



# Circumspice

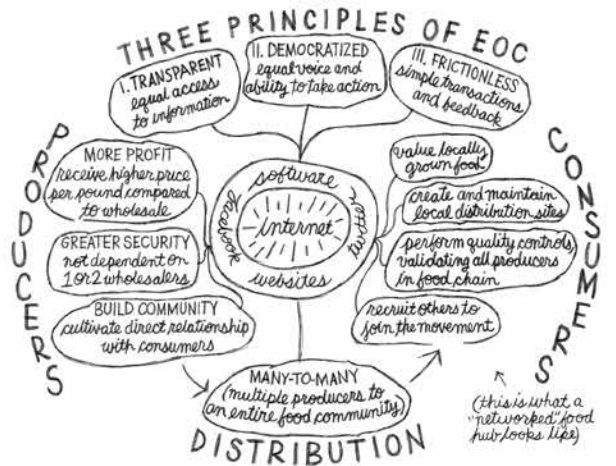
906.482.2030 • www.keweenaw.coop

Hancock, MI

## ECONOMIES OF COMMUNITY=EOC

*A sustainable, democratized food system is decentralized and benefits from a network of farms, highly local distribution channels and motivated consumers*

*An industrialized food system is highly centralized and benefits from ECONOMIES OF SCALE. Local food systems benefit from...*



*Chubeza Farm  
Latrum, Israel  
13 December 2011*

**BENZI**  
*develops web-based  
software to empower  
local food systems*



**The Lexicon of Sustainability™**



*Circumspice*

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

**STORE HOURS**  
Open daily 8am-8pm

The Circumspice newsletter is published three times a year for the 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, Staff, Board, or Owners. The next deadline for submissions is May 15th. Refer submissions and questions to faye@keweenaw.coop.

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

## Ways to save at the Co-op...

**Co+op Deals** change twice monthly. See the sales flyer in the store, on the website, in the Mining Gazette, and look for signs in the aisles.

**coop deals**

Additional Co+op Deals coupons are available six times a year. Coupon booklets are available at the Co-op.

**Co+op Deals**

The Co-op offers discounts on bulk or case quantities of in-stock products, and case or smaller quantities of products the Co-op does not regularly carry. For case quantities, price is calculated at 20% over wholesale cost for Owners. Sorry, no discounts for non-owners.

**Special Orders**

Once each quarter the Co-op celebrates its Owners with an **Owner Appreciation Day**. Owners in good standing receive a 10% discount on their purchases (excluding all sale items). Save the dates:

**Tuesday, May 12**  
**Mon, August 24 • Sun, November 15**

**Just for Owners**

**In-House Sales** are a way of saying thanks to our customers (Owners and non-owners).



Look for rotating deals throughout the store marked with a black and white sign.

**In-House Sales**

All **students** (including non-owners) who shop on Sundays receive a 5% discount on their purchase. Current student ID card required.

**Student & Senior Day**

All **seniors** 60 and over (including non-owners) who shop on Wednesdays receive a 5% discount on their purchase.

## Co-op Staff Spotlight



**Tom—Grocery Buyer**

I am pleased and excited to join the Co-op's Grocery buying team. You'll find me working along side Beka and Jeff assisting in all aspects of the Grocery buying department which includes selecting, ordering, pricing, merchandising and promoting items in accordance with the Co-op's Purchasing Mission. Let me know if I can be of assistance to you in any of your grocery needs. We love to help our customers out in every way we can.



**Kari—Bulk Buyer**

Coffee, Spices, Bulk, oh my! I am honored to be given the opportunity to purchase your coffee and spice selections, as we continue to provide the best in Bulk foods. If there is something you would like, please ask, chances are it could be available as a Special Order item. And don't forget, bringing in your own containers to refill is highly encouraged!



**Jay—Facilities**

I am the one that is seen walking throughout the store leaving the customers and staff wondering: "What is that guy doing now?" I'm Jay, the older gentleman whose position is the custodian and light maintenance person at the Co-op. It is a position that began this past year. My goal is to keep the store clean and I think more so to keep searching for ways to improve store operations through better maintenance and behind the scenes fixing things that need fixing. If you see something that needs my attention grab me and let me know. I will put it on my list.

**Now open 8am–8pm daily!**



## From the Board

by *Samantha Gonzales-Flora* – Director

### Staying Involved in the Co-op

**C**ooperatives are rooted in community.

The very purpose of the cooperative model is to work toward common goals together. As Owners of the Keweenaw Co-op it is important for each of us to support the Co-op and stay engaged throughout the year. You get more out of the Co-op when you actively participate in it—this means more than just shopping, it means pitching in. Luckily there are many ways to get involved. Here are a few:

#### Become an Owner

If you aren't already an Owner, we'd love to have you. Ownership is a meaningful commitment and investment that allows you to be actively engaged in the community and provides shopping benefits throughout the year.

