

Silver City Food Co-op Garbanzo Gazette

Volume 18

✧ Your Monthly Newsletter ✧ August 2018

Co-op Hours:

Mon. - Sat.
9 am - 7 pm

Sunday
11 am - 5 pm

575•388•2343
520 N. Bullard St.

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**YOU
ARE
WHAT
YOU
EAT**

907 North Pope Street

By the time you are reading this, the decision to purchase the property at 907 N. Pope St. will have been made. If the situation remains as it is at press time, the Board will pursue this relocation option.

The idea to move the Co-op is far from new. Back in 2011, a business audit was done by the National Cooperative Growers where they predicted that by 2014, the Co-op, if it continued on the growth path it was on, would have maximized its potential at our current location.

The 614 project (the Market Café) was started in 2014 as a discovery process to see if it would suit the future needs of our Co-operative. Architectural drawings as well as costs were developed and explored. It was finally decided that the property was good (the building would have been mostly replaced), but the parking situation would remain.

Other properties around town were explored, Members were asked if they would support the Co-op if it moved out of Downtown and small focus groups explored some options.

While the Co-op has been exploring relocating for years, in 2017 the Board made it official that it was our strategic plan to relocate our business. It was totally unexpected that the Pope St. property would suddenly become available.

Just for its location as still part of historical downtown and with the added plus of adequate parking, this property had been previously recognized as one of the ideal places for the Co-op.

The sudden loss of funds for Life Quest put the property on the market and they offered to sell it to us at a highly discounted price. The question became, "could our Co-op afford this opportunity?"

After a lot of number crunching, it was determined that we can safely purchase the property and pay for it from our current business. The opportunity was too good and we are able to afford it.

The Board pursued its due-diligence and thoroughly had the property inspected from structural integrity to EPA environmental hazards. This was determined to be a very sound investment.

But the decision to relocate, despite acquiring the property, has not been made. There are further studies to be done and additional financing to be had. If it is found that it is too costly to renovate and move, the property can be sold off at no loss to the Co-op. There is also the possibility to rent out parts of it. The Board is proceeding slowly and cautiously.

This Newsletter is wonderful for getting the word out about what is happening. It is limited though in timeliness and in ability to get feedback. For that we need to use our website: silvercityfoodcoop.coop

By the time this Newsletter hits the stand (or soon after), a working draft of the Business Plan will be online as well as a way to give suggestions, feedback and thoughts.

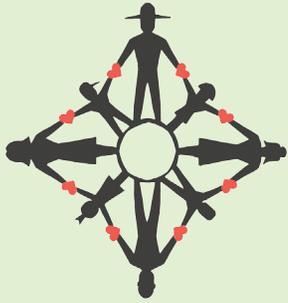
This is an exciting time in our Co-op's history and the goal is to allow our Co-op to reach more of the community with a solid location that can serve us for the next 20 to 40 years. ✧ ✧ ✧



2029 members/owners strong and counting . . .

Silver City Food Co-op

established 1974



www.silvercityfoodcoop.coop

Store Hours

575-388-2343

Mon-Sat 9am-7pm

Sunday 11am-5pm

Vision Statement

Promoting the inherently healthy relationship between food, community, and nature.

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

Joe Z

general manager

Mike Madigan

assistant manager

The Garbanzo Gazette

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Submissions are welcomed!

Submit letters, articles, or items of interest to:

judith@silvercityfoodcoop.coop

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Cup o'

Joe

by Joe Z



How should we communicate to you? Well, that's probably a silly question because if you are reading this, then we found a way. So, I guess the question is actually, "How should we communicate to those who are NOT reading this column or our Newsletter."

We print only around 600 copies of this Newsletter and they usually last until the new issue comes or close to it (currently we are out of the last issue and there are still five days to go before the end of the month so maybe we will up it to 700).

But we have over 2000 members so just these numbers suggest that a lot of folks aren't interested or perhaps just too busy. So how do we get our messages to these folks?

Let's look at a couple more numbers: our MAD discounts are consistently only used by around 800 Members. That's up considerably from when we had the 1-day MADs which only had around 250 Members use it (shameless plug: 3rd Annual 3-Day 15% MAD coming in September). We also put out email blasts which according to the statistics we receive have a much higher than industry average "Opens". Which is great! We all love being better than the industry average. Our Co-op is NOT average. None-the-less, the actual number of "Opens" are usually between 800 and 900.

So we are certainly detecting a pattern here. It's actually one that we have known about for years: Despite the fact that our Membership hovers around 2000 plus, the majority of our revenues come from about 800 to 900 people.

Where are the other 1100 to 1300 Members? Well they do shop here yearly and they do give us the \$10 equity payment but overall they do not use our Co-op much. Why? And how do we communicate to them? How do we get THEIR feedback?

We have been planning a huge Member Survey in October. We have no details yet and there is a lot of talk of changing it into a full Marketing Survey done by an outside firm. That will be costly but especially with a pending relocation, most probably really necessary.

Will these Members start shopping with us more if we had ample parking? Will these Members start shopping here if we had more fresh meat? Will these Members start shopping here if we had quicker check-out at busy times? We have anecdotal input that the answer is yes to all these.

Around two years ago, we decided to focus our attention inwards rather than outwards. We were constantly signing up new members but they wouldn't stick around. Our goal was to stop getting more casual Members and focus on those who are already here. In some ways it's been working – revenues are highest ever at our Co-op yet our Membership is a bit smaller than a year or two ago.

And that's all nice and good. Personally, I wouldn't care if our Membership dropped to 1500 if all those folks were shopping here as regularly as our 800 "core" shoppers. But, again, how do we communicate with these folks if they are not responding to our current deluge of information. We can

speculate but we really do need some data so we can make good decisions.

Now we don't WANT our Membership to shrink. What we really want is that all 2000 plus Members use their Co-op more.

Now we also have another means of communication that we haven't used that much and that is our website. It looks great and it has a lot of information on it. It is looked at usually by new members, but it is not that effective. So another goal is to get our website functioning better.

To this end, we will be releasing our Business Plan on our website hopefully by early August. And although we haven't decided exactly what format, we will have some method of input from our Members. Right now I'm thinking it will be a response form, although I'm also looking at a forum.

