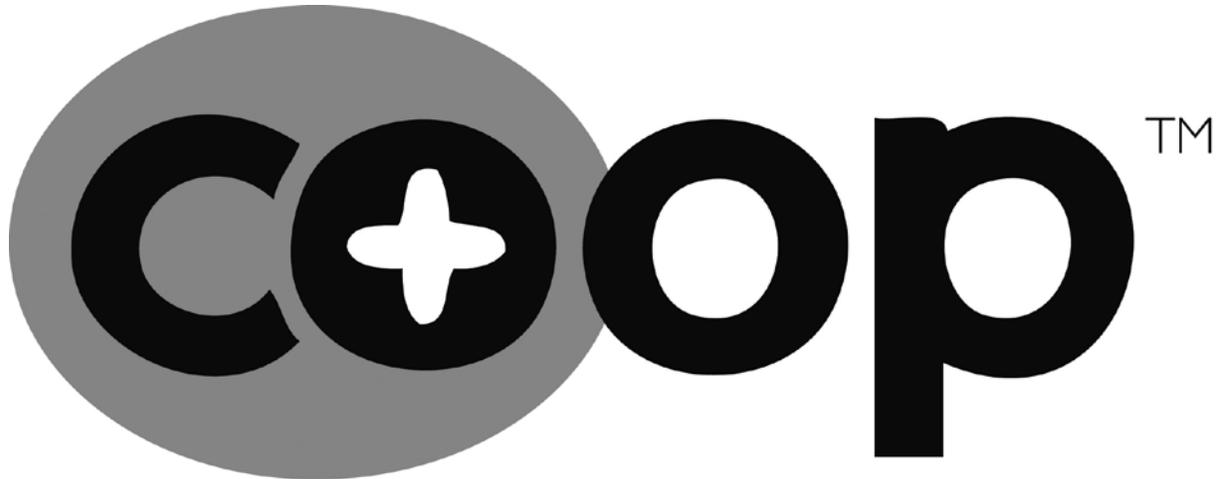


The Voice of the Keweenaw Co-op Market & Deli

# Circumspice

HANCOCK, MICHIGAN

WINTER / SPRING 2013



**stronger together**



*The Keweenaw Co-op is now  
a member of the National  
Cooperative Grocers  
Association!*

See page 12

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*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 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, Board, or Owners. The next deadline for submissions is April 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.

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

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 where you see the apple core sign. A complete list of Core Values products is available as a brochure at the check-out area and on the website.



**Core Values**

Each month we select products throughout the store for special discounts. See the **Monthly Specials** flyer in the store and on the Co-op website, and look for signs throughout the store to help you locate the sale items.

**Monthly Specials**

**Owner Deals** is our way of saying "Thank You" to our Owners. Look for the twin pines signs throughout the store for these exclusive Owner deals.

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 Core Value and Monthly Specials).

**Owners Only**

We offer 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 lots, price is calculated at 20% over wholesale cost for Owners, and 10% under retail cost for non-owners.

**Special Orders**

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.



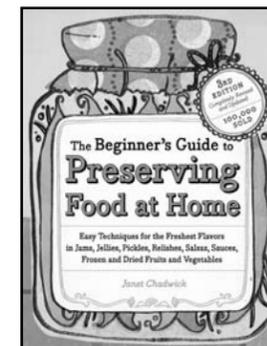
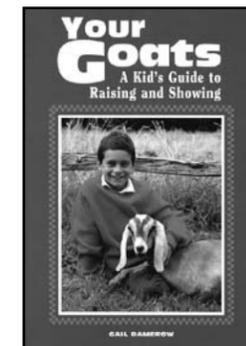
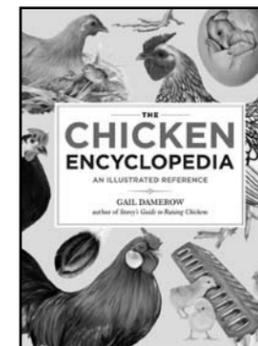
**Storey**

## New Books for the Farm & Garden from Storey Publishing

From mulch and compost to organic lawns, bountiful vegetable beds, and show-stopping perennial gardens, our technique-based books will help you dig in and grow whatever your heart desires. Whether you're looking for foolproof techniques for high-yield vegetable gardens, creative landscape plans for a deck or pool, or unusual ways to incorporate stone, water, grasses,

trees, or groundcovers into your yard, Storey's expert garden authors are eager to guide you every step of the way.