#### Serve on the Board of Directors

If you are an Owner who is looking for a way to get involved with the Co-op, running for the Board of Directors might be a great way to do that. As part of the Board of Directors you will have the opportunity to work on a wide range of issues within the Co-op. These range from modifying our Ends, serving on committees that help determine patronage refunds, relocation, and developing new ways to get Owners actively engaged in the Co-op. Should you be interested in this opportunity, please contact us at [board@keweenaw.coop](mailto:board@keweenaw.coop)

#### Attend Co-op Events

The Co-op is always trying to be front and center in our community and we appreciate Owner engagement.

Located on the bulletin board near the carts are flyers with upcoming events. Attending Co-op sponsored events is a fun and easy way to get acquainted with other Owners, Staff, the Board, and to get involved.

#### Take Action!

- Attend the Annual Meeting and vote.
- Get informed—learn about YOUR cooperative.
- Recommend a candidate for the Board of Directors.
- Attend a Board of Directors Social. If you are interested in understanding what it means to be on the Board and/or getting to know your current Board Members, email the Board to find out how to attend our next Board of Directors Social.
- Attend board meetings. The board is comprised of Owners and is meant to serve the interest of the Owners. If you have questions, concerns or input, attending a board meeting would be the ideal way to make your individual voice be heard.
- Share your opinions. There are several ways to do this including attending a board meeting, writing down suggestions in the notepad located at the checkout counter, and emailing the Board of Directors.
- Encourage others to come to the Co-op!

One of the most powerful parts of a co-op is that it is owned and operated by the community it serves, making it a true reflection of the needs and beliefs of its owners. A co-op thrives when all of its owners are involved. There is truly an opportunity for everyone to become engaged. We look forward to seeing you soon!

**Co-op Annual Meeting: Thursday, March 26 • 5:00-8:00 pm**

## board of directors

**Carl Blair**  
cblair@mtu.edu  
President  
Term ending 2015

**Heather Dunne**  
heather.dunne@finlandia.edu  
Vice President  
Term ending 2017

**Samantha Gonzales-Flora**  
samantha.lynn.flora@gmail.com  
Director  
Term ending 2017

**Mike LaBeau**  
malabeau@mtu.edu  
Director  
Term ending 2016

**Mike Mallow**  
mtmallow@gmail.com  
Director  
Term ending 2017

**Libby Meyer**  
ecmeyer@mtu.edu  
Secretary  
Term ending 2015

**Susan Serafini**  
sdserafi@gmail.com  
Treasurer  
Term ending 2015

**John Slivon**  
john@jrsdesign.net  
Director  
Term ending 2016

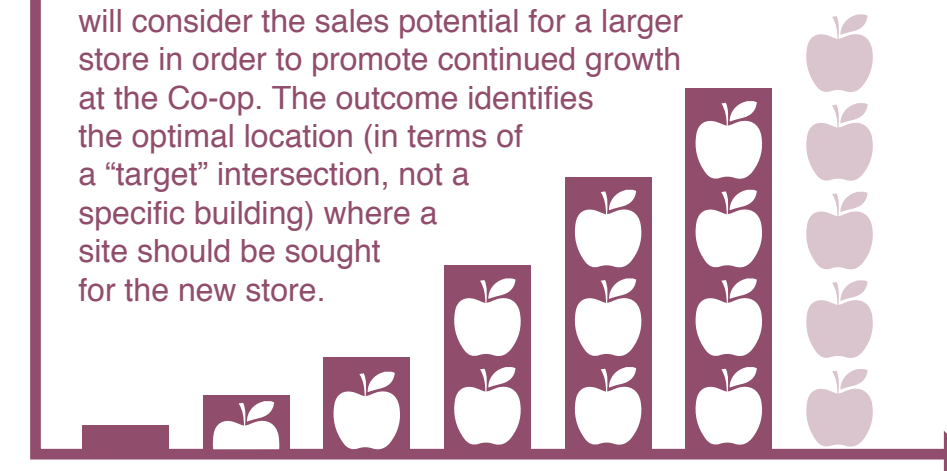
**Patrick Walls**  
patrick.walls1980@gmail.com  
Director  
Term ending 2016



The Co-op is beginning work on a **financial pro forma** and **market study** to help focus our efforts on finding a future home. These are important early steps that will guide planning for and implementation of an expansion project.

**Pro forma financial statements** are prepared in advance of a planned transaction such as a new capital investment, or a change in capital structure such as new debt or issuance of stock. The pro forma models the results of the transaction, with an emphasis on the projected cash flow, net revenues and taxes. Pro forma statements summarize the projected future status of a business, based on the current financial statements. Lenders and investors will require such statements to structure or confirm compliance with debt covenants such as debt service reserve and debt to equity ratios.

The **market study** is intended to provide a strategic evaluation of the Co-op's long-term opportunity. It will center not only on the present store (facility, site, location characteristics, trade area, and market performance), but also on the market at large. This evaluation will consider the sales potential for a larger store in order to promote continued growth at the Co-op. The outcome identifies the optimal location (in terms of a "target" intersection, not a specific building) where a site should be sought for the new store.





