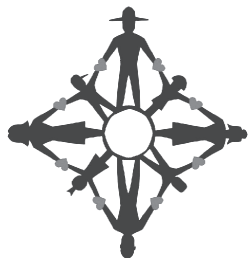


We're MAD about you!!

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Silver City Food Co-op

established 1974



www.silvercityfoodcoop.com

575-388-2343

Store Hours

Mon-Sat 9am-7pm

Sunday 11am-5pm

Ends Statement

Because of all that we do, our member-owners, our food co-op, and our extended community will gain and maintain health.

Seven Cooperative Principles

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Cooperation among co-ops
- Concern for community

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Dana Baskett
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Mia Crandell
Doug Smith

Annual Co-op Equity

\$10.00

Kids under 18 and living at home FREE

The Garbanzo Gazette Gang

Editor: Margarita Courney

Contributors: Judith Kenney & Carolyn Smith

Layout & Design: Carol Young & Meggie Dexter

Submissions are welcomed!

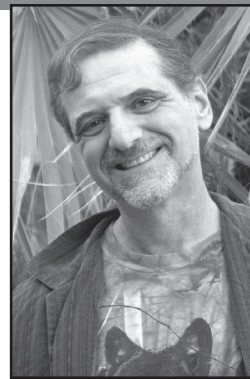
Submit letters, articles, or items of interest to:

gg@silvercityfoodcoop.com

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Cup o' Joe



by Joe Z

Do you like computers? Over the years, I've met many who do not. Me? I love them. Or maybe it's more of a love/hate relationship. But I was brought up on the Jetsons, Star Trek and Lost In Space so how could I not be enthralled by the possibilities they represent. Although, truthfully, there was a point where I wanted nothing to do with them.

We go into our way-back machine and travel to the mid '70s when I had an exciting opportunity to attend an institute of higher learning. There were SO many different things I could learn, my mind would swirl as I contemplated how much more knowledgeable I'd be in 4 years.

I took a computer course. "Computers are the wave of the future," I would gush, "everything will evolve around computers. I want to know all about them!"

The class was quite terrible. The instructor mumbled a lot with an accent I still can't place and could barely understand. The class was about computer architecture and programing. There was nothing else really to teach at that time. Personal computers didn't exist (except for a few small boxes that, with extensive programing, you can get the lights to blink in a certain order). Our Campus Computer Center consisted of punch card terminals. To anyone over 30 (35?), the ubiquitous punch card with its "Do not Fold, Spindle or Mutilate" commandment represented computers to the common person (although most common people at the time did not spindle). Here I was, carefully typing in my programing code resulting in a stack of cards that were carefully (you DON'T drop them!) brought to the Computer Overlords. They would run your program on the actual computer and promised a 24 hr turnaround which they occasionally met. Make a mistake in your typing or your programing logic and it was back to the terminals. Simple programs took days (weeks) to get right. Time at the punch card terminals is seared into my brain.

After that class, which I barely got a B in, I was done with computers. I figured my future was now stymied and I'll spend my life as a ski bum (despite that I had never been skiing and disliked the cold, it seemed like a decent computer free pastime). I avoided anything with computers and scoffed at the mention of them as I took skiing lessons.

Then in 1981, I got a position as the Education/Membership Director at the local Co-op. I was greeted to the job with a mission to salvage our fledging computer foray. We had a volunteer who created a mailing list of all our Members and wanted the Co-op to invest \$1500 in a 10 megabyte hard drive to house our growing list. The Co-op refused, the Member quit and I was asked to find another service.

The words of Carl Jung rattled through my brain, "What you resist, persists!" So I did what any good Co-op dude would do - I formed a volunteer committee. Ah yes - our computer committee. You do need to understand that this was the early days of personal computers and there were no standards and a myriad of competing systems. DOS (forerunner to Windows) was not around nor were Macs. Each member of the committee had a totally different idea as to the directions we should move. And these were very smart guys who lived and breathed computers.

After much wrangling we settled on having a remote "Main-Frame" computer (forerunner of the "cloud") hooked up via

a terminal. What a disaster! One of our committee members was writing our programs in what was known as "assembly language", a very low level and difficult language to master. All was actually going well until two months later, he broke up with his girl friend, flipped out and left town leaving us with a half written program that did... nothing. We talked to the folks who had the mainframe computer about what we were trying to do and they told us they could do it for \$10,000.

"But what about all these new personal computers that appeared on the scene the last two years?", I asked. They scoffed and said that those were just toys and could never do what we wanted. Well, I'd been reading and I'd been listening and I was sure that the new tiny computers could do what we wanted.

Hating all that was happening, I took matters into my own hand, borrowed \$2,000 and bought a computer. I taught myself the programs and within two months, I had everything running and growing. I finally convinced the Co-op (over 2 years) to buy their own computer in 1983.

We started computerizing everything that we could, recognizing that if Co-op's were to be successful, we needed to be competitive and strong when confronted by the corporate/government dominators. Computers gave the common person similar abilities that only the very rich had access to. We saw the computers as liberators. And in many ways that vision panned out (or is still panning out). Oh sure, there are downsides with privacy being the biggest issue. But overall, computers have empowered each of us and have given us a tool to level the playing field (okay - not level - maybe lessening the slope a bit - after all, their computers are bigger than our computers). The computers allow us to automate many processes and give us more information so that more staff time can be used to make and facilitate more people/member contact and assistance.

But business viability aside, how else may we use these extensions of the human brain? What about virtual meetings of the Membership? Only a few percentage attend our annual Membership meeting. What if we did an on-line meeting? What if we conducted that meeting over a month or two allowing as much participation of our Members as possible. What if we could use our website as a conduit of vital information? What if we can pass on deals over the web that we simply do not have room in the store for? And the educational possibilities are limitless!

I don't have a smart phone though I think they're wonderful. I just don't have a need for one. But the new technologies give us so many great possibilities. There's nothing wrong with eschewing computers and living the old way. The Amish do it quite well and are admirable. But computers give voice to everyone. That's why they and the net are limited throughout the world by repressive regimes. Since the mid 1800s, Co-ops have been exploring new ways to empower each of us. Our computers can help us reach that goal. ✧

Did you know ...?

Modern Challenges of Office Life

More than 80 percent of U.S. workers now have jobs that require zero physical activity, compared with less than half of workers in the 1960s. With email, videoconferencing, and longer workdays, we sit for an average of 9.3 hours a day—and that's a problem. "Just as Ferraris are built to drive, our bodies are built to move," says James Levine, MD, an endocrinologist at the Mayo Clinic in Rochester, MN. "When we don't move, our muscles lose efficiency and don't use calories properly, which can cause weight gain and increase risk of diabetes, heart problems, and several cancers."

