in 2010 as a platform for raising awareness on the GMO issue. Citizens and organizations across North America are waking up to the failure of GMO technology, and discovering the risks GMOs pose to our health, our families, and our planet. Non-GMO Month is an opportunity to coordinate our voices and our actions, so that we can stand up loudly and clearly for our right to know what's in our food, and to choose non-GMO. Protecting consumer choice and a non-GMO food supply require a multi-faceted approach and lots of team work, which is why this website was created. Together, we make Non-GMO Month happen by creating and participating in events, and spreading the word in our communities."

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<http://www.nongmoproject.org/non-gmo-month/>

Look for these small Non-GMO signs on shelf tags at the Co-op



### Fair Trade Month

"The month of October is TransFair USA's Fair Trade Month, and the 2011 theme is "Every Purchase Matters". The goal behind this years theme is to stress and illustrate how individuals can get involved with Fair Trade and what impact that can have on farmers and laborers across the globe. TransFair USA is the United States's only third-party certifier of Fair Trade products. Therefore they have leveraged the month of October to increase consumer awareness of what fair trade certified products are available, how to find them, and what impact they have locally and globally. The global impact can be felt as we begin to remove harmful child labor practices and slavery from the supply chain. Locally the impact can be done at the checkout, or buy working to increase the number of Fair Trade towns across the country."

## From the Produce Manager Pricing & Product Identification

Denina Kaunonen

Pricing and product identification in the Produce Department is unique from other departments in the Co-op. We use three main identifiers: Organic, Local and Regional.

**Local** produce is identified with a yellow sign labeled *Local* across the top. *Source* is indicated at the bottom, which identifies the farm name and location. The Produce Department identifies *Local* as less than 100 miles away.

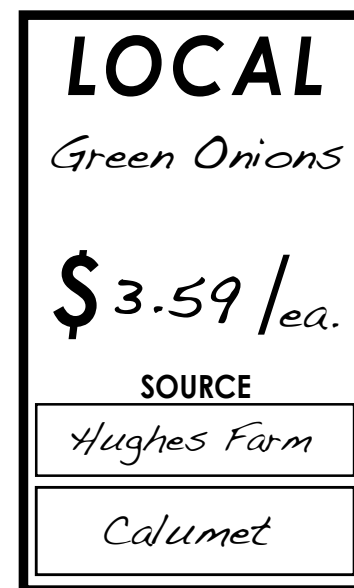
**Organic** produce is identified with a green sign labeled *Organic* across the top. Produce labeled *Organic* is certified organic. Also on the sign is *Source* which identifies the location. We define regional as: Minnesota, Wisconsin, Iowa, Lower Michigan and Ontario.

**Regional** items are usually from organic growers, so a green *Organic* sign is used with a small purple *Regional* sign.

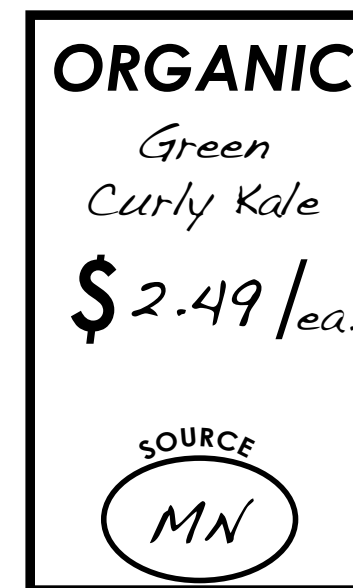
Produce also uses colored bands on items like kale and lettuce. Green *Garden Fresh* bands indicate *Local* items and red *Organically Grown* bands indicate *Organic* items.



Denina showing examples of banded produce.



(Yellow)



(Green)



(Purple)

See local farmer profiles on the bulletin board in the Produce Department. Check the Co-op website "Featured Produce" page to see what's new in the Produce Department.



## 55th Annual CCMA Conference

Keweenaw Co-op attends their fourth consecutive conference

by Cynthia Hodur, Assistant Manager

Cooperative Principle #6—*Co-operation among Co-operatives*—was an on-going theme for me at this year's Consumer Cooperative Management Association (CCMA) Conference. I have been to a number of professional conferences in the past, but none as cooperative (no pun intended) and diverse in information. It was refreshing to be around colleagues—board members, member-owners, and co-op staff—from across the country that were eager to answer questions about best practices and successful campaigns at their co-ops, even amongst co-ops that serve the same communities. And there were a number of new co-ops that have recently opened or that are in the development stages that offered a fresh, new perspective to co-ops that have been part of the co-op community for some time.

While I attended a number of sessions during the conference, my three favorites included touring grocery stores in the San Diego area; presentations on successful (and not so successful) marketing strategies, member-owner linkage, and employee incen-

tive programs; and learning about the upcoming *International Year of the Cooperative (IYC)* in 2012.