But that is just the start of using our website more. Wouldn't it be great if we could email each Member a month before their equity payment is due and then have the ability to

pay it online instead of getting surprised at the registers? Wouldn't it be great if we could live stream (and save) some our important meetings. Wouldn't it be great if we could purchase some items on our website – even if it is just gift cards at first? Wouldn't it

be great if we had ongoing surveys and other input means?

We are limited by our imaginations. And time. And money. Wouldn't it be great if we could have it all at once?? But we can't, so things will slowly be implemented one by one over time.

By the way – within our Membership, we know exactly who is using the Co-op and how they are using it. We have troves of information but parsing it down and contacting folks takes time (and \$\$).

When a new Member joins – how do we follow up with them? When a Member leaves the Co-op, how do we find out why? Do we talk to our core members differently than we chat with our casual Members?

And when does all this become intrusive? Let's face it, most folks are inundated by information from all different sources. We certainly don't want our communications to be a burden and an annoyance.

Maybe the answer is to go in a different direction and communicate through Mimes and interpretive dance. Sometimes when we let our imaginations run wild, it takes you into strange territory.

But for now – check out the Business Plan on the website and leave some great feedback!



Get your tail to the

Dog Days of Summer **Sale**



August 1 - August 31

**Come on in for
Extra Savings All Month!**

- on selected items •
- limited to stock on hand •

Kitchen Meditations

Summer

Kellygold Skellig Sweet Cheddar Bruschetta

(Adjust toppings to suit your preference)

Ingredients:

1 crusty baguette
4 oz. Skellig Sweet Cheddar, shredded or diced
Fresh basil, rinsed and torn
Sundried or sliced fresh tomatoes
Cracked pepper to taste
Handful of your favorite toasted nuts: almonds or walnuts go nicely
2 tbsp. olive oil
2 tsp. balsamic vinegar

Directions:

Serve warm or cool. For a warmed version, heat oven to 350 degrees. Slice baguette and arrange on baking sheet. In a large bowl, place cheese, basil, tomatoes and nuts. Dress with olive oil, vinegar and pepper until mixture is coated. Top slices of bread with bruschetta mixture. Bake for 5-10 minutes until cheese is melted. Enjoy as an appetizer, snack or a meal in itself.

*If preparing this recipe for one, it's easy to modify the amounts called for.

Cucumber, Tomato & Avocado Salad

Ingredients:

1 English cucumber, diced
4 Roma tomatoes, diced or sliced
3 ripe avocados, diced
red onion, diced
¼ cup (10 g) fresh cilantro, chopped
1 lemon, juiced
salt, to taste
pepper, to taste
2 tablespoons extra virgin olive oil (optional)

Preparation:

Dice cucumber and tomatoes
Slice avocado and carefully remove stone. Scoop out inside and dice.
Peel and slice onion.
Chop cilantro and place in a large salad bowl with previous ingredients.
Toss with olive oil, lemon juice, salt and pepper.

Enjoy!



Health Nuggets

Connect to Nature!

As we move through August, Nature is undergoing its last burst of growth before harvest time. According to Chinese Medicine, the energy of late summer corresponds to the nurturing Earth element, so the next month or two (depending on where you live) is an important time for self-nurturing and self-cultivation. This is an ideal time to fully ripen and transform, reveling in the last of summer's bounty.

Try the following tips to encourage a harmonious digestive system and peaceful spirit.

- *Eat fresh, seasonal produce. Try grilling some cauliflower or compose an avocado and mango salad. Get creative!*
- *Nurture yourself. Relax with your favorite music or read a great book. Treat yourself to a trip to an interesting location, near or far, or take a bath by candle light.*
- *Connect to Nature. Spend time in Nature each day, whether it's a long walk in a beautiful place, a trip to a botanical garden or simply enjoying the wonders to be found just outside your back door.*
- *Don't worry, be happy! According to Chinese Medicine, worry is the main emotion that impacts the digestive system. When you find yourself in a worrisome situation, take a step back and breathe deeply. Look for a new way to view things. Find a reason to smile.*



The Frugal Co-op Chef

Grapes & Cheese

*Sweet and savory
is the definition of this satisfying snack!*

Ingredients:

1 cup red grapes
1 ounce Cheddar cheese

Place grapes and cheese on a small plate or in a sealable container for an on-the-go treat.

Jake's August Produce Picks

Eight Fun Facts about Grapes



1. Brought From Spain

Spanish explorers introduced the fruit to America about 300 years ago.

2. They're Berries!

Yes, grapes are a kind of berry. They have a leathery covering and a fleshy inside, similar to blueberries.

3. The Grape Family

There are more than 8,000 grape varieties from about 60 species. The main types are American and European.

4. Calories and Nutrition

One cup of grapes, with about 100 calories, provides more than a quarter of the daily recommended values of vitamins K and C. Grape seeds, which are edible, are chock-full of antioxidants.

5. Grapes into Wine

It takes about 2.5 pounds of grapes to make one bottle of wine.

6. Grapes Making Raisins

Raisins are dried, sweet grapes. The drying happens naturally when the grapes are left in sunlight.

7. Concord Grapes

These plump blue grapes get their name from Concord, MA, where they were developed. They have a distinctive taste and can survive colder climates.

8. Many Colors

Grapes come in many colors, including green, red, black, yellow, pink, and purple. "White" grapes are actually green.



Produce Manager Jake says "Stay cool with the August produce picks."

Avocados

With their rich, creamy texture and mild flavor, avocados are pretty much perfect on everything: tacos, rice and beans, burgers, and even served up in a sweet smoothie. In recent years, it seems as if avocados have gone from being a, mostly, Mexico/California thing to beloved by the masses just about everywhere. Avocados have been cultivated in Central America since at least as early as 5000 B.C.E. and are thought to have originated in the Puebla region of Mexico. There are at least 14 officially recognized varieties of avocados grown throughout tropical regions worldwide.

The word "avocado" comes from the Spanish name for them, "aguacate." That, in turn, comes from the indigenous Nahuatl word for avocados, "ahuacatl." Taste alone is not what brought the humble avocado to such global heights. Avocados also boast a rich suite of healthy nutrients like vitamins B, C, E, and K, along with a substantial dose of healthy monounsaturated fats. The fiber and healthy fats in the avocado help you stay full and feel energized longer after eating, reducing cravings and supporting weight loss. Any way you slice them, avocados are just plain good eating. Best known and loved, probably, in the form of guacamole, they are uniquely delicious no matter how you prepare them. Try whirling it into hummus, slicing atop burgers and hot dogs, add them to smoothies or just pour your favorite dressing on top.