If you've got chickens in your backyard, sheep in your pasture, a goat in your barn, or a herd of cattle on some acreage, Storey's Guide to Raising series belongs on your kitchen table. These essential reference books are the bibles for animal owners and farmers, large or small.



Look for sprouting equipment and Organic sprouting seeds in the Bulk Department at the Co-op.

## Grow a sprout garden indoors...

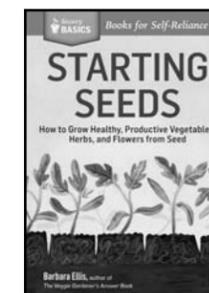
By investing a few dollars in equipment and using a few minutes per day, you can produce the tastiest, most economical, crisp, fresh vegetables imaginable—right in your kitchen!



## Buy Organic & Open-Pollinated Garden Seeds at the Co-op!



**Starting Seeds: How to Grow Healthy, Productive Vegetables, Herbs, and Flowers from Seed**





## From the Board

by Carl Blair — President

**H**ello from the Board of Directors. I am writing this in mid-January and winter is finally here, strangely I realized I was missing it! We live

in a wonderful area with many great opportunities, including the Keweenaw Co-op.

There are four items I would like to bring to your attention; actually as I started to write this I had only three items, but Curt Webb just sent out a wonderful message that needs mentioning first.

Curt announced that the Co-op has been accepted as a member in the National Cooperative Grocers Association (NCGA).

The application process has been a multi-year effort by Curt and the staff (see page 12). Aside

from the benefits to Co-op Owners and customers, our membership is a strong statement from our cooperative peers that the Keweenaw Co-op is an excellent co-op (we all know this is true but it is nice to hear it from others!).

The main item I want to share are some of the results from the Keweenaw Co-op Market & Deli Survey last November. Over 350 Owners and customers took the survey. Our ownership count at the time was around 860 households, so we were pleased with the response. These responses will assist the Co-op's Board to make decisions in the coming months that will help the Co-op continue to grow and prosper. Thank you to all who participated!

So what were the survey responses? In the section that asked how you would rank the various aspects of the current Co-op on a scale of 1 (least important)

to 5 (most important), having locally sourced goods scored a 4.8-5 or most important. Minimizing GMO products, considering the sustainability of an item's production, and making a positive social impact with purchases also ranked high. Ease of parking, speed and convenience when shopping, and cost of goods were not ranked as high. The section that asked you to choose the top 5 (of 16) features you would most like to see in a future Co-op, the top five features selected included: a larger produce section (69%), a recycling program (60.3%), a sit-down deli (59.7%), a fresh meat counter (48.7%), and an expanded bulk section (48.7%), and a greenhouse (37%). We were pleased to find that 139 of you indicated you were interested

in actively taking part in an outreach effort to promote the goals and issues of co-ops in the Copper Country.

The next item I wanted

to mention is that we have taken the first step to form this co-op advocacy group. By the time you read this, some of you may have already attended the first organizational meeting on January 23. If you missed this meeting and would like to participate please contact Carl Blair at [cblair@mtu.edu](mailto:cblair@mtu.edu). Co-ops are a vital and growing part of communities, and they need your participation to keep them thriving.