## From the GM

by Curt Webb — General Manager

### Serving Quality and Quality Service

It is busy at our local Co-op. By the numbers, sales were up 7%, our Owner roll grew by 10%, and our customer count climbed 2.5% last year. This year, sales are nearly 10% above last January and we foresee reaching \$3 million in sales and 100,000 customer transactions by year's end. Wow.

But beyond the usual day-to-day running of a bustling good food outlet, we've been focusing on your needs and how we can go the extra mile to serve you better within the broader context of bolstering community health and well-being.

You gave us plenty to work with in last year's Customer Satisfaction Survey (but mostly you like us!). We set an operational goal to learn from you, visibly respond to your feedback and aim for marked improvement. Here are a few of the ways in which we are responding to your feedback:

**Survey says: Fewer than half of surveyed customers use the Co-op as their main grocer. Primary factors that guide customers' choice are quality and freshness, organic, product variety and availability, local and price.**

We are working to improve quality and freshness throughout the store. We are revisiting and fortifying the Co-op's Purchasing Mission to help further vet our product line. The Deli is actively seeking new suppliers of high-quality ingredients. Recently, we added a second weekly delivery from our main supplier, UNFI, to tighten up ordering on perishables. In the Bulk Department, we've stepped up the rotation schedule to maintain quality. And, wine and beer offerings are being refined to ensure freshness.

We've always focused on organics and will continue to make it a priority. Department buyers are ever in search of Organic options. An Organic and sulfite-free section of wine is in the works.

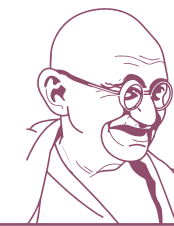
To expand product variety and availability, each department is considering gaps in their offerings and focusing on rounding out selections to become a primary store for more shoppers. The Deli is aiming to add variety while maintaining consistency. Expanded offerings will be based on Organic products industry data and customer feedback. Some initial strides include extending the local produce season, adding another door of dairy, and sourcing more regional meat.

Of course we can't provide it if it's not on the shelves. Our second UNFI truck is helping with out-of-stocks, especially on the ever-popular Co+op Deals offerings.

You recognize the value of locally grown and produced food. To feed your need for local, we are focusing on the whole local story: from food miles to seasonality, from the local economy to community ties. We continue to build local farmer connections through purchasing and participation in the Western U.P. Food Exchange. Our fresh departments are committed to growing and expanding local offerings. For example, we're excited to work with Cherry Capital Foods out of Traverse City to expand our offerings of their wide selection of Michigan products.

Price, good old price. While Co+op Deals prices rarely can be beat, we do not always compete in the rest of the store. We are building a pricing strategy based on the local market, core product offerings and other elements to offer competitive pricing. We are also stepping up negotiations with distributors to secure better wholesale pricing and deals as well as seeking out new vendors. As we grow, you will continue to see savings based on our volume.

There will be times when we cannot compete. Often times, our volume, overhead and other factors may not allow it, as we already operate on a fairly slim net margin. And there are times when the



### What would Gandhi say?

*“A customer is the most important visitor on our premises, he is not dependent on us. We are dependent on him. She is not an interruption in our work. She is the purpose of it. She is not an outsider in our business. She is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.”*

– Mahatma Gandhi

comparison is not apples to apples. In these cases, we see our responsibility to tell the story of a product and what factors into its cost, to help you make informed decisions with your dollars.

**Survey says: The Co-op space is old and outdated. The most-sited comments were about wear and tear, clutter and visual disarray.**

While we ultimately want to move, we are committed to making the most of our current storefront while we prepare. Our planned store reset will include a general facelift of worn and tired surfaces to enhance our ability to keep things clean. Select new equipment will allow better product display and extended shelf life. Beyond that, look for a customer service station, new bulk flour bins, and the Cooperative Principles prominently on display!

**Survey says: We could be “more friendly” and create a more “welcoming atmosphere”.**

We're doing just that: We just revamped our customer service training and are in the process of rolling out a new Customer Service Vision with input from the entire staff. Our focus is on staff awareness, direct communication, courtesy, and friendliness. We're shifting our work patterns to provide more presence on the floor of the store. And

we're committed to going the extra mile to provide excellent service to all.

**Survey says: We can improve our communication with you.**

We started with some fundamental upgrades after learning that our email listserve was not reliably reaching everyone. We are embarking on a complete overhaul of our website to bring it up-to-date. New information brochures on food, recipes and more are now available. In general, we're taking a renewed approach to telling the story, our story, about what we're doing and why it matters. We're sharing the story of our ties to community, of volunteerism, of good food and healthy lifestyles. From Food Day to the Canal Run, from celebrating our Owners to serving our community, we want you to know what keeps us moving forward.

Also in response to your feedback, we have extended store hours! We're now open 8am-8pm every day. And, the Deli is now serving up their fare in recyclable containers.

Thank you for your suggestions! We look forward to taking an annual reading with this survey tool as we continue to enhance the health and well-being of our community with a smile and a story. Of course, we love to hear from you anytime. ::



## Miracle Grow for the Brain

by Micah Stipech — CrossFit Hakkapeliita

**W**hat if there was a Miracle Grow for the brain? Something we could sprinkle on and poof we are able to learn more, perform faster

and age slower? What if there was an easy-to-achieve, scientifically-proven way to make yourself smarter?