Becky cooling off in her stuffed refrigerator.

Becky's August Dairy Pick

Kerrygold Skellig Sweet Cheddar

Kerrygold Skellig Sweet Cheddar is a creamy, full-flavored cheddar imported from Ireland. As with all Kerrygold cheeses, Skellig is a hormone-free and antibiotic-free cheese, produced with milk from grass-fed cows that graze on the lush pastures of Ireland. While the word "sweet" is in its name, don't expect this to be a dessert cheese but, rather, a confident addition to a cheese board or melted into sauces and fondues. Semi-firm, creamy and savory, it offers a rich and tangy flavor with just a hint of sweetness, reminiscent of honey and butterscotch.

CO-OP Community

Co-op Community Donations

The Co-op donated to or collected donations on behalf of these organizations:

*The Volunteer Center
The Food Pantry
Virus Theater*

We would like to thank the members who give generously each month with donations to the Food Pantry through the Food Co-op's "Chili" program.



Thank You Co-op Volunteers!

Many thanks to these member volunteers for their service.

Ellen O'Bryan • Bridget O'Leary
catherine bialopiotrowicz • Lora Collins
Malika Crozier • Tasha Marshe • Tim Garner
Scott Zager • Jennifer Lamborn • Debraura James
Susan Van Auken • Jane Papin • Logan Campbell



Calling for Guest Writers!

Do you love your Co-op?
Do you want to help get
the word out
about the issues
facing the Co-op?



We would love your help writing articles for the Garbanzo Gazette!

If interested please email
judith@silvercityfoodcoop.coop

Three hours earns a 15% Volunteer Discount

Taste Samplers Needed!

Isn't it fun to get free food?



It's even more fun to be the gracious person giving the food. Become a sampler and hand out food samples on Wednesdays from 9 am to 12 noon or 12 noon to 3 pm.

It's fun and you get to see all of your friends.

Contact: judith@silvercityfoodcoop.coop

Round Up Donation Program

The Silver City Food Co-op invites you to "Round Up." This means that, as a customer, you can round up the balance of your total purchase to the nearest dollar, thereby donating that amount to a local non-profit. Donation recipients change every month. Information can be obtained at the cash registers when you check out. Many thanks to our cashiers who make this program work so that we can all give to our community.

Round Up for August

Girl Scouts of the Desert SW

Please round up in August for our local chapter, Girl Scouts of the Desert SW. Our small group here needs your help. It's a non-profit organization for girls 5-17. With your assistance, girls can continue to develop a wide range of skills and interests in an all-girl, girl-led and girl-friendly environment. Thank you!



June Round Up \$1275.00!

Literacy Link -Leamos

LLL is Grant County's community-based family literacy program. Their mission is to raise literacy levels in our county, helping as many people as possible through free tutoring and outreach projects.



Round Up for September

NM Breastfeeding Taskforce

Check out the following list to see a few of the services offered to mothers, families and our community by this valuable organization.

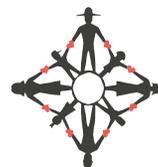


New Mexico Breastfeeding Task Force

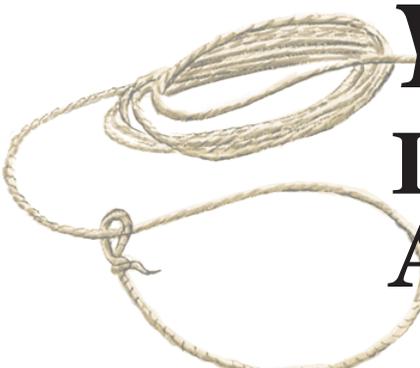
- Supporting hospitals and clinics in their efforts to achieve Baby-Friendly designation
- Empowering peer counselors to improve breastfeeding duration rates across New Mexico
- Improving workplace breastfeeding conditions
- Hosting an internationally recognized annual breastfeeding conference
- Advocating for supportive legislative policies and building chapter/community support

Silver City Food Co-op Lip Balm

\$2.49



Have you tried our new Silver City Food Co-op lip balms? Made locally by Desert Woman Botanicals, they come in Ginger Peach, and Cherry flavors. You can find them at each of the registers. Try one today!



Yeeeah Haw! It's Round-Up Application Time

By Scott Zager

The Silver City Food Co-op (SCFC) is proud to sponsor a community donation program called “Round Up”, in which customers can voluntarily roundup the balance of their total purchase to the nearest dollar and donate that discretionary amount to a local benevolent cause. Each year during the Fall, a rotating calendar of monthly recipients is selected by the SCFC Membership Connect Committee for the upcoming year. One benevolent organization is selected per month and all roundup donations made during that month will go to that designated recipient. Throughout the month, all the “pocket change” given by SCFC shoppers and members will be collected and donated to that month’s designated “good cause”. Pennies, nickels, dimes and quarters add up. Individually, these coins don’t buy much...not even a cup of coffee. Collectively, they are a substantial donation by Co-op members and shoppers to people dedicated toward good works in our community. Since its inception in December of 2016, sixteen different recipients have received thousands of dollars of donations from SCFC. Last year alone the Round-Up Program raised \$19,235!

Are you interested in helping a bunch of “Do-Gooders” receive cash donations for worthwhile causes? Then encourage your favorite benevolent organization to apply for 2019 Round-Up money donated by our generous shoppers at the SCFC. Those interested in applying can download the application from the SCFC website beginning September 1, 2018 [<https://www.silvercityfoodcoop.coop/round-up>]. Completed applications and attachments will be accepted by e-mail through midnight September 30. Selections will be made in December.

Applicants will need to provide a narrative about themselves including their mission statement, a brief description of their organization (where it’s located, how many employees, and/or volunteers, and who is served). Specific information on how Round-Up funds will be used must be included. Applicants should also describe how the intended use of Round-Up funds aligns with the SCFC’s mission. If an applicant has previously received Round-Up funding, SCFC would like to know how past funding was used for its intended purpose.