Finally, I would like to remind you of the Annual Meeting, scheduled to take place on Thursday, March 28 at the First United Methodist Church in Hancock. Dinner from the Co-op Deli will be served at 5:00 PM. The business meeting will start at 6:00 PM. Child care will be provided. Come and learn more about how the Co-op did in 2012 and help determine our future path. We need Owners to participate in the governance of their Co-op. We look forward to seeing you there! ::

**"Over 350 Owners and customers took the survey."**

**2013 Keweenaw Co-op Annual Meeting**  
Thursday, March 28 (see back page)

## board of directors

**Chris Alquist**  
[calquist@hotmail.com](mailto:calquist@hotmail.com)  
Director  
Term ending 2014

**Carl Blair**  
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President  
Term ending 2013

**Heather Dunne**  
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Term ending 2014

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Term ending 2013

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Term ending 2014

**John Slivon**  
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Director  
Term ending 2013

## Join the Keweenaw Co-op Board

The Annual Meeting held on March 28th presents an opportunity for Owners of the Co-op to select from its Ownership new members to the Keweenaw Co-op Board of Directors.

We say farewell to Board Member and Vice-President Robyn Johnson whose second consecutive term ends in March. It is always bittersweet to say goodbye to members, especially one who shaped the current structure of our Co-op so profoundly with hard work, diligence, knowledge, and skills. Yet, as is the way of a healthy board, it opens the door to new opportunity and growth. In addition to the one open seat, two seats are up for reelection as Carl Blair, President, and John Silvon complete their first terms.

The Keweenaw Co-op Board of Directors is elected from the general membership—or Owners, as we have decided to officially change the title from Member, or Member-Owner, to reflect who we truly are: Owners!

At the Annual Meeting Owners of the Co-op decide who they would like to see serve on our Board. This is an opportunity to participate at an involved level in your Co-op. The Board is a diverse group of individuals with a variety of perspectives working towards the values embodied by our Ownership body through linkage with Owners and Policy Governance®.

The qualifications to be a Board Member at the Keweenaw Co-op are desire, commitment, and willingness to learn. This year's continued focus on our board will be the feasibility planning stage to determine if we are ready for a move or other changes to the Co-op.

If you are interested in serving on the Board please contact [board@keweenaw.coop](mailto:board@keweenaw.coop) or attend the next Board meeting on Wednesday, February 13th at 5:30 in the Co-op Community Room. Prospective Board Member application packets are available to pick up at the register or to download online at [www.keweenaw.coop/board.php](http://www.keweenaw.coop/board.php).

## From the Produce Department

by Denina Kaunonen — Produce Manager



**N**ew Year's resolutions. You might have heard about them. Chances are you have made a few yourself this year. One very popular New Year's resolution is to eat healthier. There are many avenues one can take towards eating healthier. You might choose to include more fruits and vegetables in your diet as part of your healthy eating plan.

One thing you may not have considered in your plan

to eat healthier is to eat SAFER. Most of us might not think about what kinds of "things" may be lurking on the healthy food we just popped into our mouths. Pesticides, are one of those "things". Pesticides are chemicals that are applied to crops to control insects, diseases, rodents and weeds; imagine what these things are doing to you if they are designed to kill other living organisms. If you purchase conventionally grown foods (non-organically grown), chances are you are ingesting a high amount of pesticides as well. Researching the effects of pesticide consumption is worth your time; you deserve to know what you are putting into your body.

The EPA defines "Organically Grown" as: "food grown and processed using no synthetic fertilizers or pesticides". In the Produce Department at the Keweenaw Coop we pride ourselves on the selection of Organically grown foods that we carry. As Produce Manager, I have made the commitment to keep conventionally grown produce out of our department. ::

### EWG's Shoppers Guide to Pesticides in Produce

For the past eight years, the Environmental Working Group (EWG) has scrutinized pesticide testing data generated by scientists at the U.S. Department of Agriculture and federal Food and Drug Administration and has created its signature Dirty Dozen™ list of foods most commonly contaminated with pesticides. As well, they publish the Clean Fifteen™ list of the foods least likely to be pesticide-tainted.

For more information visit: [www.efg.org](http://www.efg.org)

You can find the Shopper's Guide to Pesticides in the Produce Department.



## What's the U.P. Food Exchange?

**T**he U.P. Food Exchange (UPFE) connects local food activity within each of the Upper Peninsula's three distinct regions (Eastern, Central, and Western), and coordinates local food efforts between the regions. This project aims to establish both online and physical aggregation sites for farm products, improve local food storage capacity, and educate consumers, farmers, and institutional purchasers about the resources and benefits available to them via this network.