Sitting can also shave years off your life: According to the American Cancer Society, sitting more than six hours per day can increase early mortality rates by almost 40 percent. Levine says prolonged sitting also sours your mood and causes joint pain, and staring at a computer induces headaches and chronic eyestrain.

WHAT TO DO NOW?

Walk quietly. "Even a 15-20 minute walk will actually do a lot for you," says Ken Ohashi, Lac, of Co-op Market in Santa Monica, CA. "But just make it time for yourself, not

being social; it's like a modern meditation. Taking a short walk during your workday is about connecting to yourself and going inward instead of using energy outside of your body."

SHUT YOUR EYES According to Traditional Chinese Medicine, the liver dictates the body's energy flow, or qi (pronounced "chee"). The liver channel ends in the eyes, so when you are using your eyes a lot, sitting looking at your screen all day, stagnation results—leading to common symptoms such as pain and mood swings, says Ohashi. An easy fix: "At least once every two hours, close your eyes, shut down somehow, and just breathe. Start with 5 minutes, and work up to 10-15 minutes," he says.

KEEP IT SIMPLE "Choose to use a few more muscles each and every day until you're up to half an hour of activity a day," says Starkle Sowers, CN, of Clark's Nutrition in Riverside, CA. He suggests "simple things like parking your car farther out than you usually do, taking the stairs, and standing up and walking in place while you're on the phone. Like anything else, it's a matter of putting some invested time into it."



Mighty Ginger Root

by Judith Kenney

Many residents of southwestern New Mexico, myself included, consider autumn to be our most delightful season. It is classic Indian Summer with mild sunny days and blue skies. Late autumn here is a slow transition to colder temperatures. As we round the bend into winter and the days grow ever shorter, we find ourselves reaching for sweaters and socks and naturally gravitating to a diet of warming soups, stews and grains that will sustain us throughout the coming winter. One of my preferred methods of warming the body when the weather turns chill is making up a quart jar of ginger tea from the fresh root. To make it really special, I squeeze in some lemon or lime juice and a spoonful of honey. Yum...healthy and soothing!

As we settle into the harmony of autumn it is important to remember that this is the time of year that we should be nourishing our bodies and preparing our immune systems for winter. One way to assist in this process is to add the humble (yet mighty) herb, ginger, to our diets. From its origins to present day, ginger has been the world's most widely cultivated herb. This "root," or actually rhizome, of the plant *Zingiber officinale*, has been a popular spice and herbal medicine for thousands of years. Native to Asia, the herbal traditions of China, India and the Arabic

lands have made extensive use of its beneficial properties. Traditional Chinese and Ayurvedic Indian systems of medicine view ginger as a gift from God and the Koran references it as a beverage of the holiest heavenly spirits. Long before the British surgeon Dr. James Lind discovered that lime could prevent scurvy, 5th century Chinese sailors were using ginger's vitamin C nutritive value for the same purpose on sea voyages. One of its most valuable uses has been as a digestive aid. In fact, in his book, *Ginger: East to West*, Bruce Cost refers to this worthy herb as the "Alka-Seltzer of the Roman Empire." After the fall of Rome, in the 4th and 5th centuries, ginger became a scarce and expensive commodity in Europe but, once Asian trade was restored, the demand for ginger in medieval Europe was insatiable. It was imported in several of its preserved forms and used as a medicine as well as a spice, often prepared as a tea or baked into gingerbread as a sweet to ease stomach ailments. However, it is probably best remembered relative to the miniature gingerbread houses made from cookies in Northern Europe...think Hansel and Gretel! I was also surprised to find out that ginger was also part of the Revolutionary War soldier's diet and, in the early part of the 20th century, it was the herb of choice for digestive support in the U.S. Ginger is also known as a panacea for ailments relating to the respiratory and

circulatory systems and has shown anti-inflammatory, anti-carcinogenic, and anti-oxidant properties.

As a culinary herb, ginger is used around the world as a pungent, aromatic, and spicy addition to many foods. Its flavor can add zest to any meal. Following are a few suggestions for including ginger in your daily fare.



Ginger & Herb Rice

Cook up a pan of basmati rice. When finished, remove the lid from the pan and quickly stir in finely chopped garlic, ginger, green chilies and fresh cilantro leaves...fragrant and tempting!

Ginger In Your Juice

Grate ginger root and add it to your juicer, along with carrots, apples and a splash of lemon juice.

Gingery Dessert

Add grated ginger to your favorite apple crisp recipe or sprinkle a smidgen on blackberry sorbet to really wake up the flavor!

The many culinary and curing properties of ginger are available to everyone. To discuss ginger as a healing plant is far beyond the scope of this article, so, please, begin an investigation of your own. Delve into the volumes of information available online, consult with a qualified herbalist, or read a book on the subject. And please remember that the Silver City Food Co-op carries fresh ginger year-round in the produce department and dried (in its cut & sifted and powdered forms) in the bulk herbs section.

Ginger Products Carried at the Co-op

Produce

Organic fresh ginger root

Frozen

Crushed fresh ginger
Annie Chun's Pork & Ginger mini wontons

Drinks

Natural Brew Ginger Brew
Reed's Ginger Brew in several flavors
Reed's Ginger Kombucha
Reed's Ginger Energy Elixir
Kombucha Ginger

Dinner

Pacific Carrot Ginger Soup
Tasty Bites Ginger Lentil Rice
Organicville Miso Ginger dressing
Bragg's Ginger Sesame dressing

Breakfast

Peace Raspberry Ginger Cereal

Juice

Simply Nutritious Lemon Ginger Echinacea juice

Cookies

Pamela's Spicy Ginger cookies
Midel Ginger Snaps, regular and gluten-free
Newman's Ginger O's

Supplement

Ginger Root, single herb
Ginger Root, extract
Ginger Wonder Syrup

Health & Beauty Aids

Badger Ginger Lemon lip balm

Sweet Treats

Chocolove Ginger Crystallized in Dark Chocolate
Heavenly Organic Chocolate Ginger patties
Carrot Ginger fruit leather
Ginger People Ginger Chews, several varieties
Ginger People Crystallized Ginger
Newman's Own Ginger mints

Tea

Triple Leaf Ginger tea
Yogi Ginger tea
Yogi Lemon Ginger tea
Traditional Medicinal Ginger Aid
Tulsi Lemon Ginger tea

Condiments

Heidi's Red Chile Ginger jam
Heidi's Ginger jam

Breakfast

Peace Raspberry Ginger Cereal

Bulk

Crystallized Ginger
Ginger powder
Ginger, cut and sifted

Asian

Eden pickled ginger
Ginger People Sushi Ginger
Ginger People Ginger spread
Lemongrass Ginger ramen
Thai Ginger & Vegetables noodles

**There are many other products the Co-op carries (too many to list here), that have ginger as part of the ingredients.*





KITCHEN MEDITATIONS

Things You Didn't Know About Quinoa

Quinoa is a versatile, protein-filled superfood. While similar staples like bulgur and barley tend to be relegated to health food aisles, quinoa is a crowd-pleaser with enormous global appeal.