It turns out this is exactly what happened when researchers sprinkled a protein called Brain Derived Neurotrophic Factor (BDNF) on brain neurons in a petri dish. Similar to fertilizing a plant, the neurons sprout new branches, make new connections and literally take off.

A massive amount of research is highlighted by Dr. John Ratey, a clinical professor of psychiatry at Harvard Medical School in his book *SPARK: The Revolutionary New Science of Exercise and the Brain* (Little, Brown, 2008). Since the publication, even more research has been conducted around the world. Some of that research has been summarized by Gretchen Reynolds in the New York Times.

How it works: BDNF binds to receptors in synapses that connect the neurons in our brains. It increases the voltage of those electric connections. In other words, it boosts their signal strength. Inside the cells, BDNF goes to work activating genes that create more BDNF, other important proteins and neurotransmitters. One of those neurotransmitters, serotonin, is critical to mood regulation and well being. Pharmaceutical companies that create anti-depressants target serotonin, attempting to artificially improve mood and curb depression.

So how do we create more BDNF in our brains so that we can learn more, retain more, combat stress and feel better? The answer, researchers agree, is free; daily exercise, in particular, bursts of high-intensity exercise. Those who exercised vigorously for short bursts of 3-5 minutes create more BDNF than individuals doing something like a moderate 40-minute jog.

In a recent German study volunteers who did two, three minute sprints (separated by two minutes of lower intensity) during the course of a 40-minute

treadmill session demonstrated higher increases in BDNF than non-sprinters. Not only that, the sprinters learned vocabulary words 20 percent faster than non-sprinting exercisers. It seems even a small amount of high-intensity exertion can have a profound effect on your brain!

BDNF production is most crucial in children. A child's brain is rapidly creating connections enabling them to learn at a staggering rate. By adolescence, their brains are already going through neural pruning, cutting out those connections that are not being used. It is critical that young humans utilize these windows of trainability and create neural connections that will last a lifetime. When children are sedentary, looking at screens and not moving or playing, they are missing out on tremendous cognitive development.

CrossFit programming specializes in this type of physical activity for people of all ages. For adults, daily classes include smart levels of high-intensity interval training balanced with development of other physical capacities such as strength, endurance and mobility. Classes take place in a supportive environment where coaches teach proper mechanics

and help guide nutrition and reach goals.

For children, CrossFit Hakkapeliitta in Hancock offers weekly classes that are aimed at kids' windows of trainability. At all ages, class activities are structured to improve proprioception, bone density and a surge of BDNF—all in a fun environment.

Brain Derived Neurotrophic Factor, a fancy name that tells us what humans have known for ages; a healthy body, mind and spirit are inseparable. Include some hard physical work in your day and sprinkle Miracle Grow on your brain. ::

*Micah Stipech has a MA in Counseling Psychology, is a school counselor at Houghton Elementary, a Coaching Education Instructor for USA Hockey and owner of CrossFit Hakkapeliitta. Visit [www.crossfithakk.com](http://www.crossfithakk.com) for more information.*

**Resources:**  
<http://www.nytimes.com/2012/04/22/magazine/how-exercise-could-lead-to-a-better-brain.html?pagewanted=all>

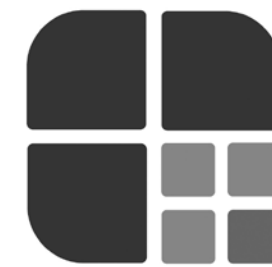
**SPARK: The Revolutionary New Science of Exercise and the Brain (Little, Brown, 2008).**

## Welcome New Co-op Owners!

Joined September 30, 2014 – February 29, 2015

|                      |                  |                      |                     |
|----------------------|------------------|----------------------|---------------------|
| Mo Anton             | Victor Frohmader | Paul LaBine          | Sarah Schulz        |
| Lynn Benda-Sherman   | Dr. Lloyd Geddes | Jeanne Lampela       | Amy Spahn           |
| Tonia Bickford       | Lynn Gierke      | Michael Leer         | Amber Leonard Thome |
| Jeff Brookins        | Jill Heikenen    | Jon Lehtinen         | Gretchen Tolksdorf  |
| Arlene Coco Buscombe | Wendi Heikka     | James B. Malosh      | Andrea Tuthill      |
| Jarad Butala         | Ben Jinkerson    | Isaac Michelsen      | Lena Wilson         |
| Chris Clark          | Emily Kenny      | Pieter Nieuwenhuis   | Thomas Yeoman       |
| Kay DeLoach          | Lynn Kisul       | Carolyn Peterson     | Lynn Zoiopoulos     |
| Lori Dunstan         | Austin Krauthaim | Elizabeth St. Pierse |                     |
| Jason Engler         | Cassie Kyllonen  | Jane Reoch           |                     |

*“So how do we create more BDNF in our brains so that we can learn more, retain more, combat stress and feel better?”*



MICHIGAN TECH  
EMPLOYEES FEDERAL  
CREDIT UNION

Shop cooperatively  
Bank cooperatively

ATM conveniently  
located at the Co-op

Credit Unions are co-ops too! Cooperatives serve their members most effectively and strengthen the cooperative movement by working together. Become a member!