Even with all of the new and exciting ideas that are still flooding my thoughts from the conference, I have a great sense of pride about all the things that our very own Keweenaw Co-op is already doing well. Tops on that list are: our amazingly dedicated staff; the high quality standards that we adopt for all products throughout the store, particularly in our produce department; the variety of products that we are able to offer our community; and the commitment we have to serving our community not only through our products, but through our participation in multiple events throughout the Keweenaw. I am excited to be a part of such a dynamic co-op that continues to look to the future and is willing to adapt and grow to better serve its staff, its community, and its member-owners. ::



From left: Diane Miller, Cynthia Hodur, and Faye Carr represented the Keweenaw Co-op at this year's CCMA Conference

## From the GM

by Curt Webb — General Manager

The Keweenaw Co-op's Board of Directors is a great group to work with. Over the last few years they have defined their role by adopting Policy Governance® and have diligently stuck to that role. As an organization, we continue to reap the benefits of this governance structure. It defines the organization's direction, delineates Board and Management responsibilities, sets boundaries and provides a framework to ensure both action and compliance. In combination, these elements allow the Board to systematically approach their work and continue to move us forward.

As a result, the Board, empowered by this clear role, has time to do their job. They monitor Management and oversee finances, and they still have remaining time and energy to solicit Member-Owner feedback and set our course for the future.

In response to input gathered from Member-Owners, the Board recently took a big step toward understanding the feasibility of a co-op expansion or relocation: they hired a Cooperative Development Services consultant to help put us on the right course.

I spent all of three days with this consultant, joined by other Staff for pertinent sessions. On the third day, I joined the Board for an all-day training and planning session.

The sessions were eye-opening in terms of the work, planning and potential expense of projects that a cooperative of our size might take on. We asked for a reality check, and that is definitely what we got.

Here are the highlights that I took away from our work: This is a complex, challenging and dynamic process. A systematic approach is imperative. Any internal readiness steps that we take now will pay off

big down the line.

There is work to be done. The Board is currently assessing their internal readiness: Is the board committed to an expansion project? Is the organization committed? Do our policies cover the scope of such a project? And, most importantly, does our cooperative—our Board, Member-Owners, Staff, Community—share a common vision for our future?

We are also assessing internal readiness at the management level. I have just completed a preliminary timeline for Stage One: feasibility. It outlines multiple activities that will be carried out over the next few years to ensure that we are prepared if and when an expansion or relocation happens, and that the project will be a success because all aspects of feasibility have been tested (and retested) and we have the full support of our stakeholders because we took the time to build a shared vision.

As we move forward, you will hear this phrase repeated: "Given what we know today, this is our preferred option..." Notice that our preferred option is tied to what we know and is therefore subject to change as we explore and learn. I can tell you that we don't know enough today to have a preferred option yet. That is where the feasibility work comes in—it moves us toward a preferred option. Until we find a feasible option we will not move beyond Stage One. Whatever the outcome, we are excited that this process has begun. ::



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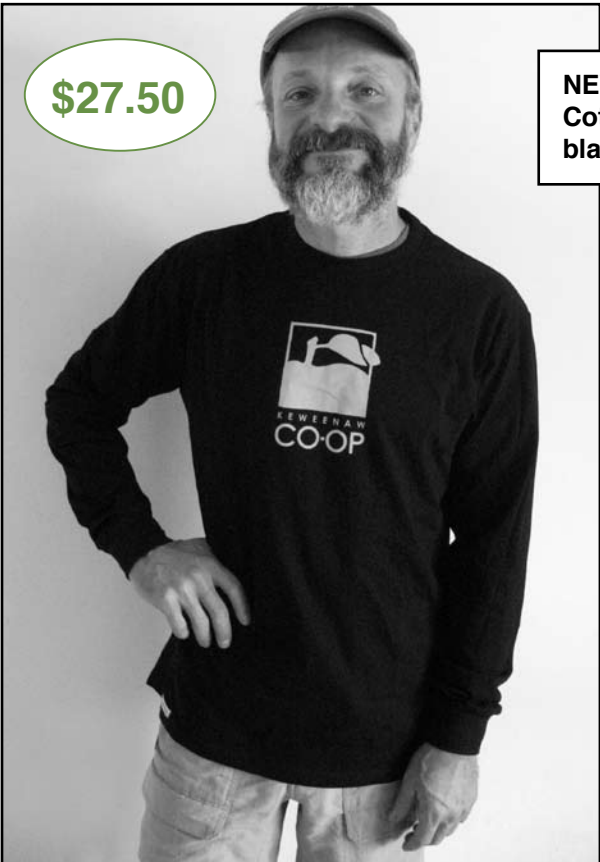






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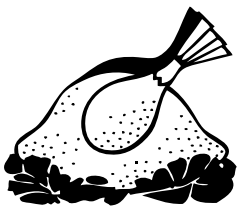
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