But with great power comes great responsibility. Controversy clings to the crop - from Pizarro's 16th Century Andean adventures, to modern-day agricultural analysis spanning Los Angeles to London, quinoa consumption and cultivation is a hot topic. Here's the truth about quinoa. A rose by any other name: Though it is often called a whole grain, quinoa isn't a grain at all. True grains like wheat and maize are derived from grasses, whereas quinoa is part of a protein-rich plant family that includes fellow iron maidens like spinach and beets.

Can't stop won't stop: A superfood in more ways than one, quinoa can grow in diverse climates and terrains, including areas with minimal irrigation and fertilization, or as little as three to four inches of annual rainfall.

Late to the party: Andean peoples in Ecuador, Peru, Colombia and Bolivia first cultivated quinoa some 7,000 years ago. Contemporary consumers such as the United States, the United Kingdom and Japan developed our voracious appetites for the stuff within only the past decade.

Devil's crop: In the 1500s, using the peerless logic of colonialism, Spanish conquistadors deemed quinoa unholy due to its elevated status in indigenous cultures, and even prohibited native peoples from cultivating it.

Intergalactic appeal: Twenty years ago, NASA researchers declared quinoa the perfect inflight snack for astronauts on long-term missions because it is mineral-rich, gluten-free and contains all essential amino acids.

Variety pack: There are over 120 different identified varieties of quinoa, but the most commonly cultivated and exported are white, red and black. Quinoa is also commercially available ground into flours or, most recently, compressed into flakes. Similar to quick-cooking oats, quinoa flakes are formed by steam-rolling the groat, or whole kernel, until it

is flat and flaky. Throw some flakes in boiling water, and they are ready to eat in under two minutes.

Time to shine: The United Nations named 2013 The International Year of Quinoa, citing how its endurance and durability as a crop contributes to world food security. Naturally, this rekindled the sustainability debate amongst agricultural analysts, and Bolivian president Evo Morales even got in on the action.

Switch hitter: While we norteamericanos typically use quinoa as a rice substitute, locals in cities like Bogota and La Paz drink the stuff. Chicha is a traditional Andean beer brewed from indigenous crops like corn and - you guessed it - quinoa.

Rinse and repeat: The quinoa crop protects itself from predators with a waxy, bitter-tasting coat of saponins, an organic chemical compound that gets rinsed away during cultivation. Resourceful Andean families would traditionally save this saponin-heavy wash water to use as shampoo.

How to Cook Quinoa

Quinoa is simple and easy to cook, like rice. In fact, you can also cook quinoa in a rice cooker. Cooked quinoa looks a bit like couscous, but is more substantial and slightly crunchy. Use quinoa instead of rice, couscous, millet or pasta in almost any meal.

Quinoa Nutrition: Quinoa is high in fiber, has plenty of protein, vitamins, minerals, and is considered alkaline. It also has the highest fat content of any grain - but is not a grain.

Basic Quinoa Recipe:

Yield: 4 servings

Ingredients:

- 1 cup quinoa
- 1 1/2 cups cold water
- Optional: 1/4 tsp salt

Directions:

You'll need a 2 quart pot with a tight fitting lid, and a fine mesh strainer

1.Rinse Quinoa: Add cold water, stir the quinoa with your hand, and pour off the rinsing water through a fine mesh strainer. Repeat at least once.

2.Drain rinsed quinoa through a fine strainer

3.Transfer drained quinoa to the cooking pot, add 1 1/2 cups water & 1/4 tsp salt if desired. Be sure to measure precisely!

4.No salt will make quinoa softer and fluffier, a little salt will make it firmer and it may take 1 or 2 extra minutes to cook.

5.Bring quinoa + water to a boil with the lid on (keep a close eye on it), then turn the heat down to simmer. Cook quinoa for 10 - 12 minutes.

6.Remove quinoa from heat and allow to sit five minutes with the lid on

7.Fluff quinoa gently with a fork and serve

Nutrition Data: 1 cup cooked quinoa, 185g: 222 cal, 39g carb, 4g fat, 8g protein, 5g fiber, iron 15% DV, good source

Breakfast Quinoa

- 1 cup or so cooked quinoa
 - 2 Tbsp sunflower seeds, pumpkin seeds, or walnuts
 - 2 Tbsp raisins
 - 2 Tbsp chopped dried apricots or other dried fruit
 - Sprinkle of salt
 - 1/2 tsp cinnamon
 - 1 1/3 cup almond, hemp or soy milk, flavored or plain unsweetened
 - Optional: 1 Tbsp maple syrup or other sweetener
- Combine all ingredients in a 2-quart saucepan
- Heat on medium-low, stirring, until the quinoa has soaked up the liquid, and the dried fruit has plumped up
- Add more milk, if needed, until desired consistency



Quinoa Corn Chowder

- 3/4 cup quinoa
- 1 - 2 Tbsp olive oil
- 2 medium potatoes
- 16 oz pkg frozen corn kernels
- 4 cups vegetarian soup stock
- 1 cup chopped green beans
- 1 celery stalk, diced
- 1/2 lg red pepper, diced
- 2 - 3 cloves garlic
- 2 thin slices fresh ginger
- 1/2 jalapeno pepper, seeded
- 1 tsp ground coriander
- 1 tsp paprika
- 1/2 tsp dried oregano leaf
- 1/2 tsp dried thyme leaf
- 1 bay leaf
- Salt and fresh ground black pepper to taste
- 2 Tbsp chopped cilantro
- More Heat: Add 1/8 - 1/4 tsp chipotle pepper powder

Soak the quinoa 5 minutes, rinse then drain into a colander

Peel & mince the garlic, jalapeno and ginger

Wash and trim the celery, seed and dice the red pepper

Chop the potatoes in bite sized pieces

Heat the olive oil on medium low in a large dutch oven

Sauté jalapeno, ginger, celery & garlic in oil. Add potatoes, red pepper & beans, sauté 5 minutes