Should your organization be selected, the following will be required just prior to, and during a recipient’s month: 1) the SCFC must have posters above the cash registers announcing the current “cause-of-the-month”. The recipient will need to help SCFC design and print these posters in an attractive and most-appealing format, 2) 100-200 brochures with information about the awardee, 3) up to three photos representing the awardee’s work, 4) a ten minute presentation about the awardee during our monthly cashiers meeting (these talks should be designed to generate excitement for an awardee’s mission, because our cashiers will be the one’s asking if shoppers desire to roundup as they pay for their purchases), and 5) two mandatory, 3-hour shifts in the Co-op where recipient’s representatives interact with our shoppers about their cause. The first must be scheduled during the beginning week of the awardee’s designated month. (Please note: other requirements may be included online with the application for Round-Up funding.)

Should your cause be selected, here is a tip that will maximize giving that month. First and foremost, consider that the more people advocating a benevolent cause at the store, the more donations the awardee will likely receive. Presenting to the SCFC Board of Directors and submitting an article for publication in the Garbanzo Gazette will also generate awareness and enthusiasm among SCFC members so they will want to give generously.

The Silver City Food Co-op is proud of our cashiers who make this program work so we can give to our community. We are also very grateful to our members and customers who are so generous in their giving to our community. SCFC follows seven cooperative principles, among which includes a “Concern for Community” and we at SCFC strive to connect in meaningful ways to our community.

So to all you “do-gooders” out there, we at the SCFC wish you success. We are grateful for the many contributions you make to better our community...and hope that you will consider working with SCFC in the Round-Up Program. Thanks again for all you do! We hope to work with you in the near future!

MAD September
Three Day MAD
September 26, 27, 28

to receive **15% off your purchases!**
(Excluding mark-down items
25% maximum discount)

Be sure to tell the cashier **BEFORE** they start ringing up your purchases that you are using your MAD discount!

Member Appreciation Days (MAD) are offered 4 times each year, and are yet another way to save money at the Co-op.

Memberships are only \$10/year and you can recoup your membership by shopping just one **MAD**.

RAIN CHECK

Sorry we are out.
Lettuce make it up
to you!



We now have rainchecks
to give our member/owners
and customers
better service!

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



The Bitter Truth about Chocolate: Is Fair Trade Labeling Fair Enough?



By Jennifer Lamborn

Our Longstanding Love Affair with Chocolate

Chocolate--that decadent, seductive “food”--is now being touted as beneficial for one’s health and as a result, chocolate sales continue to increase worldwide. Not only does the consumption of chocolate release dopamine¹, but recent studies suggest that dark chocolate is loaded with more antioxidants than any other food source. Further, it is now believed that eating chocolate can reduce blood pressure and promote cardiovascular health. Undoubtedly, these studies were welcomed news for chocolate lovers! Americans and Europeans already cherish their chocolate treats and presently consume on average over 12 pounds each year per person. In fact, the worldwide appetite for chocolate has created a global market that is now worth over \$100 billion and growing.

Before the Spanish conquistadors arrived in Mexico in the 1500s, chocolate had been cultivated by the Olmec, Mayan and Aztec cultures. Anthropologists tell us that the pre-Olmec cultures consumed chocolate as early as 1900 BCE; which means human chocolate consumption has a 4,000 year history! The ancient Mesoamericans who first cultivated cacao plants in the tropical rainforests of Central America fermented, roasted and ground the cacao beans into a paste and mixed it with water, vanilla, honey, chili peppers and other spices to create a frothy, savory drink. It’s likely that these civilizations attributed mystical and spiritual powers to chocolate -- the ancient Maya worshipped a god of cacao -- and accordingly, chocolate was set aside for rulers, warriors, and priests (Klein).

Chocolate remained a symbol of wealth and power--the drink of the elite--even after it was brought to Europe by the Spaniards. To satisfy their craving for chocolate, European governments established colonial plantations in equatorial regions around the world to grow cacao and sugar. When European contact annihilated the Mesoamerican labor pool, people were abducted from Africa and forced to maintain these crops. It’s noteworthy that the European relationship with chocolate is directly rooted in a colonial economy that depended on slavery.

In the late 1800s, after the invention of the cocoa press, chocolate processing moved to the factory and was marketed to the average consumer. Family-owned companies such as Hersheys, Mars and Cadbury, flooded the market with a variety of chocolate products, and our love affair with chocolate has proven to be more than mere infatuation.

Cocoa and Poverty

Unfortunately, vestiges of colonialism persist in the expanding cocoa industry. Oxfam reports that only three food and beverage companies (Mars, Mondelez International, and Nestle) control more than 40% of global chocolate market share. These companies net more than \$45 billion each year and purchase close to one third of the world’s harvested cocoa (“Equality for Women”).

However, massive chocolate sales do not translate into a better life for the more than five million small scale farmers (cultivating less than 12 acres) who currently supply 90% of the world’s cocoa. Most cocoa workers live below the poverty line, especially those in West Africa where 70% of the world’s cocoa is grown. For example, in Côte d’Ivoire, a cocoa farmer averages \$342 a year while the poverty line in that country is \$5,840. With such low wages, child labor remains rife within the industry and will end only when the adult cocoa farmers earn a wage from which they can support their families. Additionally, women play a critical role in the production of chocolate, but they are consistently paid less than men, if they get paid at all.

Eating chocolate may have health benefits, yet most cocoa production neither benefits the farmers nor the land they cultivate. Expanded cultivation has led to deforestation, ozone depletion as well as water and soil contamination. The majority of cocoa farmers have no other options for their livelihood nor do they have the market leverage needed to demand decent prices for their harvests; thus, they are forced to increase cultivation.

So how much are we consumers willing to pay, ethically, for tasty antioxidants and a dopamine rush?

Positive Changes in the Cocoa Trade: The Fair Trade Movement

In 2002, the issue of forced and child labor in the cocoa industry was revealed in a series of articles titled “A Taste of Slavery” by Sudarsan Raghavan and Sumana Chatterjee, prompting Congressman Eliot Engel and Senator Tom Harkin to propose the enactment of a mandatory “slave-free” label for chocolate. The U.S. cocoa industry fought back, and, sadly, the proposal was reduced to a voluntary labeling system. Nevertheless, the publicity stirred up by these events galvanized consumer demand for fair trade certified chocolate.