## Practical Wellness

### The Surprising Ingredient You Don't Know You Love—Yet!

by Dr. Kemmy Taylor — Superior Family Chiropractic

The first time I encountered this delightful ingredient, I watched in bewilderment as it was sprinkled atop popcorn, on a cold winter's night, in the warmth of my husband's childhood home in Herman. What was my mother-in-law thinking putting this mystical ingredient on my precious bowl of popcorn?! After she was finished, she kindly offered me a bite, and so began my love affair with this amazing ingredient of which I am never without in my home. When I travel, I actually ship this to my destination if I feel it may be difficult to come across. No kidding.

What is this magical ingredient I speak of? Let me introduce you to Nutritional Yeast (aka Nooch). Some of you are surely familiar with this, some not. Please don't get this wonderful yeast mixed up with other yeasts in the same family, such as brewer's or baker's yeast, the other two varieties of edible yeast. Grown mostly on a mixture of cane and beet sugar, nooch is then fermented, harvested, washed, pasteurized and dried at high temperatures. Nutritional Yeast is inactive yeast, consumed primarily for its nutritional value and flavor. Since this particular yeast is inactive, it means it is generally considered acceptable in moderate amounts for those following a diet designed to manage *Candida albicans*. As always, if you have a specific intolerance or food allergy, be sure to do your homework about different food sources and brands. Also, if you do decide to incorporate this into your diet on a regular basis, introduce it slowly. Like with anything else we consume, we all react differently.

Nooch is often described as having a cheesy, nutty flavor and better yet, it can be found right here at our local Co-op. It comes in two forms: flakes or

powder. Both are great, so it depends on your personal preference which one to buy. I'm biased toward the powder but have enjoyed flakes in the past as well.

More good news: your children will love it! In my own home, my girls won't eat popcorn without it. I've literally let them have popcorn alongside their breakfast due to the nutritional benefits the added yeast provides. I've put it on their mac n' cheese, scrambled eggs, buttered toast, vegetables, pizza, casseroles, sliced avocados etc. I've even added it to my dog's food over the years to add flavor and nutrition. Added to soups and sauces, Nutritional Yeast enhances flavors and adds creaminess, too.

With 18 amino acids, Nutritional Yeast is a complete protein. It is considered to be 55% high quality protein. Just 2 tablespoons of yeast provides

***“I've put it on mac n' cheese, scrambled eggs, buttered toast, vegetables, pizza, casseroles, sliced avocados...”***

8-10 grams of protein depending on the brand. It is also naturally low in fat and sodium and is free of sugar, dairy, and gluten. In addition to that, it has 15 minerals! Yes, 15. It is a rich source of vitamin B complex which

helps in managing stress levels, maintains a good metabolic rate, amongst many other health benefits. In fact, vitamin B12 which is deficient in most vegetarian foods, is also added in certain varieties of Nutritional Yeast. This vitamin is produced separately from bacteria and then added to yeast to increase its health benefits.

Nutritional Yeast consists also of a trace mineral—chromium, which is known to be beneficial for dealing with diabetes, low blood pressure and fluctuating blood sugar levels. It is also rich dietary fiber and various minerals such as zinc, magnesium and copper.

Although there are many brands available, Frontier, Bob's Red Mill and Red Star Vegetarian Support Formula are amongst the best. ::

## VEGAN MACARONI & CHEESE

Ingredients:

- ½ cup Nutritional Yeast
- ¼ cup warm water
- Lots of olive oil
- Salt and pepper
- Warm, cooked pasta

Simply mix Nutritional Yeast with warm water. Add lots of olive oil, salt and pepper. Pour over your pasta and enjoy! For a richer dish toss your pasta with the cashew cheese sauce (below).

## RAW CASHEW CHEESE SAUCE

Ingredients:

- 2 cups raw cashews soaked in filtered water for 2 – 4 hours (soaking is optional)
- ¼ cup – ½ cup filtered water as needed for desired consistency
- ¼ cup freshly squeezed lemon juice
- ½ cup Nutritional Yeast
- 2 to 4 cloves fresh garlic minced (depending on preference)
- 1 tsp sea salt
- 1 tsp granulated garlic (optional)
- 1 tbsp freshly chopped flat leaf parsley (optional)

Place the cashews, Nutritional Yeast, 1/2 of the water, 1/2 of the lemon juice, garlic and sea salt in the food processor and pulse until roughly blended. Gradually add in more lemon juice, garlic and salt to taste. I have listed granulated garlic as optional. I find this is a nice touch if you like a garlicky cheese.

Transfer the cheese to a bowl, and stir in the parsley if using. The more water you add, the creamier and thinner the cheese will become. Add less water for a thicker, more rustic cheese.