Combine all ingredients except corn & cilantro in a large crockpot, cover and cook on high for 4 hours, or on low for 6 hours

Add the corn kernels, and cook another 1/2 hour; stir in the cilantro, salt & pepper to taste, and serve



Spanish Quinoa

- 2 c quinoa, rinsed and drained
 - 1 Tbsp cooking oil
 - 2 garlic cloves, peeled and minced
 - 1 medium sized onion, chopped
 - OR: 1 bunch green onions, chopped (white part)
 - 1/2 - 1 tsp chili powder or paprika
 - Optional: 1/2 tsp ground cumin
 - Optional: 1/2 tsp oregano
 - Optional: 1/2 cup frozen peas
 - Optional: 1/4 cup sliced olives
 - Optional: pinch cayenne
 - 1 - 8 oz. can of unsalted tomato sauce
 - 1 3/4 cups vegetable broth
 - Pepper and salt to taste
 - Chopped fresh cilantro or parsley leaves to garnish
- Sauté the onion over medium heat until onion starts to become translucent
- Add the garlic to the onion and sauté a few more minutes until the onion is translucent and garlic is turning golden
- Add optional pinch of cayenne or chili powder
- Add quinoa and stir constantly for 3 - 4 minutes
- Add tomato sauce and vegetable broth stirring occasionally until mixture begins to boil
- Add salt if needed - veggie broth and tomato sauce may already be salted
- Cover and reduce heat to simmer for 15 minutes
- Turn heat off and let sit for 5 - 10 minutes
- Fluff with a fork and serve garnished with cilantro

Vegan Mango Quinoa Salad

- 1 cup quinoa
 - 1 1/2 cups cold water
 - 1/4 tsp salt
 - 1 ripe mango, peeled and chopped
 - OR: 1/2 cup dried mango slices, soaked overnight, then cut in 1/2 inch dice
 - 1/4 cup blanched slivered or sliced almonds
 - 2 Tbsp roasted pumpkin seeds
 - 1 medium cucumber, peeled and diced
- Dressing:
- 2 Tbsp olive oil
 - 1/4 tsp turmeric
 - Juice of 1 lime
 - 2 Tbsp chopped fresh cilantro
 - Salt and freshly ground black pepper
- Rinse quinoa, drain well, and add to a saucepan with 1 1/2 cups cold water and 1/4 tsp salt
- Cover and bring to a boil, reduce heat to simmer and cook for 10 minutes
- Remove from heat and let sit covered for 5 minutes
- Fluff with a fork and let it cool to room temperature
- Peel the mango and cut into cubes
- Peel and slice the cucumber thinly
- Add cucumber to mango along with the almonds and pumpkin seeds
- Add the cooled quinoa to the mango mixture, pour the dressing over the salServe immediately, or cover and chill
- To make the Dressing:
- Heat turmeric in 1 tsp oil in a small pan on med-low for 30-60 seconds, set aside to cool
- Add the lime juice to the oil & turmeric
- Whisk in olive oil, cilantro, salt and pepper

November Sales

To Our Co-op Members & Customers: Please note that sales run for a **two-week period**. Please stop by the Co-op and take advantage of all the great offerings each month. A few sale items are listed below.