“Fair Trade” certification is one of sixteen criteria used by our co-op staff when selecting products for our store. Co-op buyers well understand that international commodity trading often disfavors the poor since profitability increases with each link in the supply chain². Our product

selection policy states that we aim to carry products “which are healthy, supportive of local producers, help to build a sustainable food distribution system, and are produced in an environmentally sound and socially conscious manner. . .” When we purchase fair trade products, we hope to contribute to the improvement of people’s lives, and food co-ops rank as one of the most reliable places to find fair trade-certified products in the United States.

On the face of it, “Fair Trade” is a certification and labeling protocol that offers a solution responsive to the needs of both ethically-minded chocolate lovers and struggling cocoa farmers. Fairtrade International, also referred to as FLO (an acronym for Fairtrade Labeling Organizations International, their former name) is the largest ethical-trade organization on the planet. FLO unites a range of certification efforts under one umbrella and certifies producers in 58 countries. In order to be certified, farmers must adhere to a set of strict standards that includes a democratic cooperative structure, environmental stewardship and non-discriminatory labor practices. On this model, individual farmers are not certified; rather, they form cooperatives which receive the certification after paying an annual fee to the FLO.

Is Fair Trade Certification Effective?

When a cocoa growers’ cooperative is certified by the FLO, it is guaranteed a minimum price per ton of chocolate (presently, \$2,000 per metric ton) or the world market price, whichever is higher. Yet the Fairtrade minimum barely differs from the current world market price which has generally been higher for over a decade. The FLO states that their pricing standards are intended to cover the cost of “sustainable production,” although these standards have been called into question: “fair trade” prices do not necessarily cover the basic costs of life—housing, food, or education—for growers (Klaar). Fairtrade-certified cooperatives also receive an additional \$200 per metric ton of cocoa, known as the “Fairtrade Premium,” money that can be used to hire adult labor and buy tools. However, most growers are more appreciative of development projects—wells, pumps, schools—that benefit entire villages (Liessle).

¹Dopamine is a neurotransmitter that is released when you experience pleasure. This reward circuit is in part hard-wired by genetics, but it adapts to your specific preferences based on your life experiences. Such malleability of the brain is what makes each of us unique and explains why there are some people who don’t care for chocolate (Albers).

² Farmers earn the least. For example, a Ghanaian cocoa farmer earns 77cents/pound, while a chocolate manufacturer can earn more than \$70/pound. Local intermediaries make more than the farmers; export houses profit more than the intermediaries and international bulk cocoa traders and processor like Cargill and Archer Daniel Midland rake in annual profits in the multi-millions. Finally, the multinational chocolate manufacturers such as Mars, Nestle and Hersheys profit at least as well as the traders and processors. In sum, the longer the supply chain, the less money the grower earns. For this reason, among others, our co-op prioritizes local products where the supply chain is shorter.

Grind Your Own! Cashew Butter

**Sale Price:
\$10.62 a pound
through September 6th**



Cabinet crafted by member Joe Vencill

**Roasted, Unsalted Organic Cashews
from Zantye's, Bicholim, India
distributed by Tierra Farm**

Cashew Butter Cookies (flourless and dairy-free)

Ingredients:

- 16 oz. cashew butter
- 3/4 cup coconut sugar
- 2 eggs
- 1 teaspoon vanilla extract
- 1/2 teaspoon baking soda
- 1/4 teaspoon sea salt
- 1 cup dark chocolate chips (optional)

Instructions:

1. Preheat the oven to 350F and line a baking sheet with parchment paper. (You can generously grease the pan with coconut oil, if you prefer.)
2. In a large bowl, combine all of the ingredients except for the chocolate chips and stir well until a sticky dough is formed. Fold in the chocolate chips, if using, and then drop the dough by rounded tablespoons onto the prepared baking sheet. Use your fingers (getting them wet helps prevent sticking) to gently press the dough down into a cookie-shape, as these cookies only spread slightly.
3. Bake for 10-12 minutes, until the cookies are lightly golden. Cool on the pan for 10 minutes, then transfer to a wire rack to cool completely. Serve at room temperature, or store them in the freezer for a firm and crispy texture. (We prefer them frozen!)



Economist Viktor Kloor points out that because it's expensive to join the Fairtrade network, Fairtrade certification actually favors the (relatively) wealthy cocoa producing nations, thereby increasing income inequality, by enriching those nations who have enough wealth to become certified

at the expense of poorer nations. Often, he notes, only a fraction of Fairtrade cocoa is sold as such because of insufficient demand—as a consequence, certified cocoa is pooled in the general market and the grower profits even less. Rather cynically, he contends that Fairtrade certification gives consumers what economists call the “warm glow” effect because they can believe that they are doing something morally praiseworthy when they buy Fairtrade certified products.

It is important to know that some companies using the Fairtrade label do more than others to support growers. For instance, “direct-trade” bypasses the intermediaries (the traditional supply chain) and increases the cocoa farmers' profits and standard of

living. If you are a consumer of chocolate, you might consider asking difficult questions of the chocolate manufacturers and of the co-op (or other retailers) about the chocolate products they carry. For example, you should be able to ascertain how much the growers earned for the cocoa in a particular chocolate bar and where the cacao was grown. If answers to these questions are neither straightforward nor forthcoming, you might want to reconsider your buying choices.

A Step in the Right Direction

Just twenty years ago, there were very few fairly-traded cocoa products available on the world market, but today there is a growing number of participating companies and accordingly, an increased awareness of the real costs of chocolate. Fair trade cocoa is a necessary means of ending the use of child labor and exploitative labor in cocoa production. Global Exchange, an international human rights organization, concludes that the industry at large will adopt fair trade certification only when consumers demonstrate preference for fair trade cocoa through their purchasing choices. Fair Trade certification may not be perfect, but it's certainly a step in the right direction.



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Behind the Scenes at the Co-op

This column, which started in the November 2017 issue, features people who keep our co-op running smoothly. You can read the past issues of the Garbanzo Gazette on our website and learn about the general manager, POS (point-of-sale) workers, receivers, produce crew, finance department, assistant manager, and deli crew.