The resources required for this project fall into three categories: infrastructure improvement costs, technology integration, and personnel. The results of this project will affect local agriculture throughout the U.P., as evidenced by an increase in the number of farmers listing their products through the online network, an increase in the number of farmers listing their farms in the U.P. Food & Farm Directory, and an increase in the farm products moving between these regions.

The overall project will take 15 months to complete, beginning with the creation of a website and online marketplace, and moving into physical enhancement of existing storage/aggregation facilities.

The development and dissemination of resources to farmers, consumers and institutions will be ongoing throughout the project.

UPFE will create and/or formally designate a food hub in each of the three regions of the U.P. (Eastern, Central and West) in order to provide each region with the resources needed to establish operational activities that will respond to the developing food needs of each region, as well as create an umbrella entity to tie each of the three region's activities together in a synergistic network.

**U.P. FOOD EXCHANGE**  
www.upfoodexchange.com

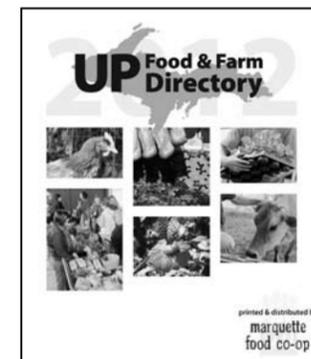
**Food Hub:** A business or organization actively working with farmers and buyers to coordinate supply and demand. This is

accomplished through the aggregation, distribution, and marketing of source-identified local and regional food products, primarily from micro to mid-sized producers to individuals, wholesalers, retailers, and/or institutional buyers. ::

**For more information:**

Visit the Western U.P. Food Hub Facebook page at [www.facebook.com/WesternUpFoodHub](http://www.facebook.com/WesternUpFoodHub)

Natasha Lantz at Marquette Food Co-op  
(906) 225-0671 x11 • [nlantz@marquettefood.coop](mailto:nlantz@marquettefood.coop)



The UP Food & Farm Directory, printed and distributed by the Marquette Co-op, is designed to highlight sustainable Upper Peninsula farms that sell their products and services directly to the general public. It is a "producer-only" directory which means that the farms included must grow,

raise, or gather their own products. For purposes of this directory, the entire Upper Peninsula is considered "local". Producers of herbs, vegetables, fruit, plants, flowers, honey, maple syrup, fiber, and hay are included. You can find this directory in the Produce Department at the Keweenaw Co-op.



**FOOD DAY.ORG**

The Co-op booth at the first annual Keweenaw Food Day, a nationwide celebration of food, health and agriculture. Food Day 2013 is planned for October 24.

## A Successful Campaign!

The Keweenaw Co-op's Bring-A-Bag Campaign is one way the Co-op gives back to the community. For each full-sized grocery bag that the Co-op doesn't use, because you provided your own bag, you contribute a credit to a community project or organization. The campaign started on Earth Day 2011 and runs biannually. A new recipient is selected for a six month period starting in April and October. Co-op Owners vote for applicants at the Annual Meeting in March. We hope to see you there... your vote makes a difference. Applications are close until January 2014. Keep Bringing Your Own!



## Our Current Recipient

Keweenaw Land Trust

The Keweenaw Land Trust is a community partner protecting land, water and quality of life through conservation, stewardship and education.

2669  
Bags Saved  
So Far



## Help us choose 2 recipients for 2013-2014

### Keweenaw Family Resource Center – Tree House

[www.kfrckids.org](http://www.kfrckids.org)

The mission of the Keweenaw Family Resource Center is to support, enrich and strengthen family life in the Keweenaw Peninsula by providing a variety of programs, which focus on families with children from birth through four years.

### BikeFINLANDIA

[www.facebook.com/pages/Bike-Finlandia](http://www.facebook.com/pages/Bike-Finlandia)

BikeFINLANDIA is a non-profit student organization. The mission is to increase access to bicycles, develop a bicycle-friendly infrastructure, and nurture a bicycle culture. BikeFINLANDIA promotes biking as a healthy alternative to motorized travel in and around campus.