October 30-November 19 deals



Bulk
Lundberg
Short Grain Brown Rice
reg \$1.89#
SALE \$1.49#



Brown Cow
Yogurt, 6 oz
assorted
reg \$.99
SALE \$.69



Cascadian Farms
Blueberries
reg \$4.19
SALE \$2.69



Choice Tea
assorted
reg \$4.59
SALE \$2.99



Avalon
Shampoo/Conditioner
11 oz, assorted
reg \$9.19
SALE \$5.99



Hylands
Calms Forte
100 ct
reg \$10.69
SALE \$6.69

November 20-December 3 deals



Bulk Sunspire
Bittersweet
Dark Chocolate Chips
reg \$10.89#
SALE \$7.99#



Nancy's Kefir
32 oz
assorted
reg \$4.69
SALE \$3.69



Cascadian Farms
Vegetables
assorted
reg \$2.89
SALE \$2.00



Back to Nature
Stoneground Crackers
reg \$4.39
SALE \$2.79



biokleen
Produce Wash
16 oz
reg \$5.29
SALE \$3.99

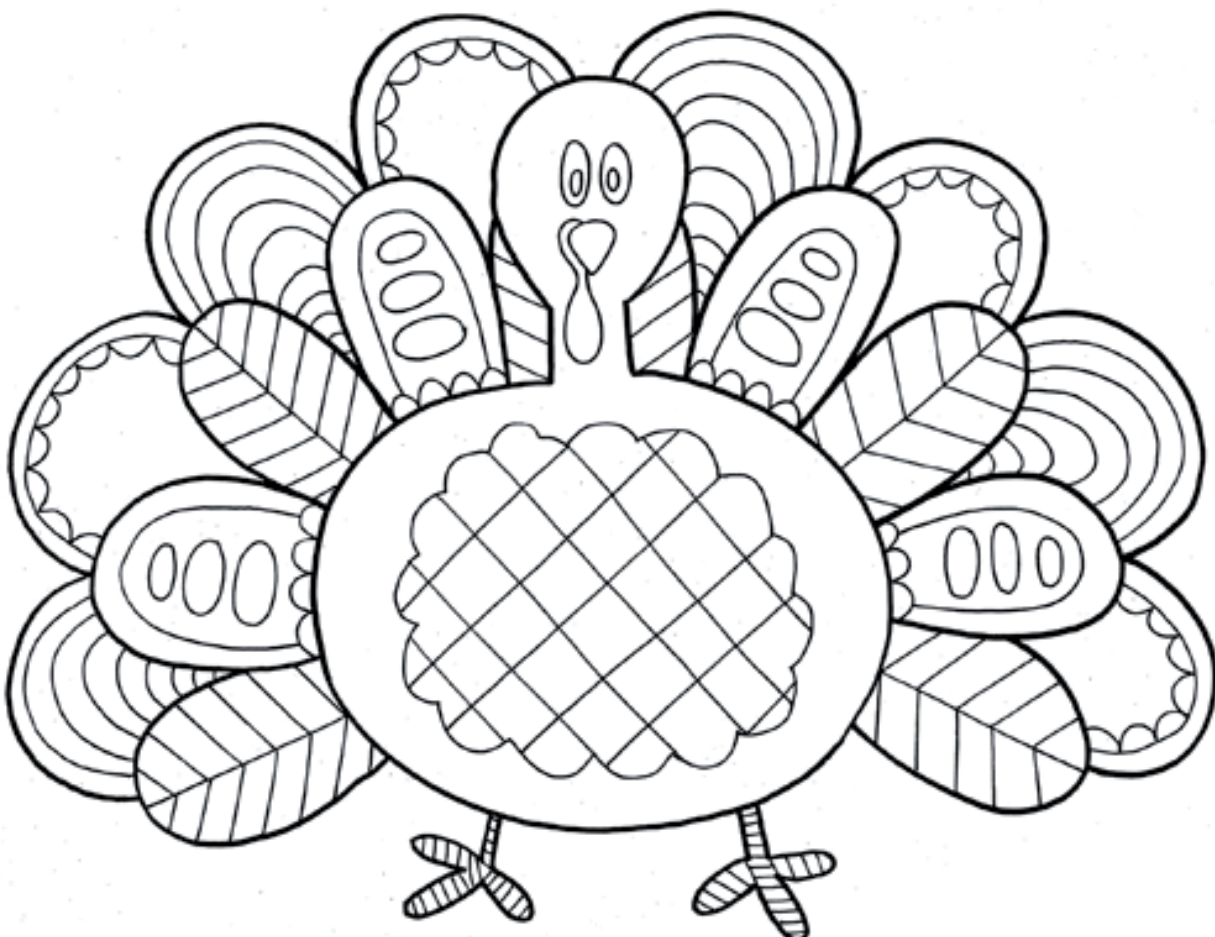


Boiron
Arnicare Gel
1.5 oz
reg \$7.49
SALE \$5.99

Kids' Corner

FREE FRUIT FUN

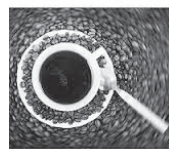
Now Kids, color in this here picture, bring it on down to the Co-op and get your free piece of fruit.
(Produce Staff Selection)



NAME: _____ AGE: _____

Member Only Specials

October 30-December 3



Bulk
Equal Exchange
Peru French Coffee
reg \$12.69#
SALE \$8.99#



Amy's
frozen
Vegetable Lasagna
reg \$5.19
SALE \$4.69



Wholly Pie Shell
Whole Wheat
9 in.
reg \$4.69
SALE \$4.29



Ines
Olive Oil Tortas
assorted
reg \$4.99
SALE \$4.49



Oregon Wild Harvest
Echinacea
90 vcaps
reg \$15.99
SALE \$14.39



Oregon Wild Harvest
Rhodiola Extract
60 vcaps
reg \$19.99
SALE \$17.99

PRODUCE COMPOST GUIDELINES

This is a free service provided for our customers. We are not able to honor "special" requests for specific produce in bags and keep this service free. Please note:

- First come, first served
- One bag per person, please
- Scraps are bagged randomly as produce is processed
- Best days for compost are Tuesday & Thursday

GROCERY SPECIAL ORDER POLICY

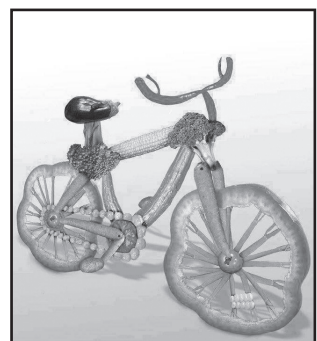
Members receive a 10% off shelf price discount on special orders of case quantity in ALL departments. HABA and Supplements will receive the 10% discount when the quantity ordered is at least six (of the same item). Cases of local meat must weigh 10 pounds or more to receive the discount. All CAP and Essentials Program items will no longer be excluded from receiving the discount; however, a case MUST be ordered to receive the special order 10% discount. Membership Matters items sold in cases on the shelves will now receive a 10% discount (instead of 20% discount).

PRODUCE SPECIAL ORDER POLICY

Produce special order deadline is Thursday at 7 pm. The pickup date is conveyed to the customer by the buyer. The only exception of this deadline is when the Co-op is closed on Thursday due to a holiday. Check with the produce managers if this occurs.

CO-OP COMMUNITY ROOM POLICY

Individuals, groups & organizations are welcome to use the community room, as long as one organizer is a co-op member. Seating capacity is 24. Room is not intended for commercial use or events where a fee is charged. Contact Margarita: margarita@silvercity-foodcoop.com or call the Co-op at (575) 388-2343. Please allow 7 days to receive confirmation of your request. *Thank you!*



From Your Board...

It's A Wonderful Life! ...Because We Have OUR Co-op

by Mary Ann Finn, Recruitment Sub-Committee Member

Many of you may remember the holiday movie classic, "It's A Wonderful Life" starring Jimmy Stewart as George Bailey. For those of you who may be unfamiliar with the story, here is a very short synopsis: George, president of the bank, becomes despondent over the possible failure of his small town bank due to the loss of a payment satchel by his absent-minded uncle (this is during the Depression) and he considers suicide. But just as he is about to commit the act, he is interrupted by an apprentice angel, Clarence. After George explains his woes, Clarence takes George on a journey to show him what would have happened to his town if George had not existed; George's kindnesses to many and the bank's services would have not been available to the town. Through George's bank, people were able to get mortgages for homes and small businesses had start up loans and people looked out for one another. In the alternative scenario, without George, and his bank, people are poor and fearful and life is controlled by the big bankers. Meanwhile, while Clarence is enlightening George, the townsfolk are out looking for George and they come to his rescue with nickels and dimes and dollars so the "big bank" cannot close him down. At the very end, Clarence, the apprentice angel, graduates and gets his wings for his successful job with George. And of course, everyone lives happily ever after.

OK, back to reality! Thinking about "It's A Wonderful Life" led me to think about how much I appreciate our co-op and am glad it exists in Silver City. I believe it is part of the reason so many wonderful people relocate to Silver City. From a small start as a buying club for bulk products, it has grown into a serious commercial business and cornerstone of the downtown community. Our co-op provides healthy foods and a wide variety of other products (many not easily obtained locally elsewhere), education on many subjects, support to the Farmer's Market, the Food Policy Council, the Food Pantry and many local events, and it is a social hub to boot.