The Education, Membership, & Outreach Manager (EMO) The Manager-on-Duty (MOD)

The co-op has two staff positions referred to mainly by their three-letter acronyms, EMO and MOD. Many members may not even know these positions exist or what they are, because currently the co-op does not have an EMO Manager, and though there is always an MOD in the store, it is generally a low-profile position.

Education, Membership, and Outreach Manager (EMO)

With the possibility of moving the co-op to a new location, there is currently no active search to fill the EMO Manager position. When the right person appears and is hired for this position, we will all notice some changes, primarily because the EMO Manager is responsible for a full array of communications with member-owners as well as our education and outreach programs, all of which have been on the back burner for about a year.

The Education Component

Food co-ops around the country consider educational programs an important part of their mission. Our co-op wants education carried out in various ways and on a variety of topics. The EMO Manager will create educational opportunities by:

- Editing our vibrant monthly newsletter, the Garbanzo Gazette, which will include educational articles.
- Providing opportunities—through classes, signage, in-store demos, promotions, and the website—for members and customers to learn about the importance of eating the organic and natural foods we carry.
- Providing opportunities for member-owners and customers to learn more about the cooperative business model and why it is so important to support co-ops.
- Keeping customers informed about all we can do together as we strive to lower the ecological footprint of our business and shopping experience.

The Membership Component

The co-op exists because of its member-owners. We could not be a co-op without our member-owners, and we always need new members who support the mission and vision of our co-op. The EMO Manager will keep the membership program vital by:

- Creating communication conduits through which the staff and the board can inform members about issues of the day, through use of social media, email campaigns, our website, and our newsletter.
- Focusing on the needs of new members as they learn how to shop at the co-op.
- Developing a robust member program, and all the benefits that it offers.
- Creating and managing a member volunteer program.
- Keeping aware of the changing needs and desires of the membership.
- Supporting the board of directors as they plan and carry out the yearly board elections and general membership meeting

The Outreach Component

People who do not yet shop at the co-op have limited ways of learning about the co-op, our values, and our food. A program to reach out to potential new member-owners or customers is always a necessity to keep our co-op vital. The EMO Manager will reach out by:

- Providing educational outreach efforts geared toward the diverse, multi-generational, and multicultural population of our area.
- Creating and distributing news releases, external communications, and advertising.
- Being present at community events to strengthen the co-op's image and community awareness of the co-op.

Since the EMO position is not filled, many of the activities listed are more like dreams for the perfect co-op. However, a good number of the activities listed must be done, and these are currently the responsibilities of Joe Z, Mike Madigan, Carol Young, and Judith Kenney.



Manager-on-Duty (MOD)

From the moment the key unlocks the door at 6:30 AM, there is a designated manager-on-duty (MOD). This person is responsible for the store during his or her shift. Cashiers call for the MOD when they need change, approval for a return and refund over \$10, or in unusual circumstances, such as a customer wanting to write a check without an ID. The MOD also handles customer dissatisfaction, any unruly customers, conflicts when they arise, and maintenance issues needing immediate attention.

The MODs Mike, Leah, Jake, Kate, Evan, and Joe are the ones who open the store in the morning and close in the evening, making sure everything is properly locked and secure. There are two MOD shifts a day, and these six people, in addition to their regular job, take on this responsibility.



***Manager-on-duty, Leah,
making sure things are shipshape.***

HABA Department

NEWS

Featuring GladRags and Sustain Natural

By Allie Iacocca

The Health and Beauty Department at the Co-op is pleased to announce that they now carry natural latex condoms, lubricant, as well as reusable cloth menstrual pads and menstrual cups! The Co-op is pleased to offer more products to meet customer's needs and to provide environmentally friendly and ethically sourced body products.



Glad Rags is a woman-owned company based out of Portland, Oregon that makes reusable cotton menstrual pads since 1993. Glad Rags offers an alternative to disposable panty liners and pads which are expensive over time and less healthy for your body and the earth. Glad Rags are made of soft cotton flannel and are washable and reusable. This company is a B Corporation, which means that it is a for-profit business that meets “rigorous standards of social and environmental performance, accountability, and transparency.” (Certified B Corporation website)



HABA buyers, Allie and Tinisha, showing products new to our personal care section.



Sustain Natural, also a B Corporation, is a company owned by Jeffrey Hollender former co-founder of Seventh Generation and his daughter, Meika Hollender, that offers sustainable, fair trade, and non-toxic condoms. The company sources their latex ethically and supports fair wages, free education and healthcare for their employees and their families, and no child labor. The condoms have no nitrosamine which is a potential carcinogen that it found in most conventional condoms. Sustain condoms are also vegan and give 10% of their profits to support women's healthcare organizations in the U.S.