### Child and Family Services – Housing Resource Center

Child and Family Services strengthen children and families by providing high-quality programs throughout Michigan's Upper Peninsula. The goal of the Housing Resource Center is to assist in the fight against homelessness.

### Omega House

[www.omega-house.org](http://www.omega-house.org)

Omega House provides a residential, homelike environment where terminally ill people may live fully during their final days, free from pain and isolation and supported physically, emotionally, and spiritually by professional and volunteer caregivers, along with family and friends.

### Pewabic Street Community Garden

[www.pewabicstreetcommunitygarden.blogspot.com](http://www.pewabicstreetcommunitygarden.blogspot.com)

Pewabic Street Community Garden is a volunteer project providing a beautiful, peaceful, and friendly garden space in central Houghton for people of all local communities to gather, garden, and grow. With soil and seeds, the garden brings people together— young, old, international, local, expert, novice— united by green thumbs, desire for fresh foods, and love of the earth.

### Green Film Series

[www.lakesuperiorstewardship.org](http://www.lakesuperiorstewardship.org)

The purpose of the Green Film series is to inform ourselves and to promote discussion and examination of important environmental sustainability facing the Earth and the Great Lakes watershed.



### Ryan Street Community Garden

April 2011 - October 2011

8742 Bags Saved!



### Barbara Kettle Gundlach Shelter Home

October 2011 - April 2012

8630 Bags Saved!

### Copper Country Community Arts Center

April 2012 - October 2012

9642 Bags Saved!



## Practical Wellness

by Dr. Jinny L. Sirard, Superior Family Chiropractic

### Reduce Your Toxic Exposure: Green Cleaning

There are approximately 70,000 commercial chemicals currently in use and an estimated one to three thousand new chemicals being added to this list every year. Not only are many of these chemicals hazardous to human health, they also have an incredibly negative environmental impact. Unfortunately many of these chemicals remain ubiquitous in our environment and their long term effects are largely unknown.

A 2-year study commissioned by the Environmental Working Group was conducted which analyzed the umbilical cord blood of 10 babies, and found an average of over 200 industrial chemicals, including BPA which is an endocrine disrupter and eight PCBs (polychlorinated biphenyl), which have been banned for over 40 years. Additionally, out of the 287 identified chemicals, 180 of them cause cancer in humans and animals and 208 cause birth defects or developmental problems. The simple and undeniable fact is we are living in a world that is being bombarded with toxins.

So, what can we as consumers do? It is our responsibility to make educated, conscious decisions that can minimize the threat to our health and the world around us. Living green applies to all aspects of our lives such as the clothing we buy, the food we eat, and the waste we generate. One simple change that can go a long way is eliminating toxic chemicals from our home.



**Twist Sponge Cloths are made from plants. One cloth outlasts 17 rolls of paper towels. Look for this and other Twist cleaning products at the Co-op.**



◀ **Pulp Friction Wood Fiber Cleaning Cloths.** The perfect paper towel alternative.

Look for e-cloth washing up pads at the Co-op. Just add water and clean.



#### A few benefits of green-cleaning:

- Ingredients in green cleaning products are environmentally friendly.
- Many green cleaning products are sold in a concentrated form so that you can mix with water, and re-use dispensing bottles, cutting down on plastic waste. If you make your own cleaning products you can further reduce waste as well as using re-usable cleaning cloths rather than paper towels.
- Choosing green cleaning products will help you maintain better indoor air quality in your home.
- The more we consumers purchase environmentally friendly cleaning products, the more we will drive the market to create such products. There are so many great products available today due to the increased demand for more sustainable products.

See the sidebar for a few great green cleaning recipes. For more ideas, visit [www.frontiercoop.com/learn/hs\\_cleaningwithherbs.php](http://www.frontiercoop.com/learn/hs_cleaningwithherbs.php) ::

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- "Phosphorus (P) - Chemical properties, Health and Environmental effects." Water Treatment and Purification - Lenntech. N.p., n.d. Web. 15 Jan. 2013. <<http://www.lenntech.com/periodic/elements/p.htm>>.
- "Cleaning Products and Indoor Air Quality Actions to Reduce Exposures." Air Resources Board - Homepage. N.p., 28 June 2007. Web. 15 Jan. 2013. <<http://www.arb.ca.gov/research/indoor/cleaning.htm>>.