Now, I invite you to picture Silver City without our co-op. Where would you buy such a variety of organic food? Would our other grocery stores carry organic food without the knowledge gained by the success of our co-op that these are desirable to local people? Would downtown be as vibrant without the presence of our co-op in our current time of the Great Recession? Where would we learn about and obtain health supplements and special foods? Would we get the same education about these items from dedicated staff in other

local stores? Would some of us not even be here, having moved to other places where a food co-op exists? Would the community have as many safety nets for those less fortunate, such as the Food Pantry, and home delivery of groceries without the support of our co-op? How many friends might you not have met without the existence of our co-op? I am sure others can add to this list. Our co-op has been part of our lives in Silver City for a long time now, and it can be easy to take it for granted; it is so well established. A co-op is a community effort by definition. Our co-op is guided by a board of directors who do a lot of work, behind the scenes, to keep the co-op going. Members of our board of directors deal with legal, financial, planning and compliance issues to ensure the continuation of our co-op. These duties are necessary to keep the co-op on track with the co-op principals and solvent when many co-ops across the country are closing in these tough economic times. Having a good board of directors is essential and we owe our board members a great deal of appreciation for their dedication and commitment. Without a good board of directors, our co-op might not be able to sustain itself. Those of us with the talent and time and interest to serve on the board should give this serious consideration in order to support our co-op, a community effort.

Our co-op is always looking for talented, dedicated folks to run for the board. This is a serious commitment of time and energy but it is so important to the continued success and existence of our co-op. The board term is 3 years and the requirements are outlined in a folder available to interested persons. Current and past board members are available to talk to anyone interested in learning more about the position.

Supplier continued from page 1

purchases from our four major suppliers is slowly decreasing. Specifically, 20% of our purchases were from local suppliers in 2011; today 26% of our purchases are from our approximately 179 local suppliers. This change is intended: increasing our purchases from local suppliers and encouraging more local suppliers is the co-op's strategy for reducing the risk of supplier concentration as well as providing what many member-owners desire.

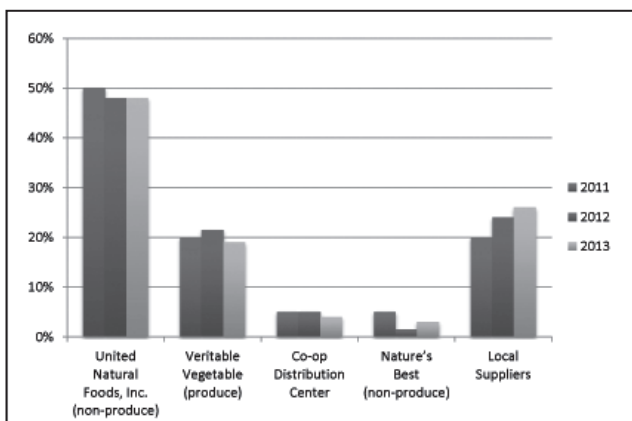
So who are our top four suppliers? What do we buy from them?

1. **United Natural Foods, Inc.**

(UNFI) is North America's leading independent distributor of natural, organic, and specialty foods, as well as nutritional supplements and personal care items. At this time, UNFI is our main supplier for three main reasons: (a) the cost of our orders is much lower than using other suppliers because as a member of the National Cooperative Growers Association (NCGA), we receive special NCGA pricing, (b) UNFI is the supplier for NCGA's Co-op Deals program, and (c) if our co-op's quarterly purchase volume is high enough, we receive a discount.

2. **Veritable Vegetable**, based in California, is the nation's longest-lasting distributor of certified organic produce. As Joe Z. says, "They are one of the few players in the market that can provide us with quasi-fresh organic produce." The other major provider is Albert's Organics, a unit of UNFI. We buy from Veritable Vegetable because their product quality is higher and their cost is lower than Albert's. Veritable Vegetable purchases have dropped 2.5% from last year because we have increased our local purchases as much as possible and we accept almost all local suppliers. Continuing to reduce our dependency on Veritable Vegetable in this way is dependent on the availability of local offerings.

3. **Co-op Distribution Center** (CDC), operated by Albuquerque-based La Montañita Co-op, operates a dry, refrigerated, and frozen food pick-up and delivery system. Because La Montañita is much larger than our co-op, they can often negotiate better deals with suppliers than we can, so we obtain some items this way. CDC also purchases directly from farmers and producers in their regional food shed—an area that stretches from southern Colorado, throughout New Mexico, and into southeastern Arizona—and distributes these items throughout New Mexico. Another twist on local, CDC also provides delivery services for regional farmers and producers so that their products can be delivered to their customers under their



own invoice but by CDC trucks. This delivery service gives these farmers and producers a method for transporting their products beyond their local areas. At the same time, it allows our co-op to purchase products—such as Colorado potatoes and quinoa and New Mexico peanuts, milk, and cheeses—that we might not have access to otherwise. Our co-op supports CDC as much as possible, thereby helping it grow. 4. Nature's Best is a privately owned wholesaler and distributor of health and natural food products.

We purchase as much as we can from Nature's Best, but their prices are higher and their product selection is not as great as UNFI.

Like most decisions that operations must make in running our co-op, this one about where to buy products and from whom is complex. Joe Z. and his staff cannot simply decide to tackle concentration without also considering many other factors such as cost and quality. There are few other suppliers that can, and are willing, to deliver to us because we are off their normal delivery routes. Other suppliers who are willing to deliver to us have much higher shipping costs than UNFI.

Another point to consider is that many businesses prefer to buy from fewer suppliers because it's easier and lowers staff-related expenses. As Joe Z. explains, "Buying from many suppliers is inefficient business-wise and really is a pain in the butt. To us though, it's preferable to buy from as many local suppliers as we can even though it raises our employee costs."

To me, and I hope to you, the most exciting news is that the percentage of purchases we're making from local suppliers is increasing, while the percentage of purchases from our four major suppliers is slowly decreasing. Although we might not purchase large amounts from our local suppliers, it's because many of these businesses are really small operations. As co-op president Susan Van Auken suggests, "Perhaps we need to realize that this might be what buying local foods and products looks like—buying from many smaller farmers and producers. We buy what local people have to offer, even if it is only one product." The products the co-op purchases today from these people include vegetables and fruit, cheese, eggs, bulk items, milk products, salsa, bread, tortillas, ready-made food, herbal products, body care products, and even some supplements. This is a long list! To me, this is exciting—we can buy from many, many small local businesses, and we do. ✨

YOU ARE INVITED

Come Bowl with Us

learn about the board of directors
and think about your potential role
as a board candidate

Please attend and have fun!
Lanes, shoes, snacks, and
interesting conversation provided

Bring the family!