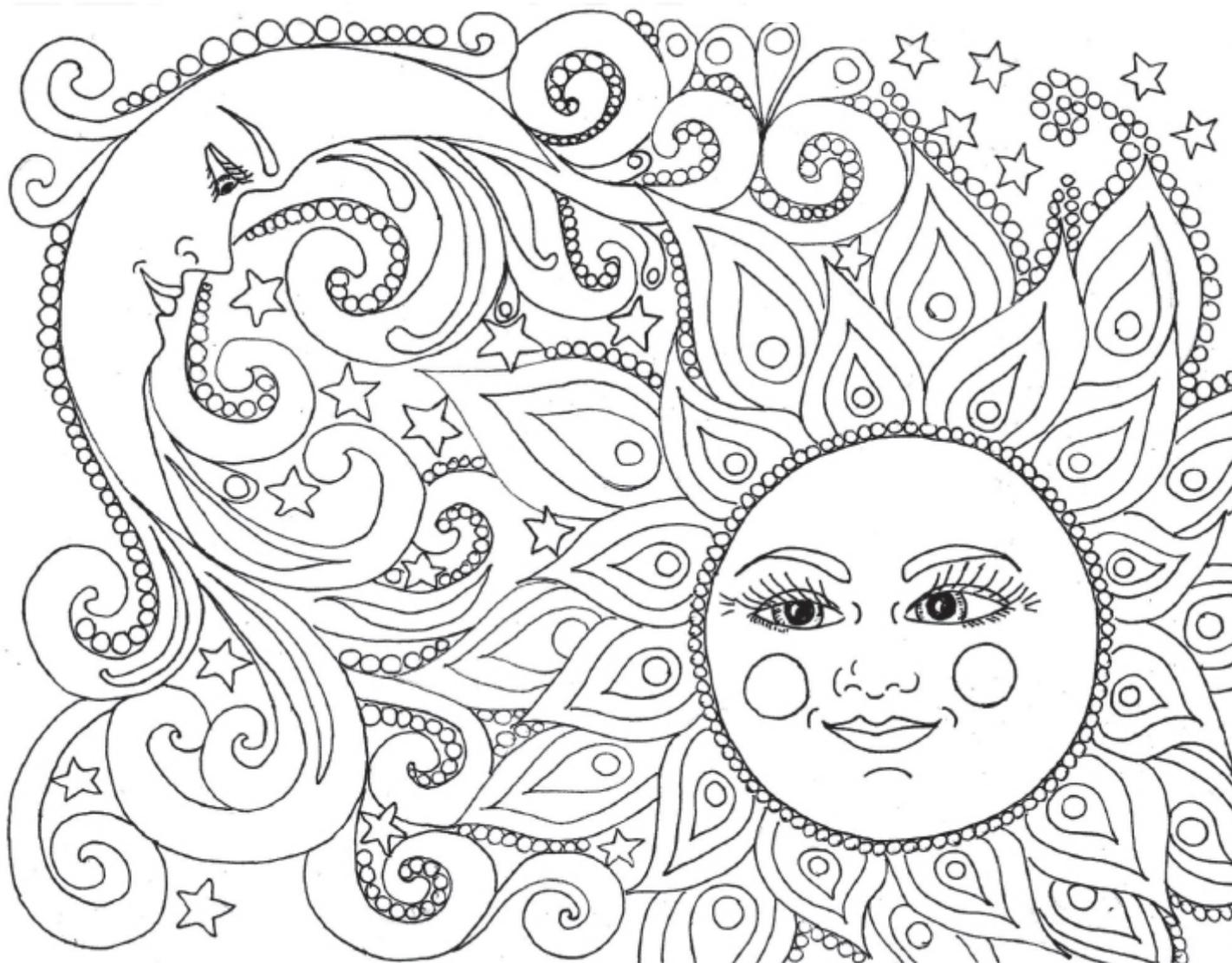
The Co-op is happy to offer these new products because they offer sustainable alternatives to our customers for feminine needs and sexual care. These products are now available in the Health and Beauty aisle. Come down to the Co-op and check out our display to learn more!



reborn Kids'

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: _____

AUGUST FULL MOON NAMES

Some Native American tribes called the August Moon the "Sturgeon Moon" because they knew that the sturgeon of the Great Lakes and Lake Champlain were most readily caught during this Full Moon. They also called August's Moon the "Full Green Corn Moon."

Different tribes used different Moon names. Other examples for August are:

"Wheat Cut Moon" (San Ildefonso, and San Juan),
"Moon When All Things Ripen" (Dakotah Sioux)
and "Blueberry Moon" (Ojibwe).

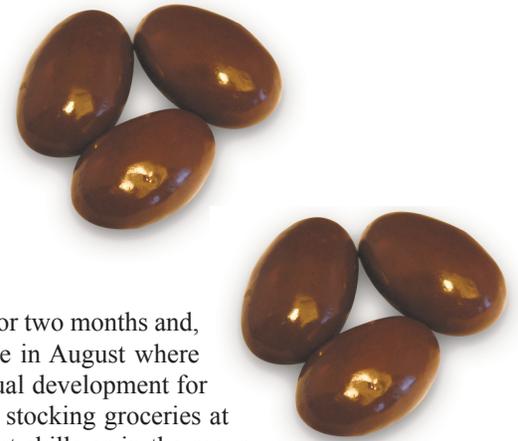




Annabella enjoys the smooth-melty-crunchy texture and satisfying flavor of our dark chocolate covered almonds.

STAFF PICK

Dark Chocolate Covered Almonds: A Perfect Indulgence



Annabella has worked at the Co-op for two months and, sadly (for us), is returning to college in August where she's in her junior year studying visual development for animation. When not cashiering and stocking groceries at SCFC, Annabella is practicing her art skills or in the mountains hiking or making music with her best friend Elysha who also works here. On top of all that, she enjoys hanging out with family and playing with her nephew.

Although Annabella had a hard time selecting one product out of her many favorites, she finally chose our dark chocolate covered almonds. She especially likes the not overly sweet, decadent crunch that they give to a bowl of popcorn and feels that they are a healthier choice than M & Ms and other similar products. What's not to love? A thick layer of yummy dark chocolate over crunchy roasted almonds. It's a winning combo. You may have to portion them out, though, to keep from eating the whole bag in one sitting!

**Cool
New
Product**

From the Frozen Department



Looking for a refreshing end-of-summer delight? Well, search no more! Drop by the ice cream cooler the next time you are shopping in the Co-op and snag a box of Luna and Larry's Coconut Bliss Raspberry Açai Chocolate Bars. With each bite you'll get a burst of luscious raspberries and exotic açai dipped in organic fair trade dark chocolate. Dairy-free, soy-free and gluten-free, these are a delightfully yummy and satisfying summer treat from an innovative company with an ongoing dedication to creating a great tasting, milk-free ice cream made with the highest quality organic ingredients. As delectable as they are, don't stop with the Raspberry Açai bars. We have a number of other unique Coconut Bliss flavors that are out of this world!

Yummm!!



2 U From Your Board . . .

Excellent Member Participation at July Board Meeting!



About 60 Co-op members attended the open board meeting focused on discussing the possibility of buying the Lifequest building. At least 10 of the attendees were staff members.

Board business started the meeting, including discussions about customer service and product selection involving members and staff, and review of hiring Cooperative Development Services (CDS) to work on board training and general manager-board relationship.

The next one and 1/2 hours were devoted to a question and answer session regarding what circumstances would prompt the Co-op board to buy the 907 Pope Street property. Many different viewpoints were expressed, such as concern about whether the Co-op can afford to renovate the property if it is purchased, and asking the board about its process in arriving at those kinds of decisions. Other perspectives included interest and excitement in having more space, parking, and product offerings, but encouraging a prudent financial plan and approach.