### Resources:

**Bose, Debopriya.** "Nutritional Yeast Benefits." *Buzzle.com*, 05 July 2012. Web. 05 Jan. 3015.

**Thomson, Julie R.** "Nutritional Yeast: The Surprisingly Tasty Health Food." *TheHuffingtonPost.com*, 04 Apr. 2012. Web. 07 Jan. 2015.

**Greger, Michale.** "Why Athletes Should Eat Nutritional Yeast." *Nutritionalyeastfacts.org*. 04 Sept. 2014. Web. 06 Jan. 2015.

**Masters, Tess.** "Basic Raw Cashew Cheese". *Cashew Cheese. The Blender Girl*, 2014. Web. 07 Jan 2015.



## NOOCH POPCORN

Ingredients:

- 1/2 cup popcorn kernels
- 1/4 cup Organic Extra Virgin coconut oil (or any other high flashpoint oil)
- 3 tbsp butter, melted (or more butter if you prefer!)
- 1/4 cup Nutritional Yeast (again, more if you prefer!)
- 1/2 tsp kosher or sea salt, or to taste

Heat the oil in a large pot over medium heat. After the oil is hot, add the popcorn kernels and shake the pot to gently toss the kernels until they are all coated with oil. Cover with a splatter screen or a lid that is placed slightly ajar to allow the steam to escape.

Cook until the popcorn popping frequency slows to several seconds between pops. Remove from heat, allow a minute or two for any final pops, and then pour into a large bowl.

If the butter isn't melted yet, add the butter into the still hot pot and melt. Drizzle over the popcorn and season with Nutritional Yeast and salt tossing occasionally as you butter and season the popcorn.

## From the Produce Department USDA Group GAP Certification Pilot Study

Denina Kaunonen—Produce Manager

A very exciting program called the Group GAP (Good Agricultural Practices) Pilot Study was underway in 2014 across the United States. Eight states participated in the study including Michigan. The U.P. Food Exchange was selected to partner with the United States Department of Agriculture (USDA) to be part of the pilot study to address farm food safety certification for small farmers.

The Group GAP Certification Program is a group certification process where a group of farmers share the cost for a USDA Inspector to audit a significant sample of the group participants (selected randomly) with the intention of awarding the entire group of farmers GAP Certification based on the performance of the selected farms. If the randomly selected samples pass their inspections, then the whole group passes.

GAP Certification can be crop specific or size specific depending on the farmer's preference. For example: A farmer can elect to certify only their potatoes and tomatoes regardless of what other crops they may be growing. The audit will then only cover

potatoes and tomatoes for that particular grower.

Ten farms and countless volunteers from across the Upper Peninsula participated in the pilot study, including two farms from the Western Upper Peninsula, Anya Farms and Wintergreen Farm. Ray Sharp (Western Upper Peninsula Health Department) and Denina Kaunonen (Keweenaw Co-op Produce Manager), participated in the study as Internal Inspectors for the program.

Farmers and Internal Inspectors received intensive training to ensure the program's success. Internal Inspectors for the program received training on Good Agricultural Practices and Good Handling Practices (GHP) as well as specialized training to perform a federal-level farm safety audit. Representatives from the participating farms were also given intensive training on GAP and GHP as well as focused training on implementing and using a Food Safety Plan which is requirement of GAP Certification. Both GAP and GHP focus on Food Safety from before crops are planted to after the crops are harvested.

After completing the training the next step for the

farmers was to implement their Food Safety Plan and keep detailed documentation of their practices. A Food Safety Plan is a collection of documents and policies that specify how a farmer goes about their daily work. Some of the items included in a Food Safety Plan are: Farm and Field Maps to identify crop production areas; policies on worker training accompanied by training documentation; logs documenting cleaning, pest-control, and deliveries (to name a few); and harvest logs that document the precise location and time an item was harvested, ensuring traceability of crops. It was the Internal Inspectors' jobs to interpret the farmer's Food Safety Plan and ensure policy compliance and necessary documentation was included.

Internal Inspectors made three visits to the farms during the growing season: an initial site visit; the audit of the site; and an unannounced site visit during harvest of crops. After all participating farms passed their audits given by the group's Internal Inspectors, farms were then randomly selected by the USDA for an official USDA audit by a state auditor. All

***“GAP Certification ensures a standard level of Food Safety has been met from before planting to after harvest of crops.”***

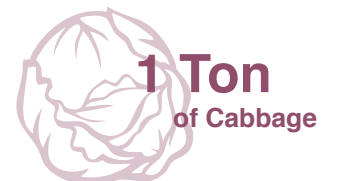
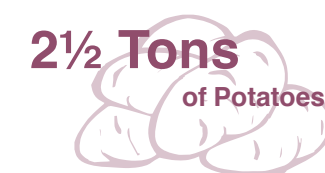
randomly selected farms passed their inspections and the entire group of farms was awarded GAP Certification. Everyone's hard work paid off and the Group GAP Pilot Study was a success!

The Group GAP Pilot program is a two year program which means participating farmers who received certification in the year 2014 are certified for the 2015 growing season. Continued education and participation in the program is required for farms to maintain their GAP Certification.