#### Homemade Powdered Laundry Soap

- 1 cup borax
- 1 cup cleaning soda
- 1 finely grated bar of castile or fels-naptha soap.

Use 1 tbsp per load. Dissolve before adding laundry. Use additional ½ to 1 cup of white vinegar as a fabric softener and clothing rinse. It will also prevent soap built up in your machine and improve performance.

#### All Purpose Disinfectant & Odor Eliminator

- 5% or 6% acidity white vinegar
- Add your favorite essential oil for a pleasant odor, such as tea tree or lavender oil

A common misconception is that cleaning with vinegar will leave an unpleasant odor. In reality it will actually decrease household odors and once dry the vinegar odor completely disappears.

#### Window & Glass Cleaner

- Mix a 1:1 ratio of white vinegar and water
- 3 drops dish soap
- 1 cup borax
- 1 cup baking soda
- ¼ cup citric acid

Mix powdered ingredients and add to vinegar and water mixture. Put in spray bottle with 3 drops of your dish soap (be very careful to add only 3 drops).

"EWG's Guide to Healthy Cleaning." EWG Home | Environmental Working Group. N.p., n.d. Web. 15 Jan. 2013. <<http://www.ewg.org/guides/cleaners>>.

"Greening Your Purchase of Cleaning Products | Environmentally Preferable Purchasing | US EPA." US Environmental Protection Agency. N.p., 12 May 2010. Web. 12 Jan. 2013. <<http://www.epa.gov/epp/pubs/cleaning.htm>>.

"Volatile Organic Compounds | Indoor Air | US Environmental Protection Agency." US Environmental Protection Agency. N.p., 9 Jan. 2012. Web. 13 Jan. 2013. <<http://www.epa.gov/iaq/voc.html>>.

## From the GM

by Curt Webb — General Manager

### Stronger Together

The Co-op Ends, our vision of what the organization should accomplish, guide our work everyday. At this time of year in particular I think about them in depth as my annual report to the Board on the Co-op's progress toward these Ends comes due.

As I worked on the Ends report, I delved into some of the topics that are embodied in the Ends: the Co-op's role in the community as well as the larger cooperative network; reliable access through affordable pricing; responsible financial management; and the Cooperative Principles including the sixth: Cooperation Among Co-ops. At about this time I received some very exciting news: The Co-op's application for membership in the National Cooperative Grocers Association (NCGA) had been reviewed and the Keweenaw Co-op was accepted as a full member of the NCGA.

This was no small accomplishment. Twice a year the NCGA board accepts four new members. In this round of applications, twelve cooperatives applied. We submitted a strong application thanks to the hard work of our Board and Staff over the last five years: The Board's adoption of Policy Governance®, our reincorporation as a true cooperative that builds owner equity, the switch to the patronage refund model, and numerous advances that came out of our relocation feasibility work including the creation of a management team.

So what is the NCGA? It is a business services cooperative for retail food co-ops whose mission is to provide the vision, leadership and systems to catapult a virtual chain of food co-ops to a position

of prominence in the natural foods industry. NCGA helps unify natural food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere. Good stuff!

NCGA provides its members access to competitive pricing, professional development and training, product selection and sourcing tailored to common needs, and operational and merchandising best practices. NCGA is a powerful advocacy voice for food co-op issues. Further, it provides a development

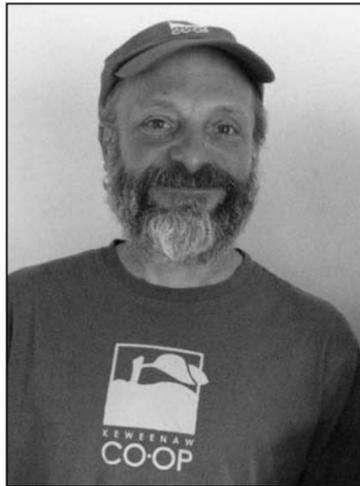
mechanism for new and expanding co-ops.