Silver Bowling Center, 2020 Memory Lane

DECEMBER 7, 2013

SOCIAL 1:30-2:00; BOWLING 2:00-4:00

Of course, short of running for a position on the board of our co-op, there are many ways to support our co-op: shopping at our co-op, telling friends about our co-op, sharing special expertise with an educational session in our community room, bagging groceries at member appreciation days, serving on a committee, or volunteering for co-op community needs... there is something for everyone! Now, I understand that if anyone decides to run for our co-op board of directors because of reading this article, that I will earn my co-op wings. I believe I hear a faint tinkle..... ✨

Volunteer Discount Policy

Members who volunteer for 3 hours of work receive a 15% discount on all purchases for one day. Discounts must be used within the same calendar year of their volunteer work.

If you are interested in volunteer opportunities at the Co-op, email or call Carolyn: carolyn@silvercityfoodcoop.com (575) 388-2343.

Board Meeting Schedule

The SCFC Board of Directors meets the second Wednesday of each month in the Co-op Community Room, 4:30-7:30 pm, the agenda for the meeting is posted in the store at least one week prior to the meeting.

Ten minutes is set aside at the beginning of every board meeting for member comments. The time will be divided evenly among those member who would like to speak. If ten minutes is insufficient, a special meeting may be called on another day. If a member wants more time, they can contact the president and ask to be added to the agenda. Please make this request at least one week before the meeting.

Silver City Food Co-op Board of Directors

Susan Van Auken/President
Board Term: 2013-2016
susanvanauken@gilinet.com

Carmon Steven/Vice-President
Board Term: 2013-2016
yankiecarmon@gmail.com

Gail Rein/Secretary
Board Term: 2011-2014
rein.gail@gmail.com

Jerry Boswell/Treasurer
Board Term: 2012-2015
gboswell5275@msn.com

Meadow Clark
Board Term: 2012-2015
meadow@conflictmediation.net

Lynno Aldin
Board Term: 2012-2015
lynno@peacemealcoop.com

Lita Furby
Board Term: 2011-2014
luddite555furry@montana.com

Natural Flavors:

Getting you to the “Bliss Point”

by Monica Rude



Food designers put a lot of effort into making most processed foods tasty and as addictive as possible by controlling “mouth feel,” crunch, aroma, color, and adding flavorings. These additives are necessary because the processes of canning, freezing, dehydrating, hydrogenating, deodorizing, sanitizing, cooking ahead of time, transporting, and storing these products before they get to your plate would leave them devitalized and tasteless without additives.

Flavor is the primary reason you buy a product again and is accomplished via natural and artificial flavorings. You might think a natural flavor differs substantially from an artificial flavor, but no, they are almost the same thing, both are man-made. According to the FDA, natural flavors must be entirely derived from a natural source, i.e., from herbs, spices, fruits, vegetables, beef, chicken, yeast, etc. One might think that a product that tastes like a strawberry must have a strawberry in it. However, the flavor that tastes like strawberry could come from any natural source, not necessarily a strawberry. Also shoppers perceive natural flavors as healthier than artificial ones but sometimes they aren’t. In reality they are the same chemicals produced by different methods. For example, amyl acetate, the chemical responsible for banana flavor, is considered natural when distilled from bananas using a solvent. When produced by mixing vinegar with amyl alcohol (a by-product of ethanol production), adding sulphuric acid as a catalyst, produces an artificial flavoring. Both of these products smell and taste like a banana.

The FDA does not require flavor companies to disclose the ingredients of their additives, so they might not be listed on the label. Since artificial strawberry flavor contains over 49 chemicals, some with a dozen syllables, it wouldn’t be practical, right? This means the consumer must learn to “read between the lines” when inspecting label ingredients. For example, disodium guanylate and disodium inosinate are commonly used as flavor enhancers to deliver a yummy, savory, salty, meaty flavor to processed foods. Their source might be from fish or pork, or they could be produced by microbial fermentation on tapioca starch. Either one could be listed on the label as “natural flavor” since the FDA considers both processes natural. These chemicals might be combined with glutamates from amino acids or they can combine with sodium in the food to create monosodium glutamate (MSG). This may or may not be listed on the label. MSG makes bland food tasty by stimulating the taste buds but also can be an excito-toxin in susceptible individuals, causing headache, rash, insomnia and other side effects. Anyone known to have this sensitivity wants to avoid foods containing MSG. This chemical can also be hidden in other ingredients, including spices, yeast extract (any kind of extract), HVP (hydrolyzed vegetable protein), flavoring, soy protein concentrate, sodium caseinate or “E” numbers 621, 635, etc. Consumers would be wise to realize their taste buds (and their purchasing power) are being manipulated by “flavorists” who can make any food taste like anything the fla-

vorists want, including coconut creme pie, tiramisu, tutti frutti or rhubarb. One manufacturer put it this way, “The trick to making a product taste good is to only give the customer just enough flavor to tease their taste buds, you never want to satisfy their tastes. They must want the flavor over and over again, in this case never getting enough vanilla flavor on their palate. That’s what keeps them coming back for more” (www.naturesflavors.com). Remember: food additives, including natural flavors, have nothing to do with nutrition! They have to do with making you buy the product again so the manufacturer can make money.

What’s an eater to do? 1) Read labels; 2) Educate yourself, look up ingredients on the internet. How are they made? Why are they used? Do you want these chemicals in your food ; 3) Make it yourself. It will taste better than anything you can buy; 4) Contact food companies and let them know if you are not buying their products and why not. They are very conscious of how they are perceived and sensitive to consumer pressure. Bon appetite! ✦

[Monica Rude owns Desert Woman Botanicals and lives in Gila where she grows herbs for the product line and cooks from scratch.]



LOCAL FOOD:

KEEPING IT REAL

BY DAVE GUTKNECHT

Food co-ops have been essential to the ongoing revival of cleaner food and local food economies. Across the continent, they are often in the forefront of campaigns to know where food comes from and how it was produced. However, their well-intended projects may not always lead to sustainable results.

Over time, food co-ops have learned much about business...or they have gone out of business. A key set of lessons resulted from attempts to operate distributors. As the natural/organic food sector grew, grocery distributors one by one were merged with or sold to other businesses. Food co-op warehouses operated for 10 to 30 years before giving way to distributors whose greater economies of scale made them better suppliers of goods and services to retailers.

Produce distributors have fared slightly better. The rebuilding of local/regional food economies inevitably encounters distribution logistics, and there are continuing attempts to form niche operations, often with the aid of grants and nonprofit funding. Yet costs and pricing remain fundamental.