Why would a grower want to pursue GAP Certification?

- GAP Certification ensures a standard level of Food Safety has been met from before planting to after harvest of crops.
- GAP certification may be a requirement of certain organizations looking to purchase food from local growers.
- GAP Certification provides shared liability between the grower and the purchasing organization.

## 2014 Local Season



It is always amazing to see all the local produce that comes into the Keweenaw Coop during our short U.P. growing season. The 2014 season was no exception. Despite the low temperatures this past growing season, we saw growth in product purchases from our local growers.

Potato purchases were up 35 percent from the

previous year; winter squash was up 15 percent; tomatoes were up almost 60 percent from the previous year; cabbage was up almost 60 percent; and sweet corn was up 235 percent!

Along with increased purchases of produce, our local growers introduced new items this past growing season. A few new additions from our

growers were: crinkle-cut carrots, shredded cabbage, edible flowers, purple daikon radishes and Italian Chicory from Wintergreen Farm; zucchini blossoms from Ransom Farm; Napa cabbage and Primavera spaghetti squash from Gagnon Farm; Asian Tempest Garlic from Anya Farms; and Cipolini onions from Over The Fence Farm.

From apples to zucchini, and everything in between, our sixteen local growers provided us with a bountiful array of delicious fruits and veggies in 2014. The availability of local produce hasn't ended with the change in seasons; cabbage, carrots, potatoes, onions, squash, rutabagas, and garlic were all available well after the snow had settled in for the winter!



## Join us at the viewing party! TEDx Manhattan – Changing the Way We Eat

**Saturday, March 7 • Webcast LIVE from New York City**

The Co-op and the Portage Lake District Library are teaming up again this year to give you front row seats to the TEDx Manhattan, “Changing the Way We Eat”, a one-day conference featuring a dynamic and diverse group of speakers addressing issues in the sustainable food and farming movement.

We'll be streaming an exclusive LIVE webcast from Times Center in New York City giving you free access to some of the most exciting ideas happening in sustainable food. If you care about what you eat and where it comes from, you've got to see this...these ideas are definitely worth spreading!

Whether you drop in for a specific speaker or topic, come and go throughout the day, or stay for the long haul, you'll be glad you came. It will be a great opportunity to bring our community together to stimulate and start conversations on the sustainability of our local food system.

The Co-op Deli will be preparing 'good food' for us to enjoy all day. We'll also be serving coffee (donated by Keweenaw Coffee Works), tea, and juice. Visit the Co-op's and Library's websites and social media pages for the latest event information.



## Change the Way You Eat

Based on Change Food's Guide to Good Food  
View the detailed guide at [www.tedxmanhattan.org/resources/change-the-way-you-eat](http://www.tedxmanhattan.org/resources/change-the-way-you-eat)

1. Educate yourself
2. Shop sustainable
3. Ask questions
4. Eat Less Meat
5. Eat seasonal
6. Grow your own
7. Cook
8. Drink Local
9. Get Involved
10. Enjoy!

## TEDx Manhattan

x = independently organized TED event

Changing the Way We Eat  
March 7, 2015 | New York City

## Webcast Speakers & Topics

Saturday, March 7 • 10:30am–6:00pm  
Portage Lake District Library

(Order is subject to change.)

### SESSION 1 – (10:30am – 12:25pm)

#### Introductions

**Nikiko Masumoto** – Legacy of three generations of Japanese American family farmers

**Anim Steel** – Food justice

**Ali Partovi** – What's the real reason organic food costs more? (Hint: It's not because it's more expensive to produce)

**Stephen Reily** – How do cities build platforms to help the local food economy achieve sustainability and scale?

**Film clip: The Meatrix** – Re-make and re-launch of the hugely successful 2003 viral phenomenon

**Michele Merkel** – What is legal is not always right – fighting for justice in rural America

**LUNCH 12:25 – 1:35** (Webcast offline/break)

### SESSION 2 – (1:35 – 3:35pm)

**Marcel Van Ooyen** – Scaling up local food distribution to take it from niche to mainstream

**Robert Graham** – Teaching doctors about the importance of food to health

**Stefanie Sacks** – How small changes in eating can make big differences

**Joel Berg** – The only real way to end hunger in America

**Dana Cowin** – The power of ugly vegetables. Why ugly, bruised vegetables are the future of food

**Stephen Ritz** – Green Bronx Machine. School. Kids. Community. Food. The educational community center Steve is building in a school in the Bronx.