This is all very timely for our Co-op. I hope you can get a sense of how these things will improve your Co-op experience

over the coming months and years, and how this will help us achieve our Ends.

Our membership in NCGA is effective February 1. Then our work begins. Our NCGA-negotiated supply contracts start in May. By June the difference will begin to appear on the shelves of the store.

While the Keweenaw Co-op is working to build a shared vision for our future, NCGA has begun the same conversation with its member co-ops in order to deepen the collective understanding of the opportunities ahead and build a shared vision of a food co-op future. I am excited for our Co-op to join with others across the country in leveraging the cooperative model for positive change. ::



On Our Way to 1000 Owner Households  
by Earth Day 2013...

## Join Today!



## Welcome New Co-op Owners

Joined between September 13, 2012 – January 14, 2013

Kari Anderson	Pamela Holzhuter	Mary Ellen Mitchell	Katie Stanaway
Pamela Bishop	Emily Hruska	David Mongeau	Chee-Wooi Ten
Bobbie Bray	Mark Jeranek	Gail North	Ryan Towles
Chris Bryan	Tim Johnson	Luke Obermeyer	Deborah Turner
Linda Bukoski	Celli Joki	Lisa Peterson	Megan Walsh
Michael Christianson	Keith Koppornolle	Kay Pusakulich	Russ Whittaker
Shelly Danielson	Chris Linn	Rose Rao	James Wilds
Georgenia Earring	Belinda Mattfolk	Innokenty Reichert	Peter Wolslau
Samantha Flora	David Mattson	Debra Rosbeck	
Kaylee Gedda	Thomas Maynard	Jeff Russell	
Debra Herrala	Justin Miller	Henry Schmidt	

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

It is an 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. Owner capital, including capital stock, patronage refund, and capital credits, will be forfeited if an Owner cannot be located as described in the Co-op's Articles of Incorporation ([www.keweenaw.coop/policies.php](http://www.keweenaw.coop/policies.php)).



## Goodbye and Good Riddance

### The Bulk Foods Department Prepares to Can Some Candy

by Dan Schneider - Bulk Buyer

“The Keweenaw Co-op exists so that the community has reliable access to sustainably produced, healthful food, wares, services, and practices.”

That is our Co-op's Global Ends Policy, the most basic statement of the principles that guide the organization, and an essential expression of our identity as a food cooperative.

I've been doing some thinking lately about how well the Bulk Foods Department is complying with the policy—specifically the “sustainably produced” and “healthful” parts of it. I took a walk around the department this afternoon to see how we stack up.

I started out at the bulk pasta bins and bulk flours and things were looking pretty good there. I saw a lot of Organically grown, minimally processed grains, flours and spaghetti noodles. I passed the bulk spices display (our assistant manager, Cynthia Hodur, buys the bulk spices) and these were holding their own on the Global Ends front: just about all Organic; a lot of fairly traded product; and Frontier, our bulk spice supplier, is a cooperative.

Cool.

Then I came to bins full of Organic oatmeal, grains, flax seed and the like. Could use a few more Organic selections among the granola offerings, but there's lots of Organic, non-GMO-certified rice there. Fair Trade vanilla, Organic olive oil, Organic beans (most of them grown in Saginaw County, Michigan), bins full of non-organic nuts (but with Organic counterparts available in the cooler adjacent).

Rad.

Add in the potential for packaging reduction—

which, pricing aside, is practically the whole point of buying foods in bulk—and I'm feeling good so far, sustainability-wise.

But, if you're familiar with the layout of our Bulk Foods Department, you know where this is headed next: straight off a cliff.

Just about nothing in the bulk candy and snacks section contributes to the “sustainably produced, healthful food” part of our mission. The shelving unit full of dried fruits, which are mostly Organic and mostly healthful, is sandwiched between two banks of bulk bins full of product that is neither. There are a few winners: Organic lollipops, jelly beans, and gummi fruit slices; Sunspire's Fair Trade Certified, Organic chocolate chips (which also happen to be vegan). But most of this stuff is inconsistent with any rational person's concept of “health food.”