Local producers have to wrestle with questions of scale and options for direct sales at top dollar vs. selling more volume at a lower margin to a retailer or distributor. For the retailer as well as the producer, there may be good will but there also must be good negotiating. Distributors

likewise must generate a margin that will enable them to stay in business.

Reports here reflect these issues. La Montanita Co-op’s regional distribution center expects to break even when it reaches \$5 million in annual sales, and its FUND helps growers scale up. Roanoke Co-op, with careful planning, projects that its new urban farm will break even after three years. Wedge Co-op, having operated Gardens of Eagan for five years, relocated it to a larger farm but will need many more years to earn back that investment. Neighboring Food Co-ops has needed grants and seeks greater scale for its regional frozen foods line.

We can anticipate that new models of land ownership, including investments by consumer cooperatives, will be part of a better food economy. But we cannot assume that such operations will readily show a profit in a competitive market. (In another case, following this magazine’s 2009 report, a food co-op lost tens of thousands of dollars on an orchard it bought before giving it up.)

The numbers behind the public stories illustrate some of the challenges of changing the food economy. One could say that achieving necessary scale in support of production and distribution is simply basic – except that sometimes the passion to promote local farm and food enterprise can override recognition of the math. (“Production costs HOW much per pound?”) Behind local food there are difficult financial constraints, and much-loved producers often remain dependent on non-food jobs and/or are going further into debt.

Co-ops, to their credit, have gone beyond most retailer prac-

tices in helping promote local producers. Nevertheless, it’s still the case that local products often cannot underprice imports, and continuing education is needed to convey the added benefits of local food. There are real limits to customers’ tolerance of higher prices for cleaner, fresher, local foods – and that, along with other factors, makes it challenging to compete with goods imported from larger producers in other regions. (Overall, in the price of food consumed at home transportation is a fairly minor part; similarly, factors other than distance are greater determinants of whether the carbon footprint of local food is actually smaller.)

A positive aspect of new approaches to the deeply-rooted problems of agriculture is that more people are learning about the real costs of food production, including local and organic: most farming is heavily dependent on the fossil fuel infrastructure, requires a huge amount of labor often not decently compensated, and is subject to a global production and distribution system that drives out small and local farmers.

Since no one knows comprehensively how to replace the present food system and all its awful resource degradation and worker/animal abuse with a cleaner and more humane one, we can applaud all attempts to plant the seeds of a more just economy. Co-ops are contributing great things toward that. But since we only have limited resources, we need to carefully scrutinize all such ventures if we want them to prove sustainable. ✦

[Reprinted by permission. Appeared in the Sept/Oct 2013 issue of Cooperative Grocer. www.cooperativegrocer.coop]

IT'S TURKEY TIME

Order your Organic Turkey for the holidays

Reserve your frozen Organic Prairie Holiday Turkey TODAY!

Organic Prairie turkeys are raised on small to mid-size family farms that cooperatively own the Organic Prairie brand. Turkeys are fed 100% organic feeds, given room to range, lots of fresh air, sunshine and never given GMO’s, antibiotics, hormones, synthetic pesticides, herbicides or irradiation.

Sizes: Small (less than 13 lbs); Large (13-17 lbs)

Price: \$3.52 per pound – A \$10 deposit (non-refundable) is required when placing your order.

Everyone pays the same price. No other discounts to members, board, volunteers or staff will apply.

Turkey pick-up begins Thursday, November 7th and ends Wednesday, November 27th

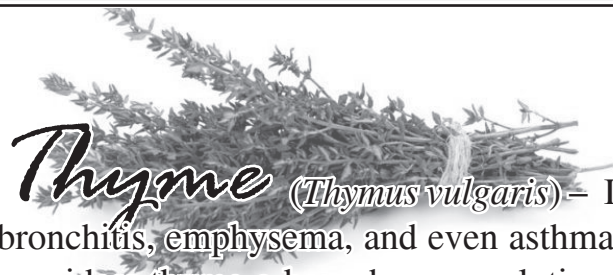
Thanksgiving is Thursday, November 28th
the Co-op will be CLOSED

November 2013



New Moon 11/3/2013 at 5:49:32 am (MST)

Full Moon 11/17/2013 at 8:16:30 am (MST)



Plant Your Medicine

Thyme (*Thymus vulgaris*) – In Europe, health-care practitioners use a variety of thyme products to treat coughs, bronchitis, emphysema, and even asthma. The German Commission E (a German governmental health regulatory agency) considers thyme a bronchospasmolytic, expectorant, and antibacterial. In a German study including more than 7,000 patients, a treatment of dried primula root and thyme extract proved as effective as synthetic drugs in treating bronchitis.

Grow it: Although you can propagate thyme easily from cuttings or plant divisions, you can also purchase small thyme plants and keep them alive on a windowsill while you eat them, then buy a new plant. Thyme prefers full sun, so grow it in a sunny window or under fluorescent or grow lights. Drought-resistant thyme needs infrequent watering and well-drained soil.

Eat it: Thyme commonly flavors soups, stocks and stews. It is a crucial element in many French and Middle Eastern dishes, including the classic French flavoring herbes de Provence. In the Middle East, it is combined with oregano and marjoram in the spice blend zahtar, used in flatbreads and to flavor meats.

Staff Celebrations

Birthdays

November 20 Joe Z

Unless humankind is committed to the belief that all mankind are his brothers and sisters, then we labor in vain and hypocritically in the vineyards of equality
~~Adam Clayton Powell, Jr.

Co-op November Events

- 12 Community Forum:**
& *Fats & Oils w/ Doug Simons*
- 14** Noon-1:30 pm both days
- 13** Monthly Board Meeting 4:30-7:30 pm
- 19** Member Linkage Committee Meeting
11:00 am - Noon
- 21** **Member Appreciation Day!**
- 28** **Thanksgiving Day CO-OP CLOSED**

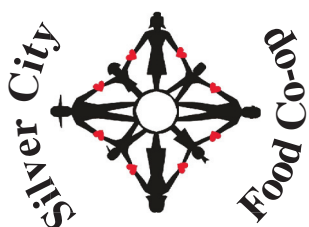
December

- 10 Community Forum:**
& *Cultured Vegetables w/ Jane Papin*
- 12** Noon-1:00 pm both days
- 11** Monthly Board Meeting 4:30-7:30 pm
- 17** Member Linkage Committee Meeting
11:00 am - Noon
- 24** **Christmas Eve Co-op Closes @ 5pm**
- 25** **Christmas Day CO-OP CLOSED**
- 31** **New Year's Eve Co-op Closes @ 5pm**

January 2014

- 1** Monthly Board Meeting 4:30-7:30 pm

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