**DJ Cavem** – Health education through art and hip hop music

**BREAK 3:35 – 4:15** (Webcast offline)

### SESSION 3 – (4:15 – 6:00pm)

**Henry Hargreaves** – How end-of-the-world doomsday preppers are thinking about their food

**Film clip: Anna Lappe** – Real Food Media Project winner

**Shen Tong** – The impact of venture capital money and investment dollars in the food system

**Kendra Kimbirauskas** – The rift between the good food movement and the explosion of factory farms in the U.S.

**Film clip: Regina Bernard-Carreno** and Alison Cayne

**Danielle Nierenberg** – Why the food system will fall apart without women farmers

**Danny Meyer** – Fine dining and chain restaurants – the evolution and overlap of the two

**6:00 WEBCAST OFFLINE/END**

**What is TEDx?** In the spirit of ideas worth spreading, TED has created a program called TEDx (x = an independently organized TED event). TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. At TEDxManhattan "Changing the Way We Eat", TEDTalks video and live speakers will combine to spark deep discussion and connection in a small group. The TED Conference provides general guidance for the TEDx program, but individual TEDx events are self-organized.



The Bring-a-Bag Campaign is one of the ways the Co-op gives back to the community. Every bag the Co-op saves because shoppers bring in their own reusable bag earns money for the community. A different recipient is awarded every 6 months.

## Does your organization or project need funding?

Applications Due by March 16th

Every year at the Co-op Annual Meeting, Co-op Owners select two local organizations or projects to honor as Co-op Bring-a-Bag recipients.

To be considered for this honor, participants must be a local organization with a 501c3 non-profit status, and must demonstrate how the majority of the donation will be invested locally for one or more of the following causes:

- To provide food for people in need.
- To educate people to produce self-sufficiency and improved lifestyles.
- To educate people on environmental issues and concerns, or to assist in clean-up or preservation of the environment.
- To support educational programs for children.
- To provide supportive services or emergency shelter of those in need.
- To promote social change in the areas of peace, human rights, and human needs.

Pick up an application at the store or online (<http://www.keweenaw.coop/bring-a-bag.php>) and send to:

Attn: Faye Carr, Marketing & Outreach  
 Keweenaw Co-op  
 1035 Ethel Avenue  
 Hancock, MI 49930  
 482.2030  
[faye@keweenaw.coop](mailto:faye@keweenaw.coop)



### Current Recipient (November 2014-April 2015)

C.A.P.E. is a community group of parents and community members in the Houghton/Hancock area working to broaden educational opportunities for the children in our community. Their goal is to found a public charter school in Houghton County which provides a high-quality, individualized education that moves at each child's own pace, and educates the whole child.



**9519 Bags Saved from May–September 2014!**  
**Amy Zawada (left) and Melissa Maki of 31 Backpacks accept a Bring-a-Bag donation from Co-op General Manager Curt Webb.**

## Help us choose 2 recipients for 2015-2016

Who's in the running so far...

Child and Family Services –  
 Housing Resource Center



Child and Family Services of the Upper Peninsula is a non-profit that provides programs that

preserve the dignity and enhances the well-being of families and their individual members, which are provided in a caring, compassionate and professional manner.

Sustainable Keweenaw  
 Resource Center  
 SKRCOnline.net



The SKRC exists to inspire and connect individuals, groups, organizations, businesses, institutions, and governing agencies with regionally appropriate solutions and resources for creating sustainable communities in the Keweenaw Peninsula. Their resource center located in the Jutila Center in Hancock is free and open to the community. The SKRC operates primarily on volunteer labor and community donations. Funds received will go towards expanding their resource collection and outreach services.



Marsin Nature Retreat  
 Improvements Project  
[keweenawlandtrust.org/special-marsin.php](http://keweenawlandtrust.org/special-marsin.php)

Marsin Nature Retreat Improvements is a special project of the Keweenaw Land Trust intended to provide facilities and a natural setting to build community and raise awareness about environmental conservation and stewardship.



Rainbow Kids

Rainbow Kids is a non-profit program started by the Hancock Public Schools to help parents have an option for preschool and childcare for their children. All children in any community are welcome. The goal of Rainbow Kids is to give each child a warm and safe environment that encourages the development of socialization skills, independence, diversity, and positive self-image.

Green Film Series  
[lakesuperiorstewardship.org](http://lakesuperiorstewardship.org)



The goal of the Green Film Series is to enhance the ability and motivation of local residents to understand and act on the environmental issues facing the economic, social and natural environment in the Keweenaw, the Upper Peninsula, the Lake Superior region, the Great Lakes watershed, and globally.

Keweenaw Green  
 Burial Association  
[www.facebook.com/KeweenawGreenBurial](http://www.facebook.com/KeweenawGreenBurial)



The Keweenaw Green Burial Association is a non-profit, volunteer-based organization working to provide and promote green burial and conservation cemetery options in the Keweenaw Peninsula. Green burials promote land conservation, stewardship and restoration; utilize eco-friendly burial techniques and tools that minimize the use of natural resources; and encourage family and friends to actively participate in the burial process such as digging the grave, lowering the body, and filling in the grave.



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

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# 2015 Keweenaw Co-op Annual Meeting

**Thursday, March 26 • 5:00-8:00 pm**

Dinner at 5:00 pm

Call to Order at 6:00 pm

First United Methodist Church • 401 Quincy St. in Hancock



- *Community Dinner*
- *Childcare*
- *Door Prizes*
- *Lexicon Pop-Up Show (p. 10)*



*Note: The 2014 Annual Report will be available prior to the Annual Meeting*