In the coming months, I'll be cutting back substantially on the candy and snacks offered in the Bulk Foods Department. Sales data make this process easier. Most of the candy items we carry in bulk are relatively slow sellers—Owners of the Co-op, in particular, stay away from this stuff in droves. Some of the other more egregious health offenders have already been shown the door. Bulk Swedish Fish, popular but manufactured by Kraft Foods, got the axe back in October.

The intended result of this candy culling is a streamlined selection comprising candy and snacks with high-quality ingredients. With less junk food to bother with, the Bulk Foods staff will be able to focus more energy on the healthful, whole foods that are at the core of our mission.

*"I took a walk around the department this afternoon to see how we stack up."*

#### What's Staying? Why?

Fair Trade Organic Semi-Sweet Chocolate Chips

- Fair Trade Certified
- Certified Organic
- Vegan

Dark Chocolate Coated Coconut Chews

- High-quality ingredients, even if they're not organic

Finnish Sweet Black Licorice

- Culturally significant

#### What's Going? Why?

Milk Chocolate Malt Balls,

Dark Chocolate Mint Meltaways

- “New Improved” recipes include hydrogenated oils

Yogurt Raisins, Peanuts and Almonds

- Contain fractionated palm kernel oil

Carob Peanuts & Raisins, BBQ Pop'd Kernels, Hokey Pokey Mix, Dark Chocolate Haystacks, Peanut Butter Pretzels

- Sell so darned slowly it's hard to keep product fresh

#### What's Gone? Why?

Swedish Fish

- Full of sugar and not much else.
- Plenty of food dyes.
- Manufactured by Kraft Foods



## Creating a Buying Policy that Reflects the Co-op Ends

The Co-op's Ends policies answer: Why the Co-op exists? For who? And at what cost? The Board determines the Ends based on input from the Ownership. The current Global Ends policy states: "The Keweenaw Co-op exists so that the community has reliable access to sustainably produced, healthful food, wares, services, and practices." The next level of policies further define this statement by specifying that products the Co-op sells should aim to be: (1) high quality, safe, nutritional foods and food preparation; (2) local and regional products; (3) socially and ecologically conscious products. Co-op Buyers are in the process of creating a buying policy to make sure the Ends are reflected in what you find on the shelves at the Co-op. The following list of criteria are some of the many Ends related considerations that need to be incorporated into this policy.

- Is it from a cooperative?
- Is it an ethical company?
  - Union? Fair trade?
- Is it a small business/cottage industry?
- Do they source Fair Trade ingredients?
- Is it local? Regional? Multi-national?
- How far away do the ingredients come from?
- How far away is the product produced?
- Are the ingredients high quality, clean and healthful?
  - Certified Organic? Organic growing methods? Free-range? Non-GMO?
  - Synthetic? Hormone-free?
  - Raw? Minimally processed?
  - Gluten free? Allergen free?
  - Vegetarian? Vegan?
  - Nutritional value? Sodium, protein, fiber content?
  - Humanely raised?
  - Environmentally responsible production?
  - Environmentally responsible ingredients?
- Is the retail packaging responsible and appropriate?
  - Can it be recycled here in the Keweenaw?
- Does this vendor align with the Co-op's Ends?
- Do we have the Owners' best interests in mind when choosing this vendor?



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

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# 2013

## Keweenaw Co-op Annual Meeting

**Thursday, March 28**  
**5:00-8:00 pm (Dinner at 5:00)**  
**Call to Order at 6:00**

First United Methodist Church  
 401 Quincy Street • Hancock

***Specially prepared food from the Co-op Deli • Childcare provided***

*Note: The 2012 Annual Report will be available in the store and online at [www.keweenaw.coop](http://www.keweenaw.coop)*

**Co-op Owner  
 Appreciation Days**

Celebrating Co-op Owners with a day of  
 sampling, music, and a 10% discount.  
 All Day **Wed, Feb 13 & Sat, May 13**