Jean-Robert Beffort provided a visual presentation of the comparison of the 520 property to the Pope Street property and described the process of an architect search and selection. Many members who were able to stay until the end of the discussion said they began to envision what the Co-op could become. Some were concerned about how quickly the board had to decide whether to purchase the property (July 31). The board reminded members that although they had the authority to make a real estate purchase, they would not do so unless it clearly benefited the Co-op as a relocation space or a revenue asset.

The board promised to hold more open meetings with time for Q & A in the near future and announce each step of decisions in the process as they happen on the website.





Shanti Ceane



*Jennifer Johnston
President*



*Jean-Robert Béffort
Vice-President*



*Laurie Anderson
Treasurer*



Julianna Flynn

Relocation and Expansion Update

By Laurie Anderson in Collaboration with the Co-op Board of Directors

In the July *Garbanzo Gazette*, Jennifer Johnston wrote about the beginnings of the Coop Board's deliberations regarding the purchase of the Life Quest Building (first introduced as a possibility at the Annual Meeting/picnic in May). At the time of this writing, we (the Silver City Food Co-op) had not yet finalized the purchase of the Life Quest Building. An offer had been made but your Board of Directors was still in the process of doing due diligence with inspections, investigation of financing options, and consideration of remodeling options.

Your Board of Directors and General Manager came to relatively quick consensus on making an offer on the building. The location was right, the property had great potential for further expansion, and the property was offered at a price which was well within our ability to afford. There are three factors which are driving the need to expand: Traffic access to the store, parking, and space in the store (for staff, for inventory, for processing, for customers). The move would address all three of these primary drivers.

Decisions on how much we can afford to invest in remodeling, how we should finance the remodeling, and who should oversee the project are proving to be much more difficult to make. Some board members and member/owners feel we should go for an extensive remodel, which would cost considerably more upfront but which may be more likely to increase sales, bring in new members, and limit the need for additional remodeling in the near future. Others feel that we should go with a more conservative approach which would involve remodeling just enough to make the move into the new store and reusing as many of the current equipment and fixtures as possible. The rationale behind this approach is that it would cost less, be less risky and we would be more likely to make the loan payments without an increase in sales. Then, gradually, we would consider further improvements and expansions if and when increases in sales make this possible. There are pros and cons to both approaches and your Board of Directions is putting a great deal of time and energy into making the best decision possible for the long term health of our cooperative grocery.

We are aware that both Management and the Board Members lack the level of expertise which would be ideal to have in overseeing a major remodeling of this kind. We have established an ad hoc committee that is charged with looking at what the scope of work would be for a project manager. In addition, we are considering different options for financing the remodeling project and are seeking outside expertise to help guide our decisions.

These will not be easy decisions or ones that we will make lightly. As your Board, it is our responsibility to make this decision but we would invite and appreciate your input. We have received some input from members/owners regarding this project but not to the extent that we would have expected. This expansion plan is just one of the many, many issues affecting the Co-op that will have an effect on you as member/owners. If you come to a Board meeting and speak, you will be heard. If you think that your input is likely to take more than a few minutes, you can ask in advance to be on the agenda. Alternatively, you can send your comments to board@silvercity-foodcoop.coop.

In June, we decided as a Board to experiment with having our traditional decision making meetings only every other month and holding discussion/brainstorming meetings on the other months with limited decision making. It is our hope that these alternative meetings will allow more time for in depth discussions between the board members and management and provide more time for member/owner questions and comments. Our first experimental meeting was held on July 18th and our next one is expected to be on the third Wednesday in September. It would be great to see many of our member/owners there. ❖❖❖

Board Meeting Schedule

The SCFC Board of Directors meets the third Wednesday of each month at the Volunteer Center on 13th Street at 4:30 pm.

Ten minutes is set aside at the beginning of every board meeting for member comments. The time will be divided evenly among those members 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.

Jennifer Johnston/President

Board Term: 2018-2021
johnstonjenny40@gmail.com

Jean-Robert Béffort/Vice President

Board Term: 2016-2019
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Laurie Anderson/Treasurer

Board Term: 2017-2020
laurindaa713@gmail.com

Shanti Ceane

Board Term: 2018-2021
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Julianna Flynn

Board Term: 2018-2019
juliannaflynn8@gmail.com

Board of Directors

August Sales

To Our Co-op Members & Customers: Please note that sales run for a two-week period.
 Each month 100s of items are on sale. To see a complete list, please visit our website.
 The pictured items are just a sample of the great values you will find at the Co-op each month.

August 1 - August 14



Alba Botanica
 Sunscreen
 SPF 45
 reg \$9.59
SALE \$7.99



Brown Cow
 Yogurt
 Assorted, 5.3 oz
 reg \$.99
SALE \$.75



Cascadian Farm
 Vegetables
 Assorted, 10 oz
 reg \$2.89
SALE \$2.00



Julie's
 Mango
 Sorbet Bars
 10 oz
 reg \$4.89
SALE \$3.99



Annie's
 Dressing
 Assorted, 8 oz
 reg \$4.69
SALE \$2.99



Nordic Naturals
 Probiotic Pixies
 30 pk
 reg \$27.99
SALE \$21.99

August 15 - August 28



Blue Diamond
 Artisan Nut-Thins
 Assorted, 4.25
 reg \$3.99
SALE \$2.50



Woodstock
 Cut Spinach
 10 oz
 reg \$3.19
SALE \$3/5.00



Crofter's
 Just Fruit
 Assorted, 10 oz
 reg \$4.59
SALE \$2.99



Quorn
 Chik'n Patties
 10.6 oz
 reg \$5.59
SALE \$2.50



Everyone
 Coconut/Lemon Lotion
 32 oz
 reg \$9.39
SALE \$7.99



Hyland's
 Calm 'n Restful
 125 ct
 reg \$7.99
SALE \$6.99

Members Only Specials

August 1 - August 28

20% OFF!
 listed prices



Woodstock
 Bulk
 Dark Choc Almonds
 reg \$10.99



Almond Dream
 Vanilla Low Fat
 Yogurt
 6 oz
 reg \$1.69



Rudi's
 Whole Wheat
 Hamburger Buns
 18 oz
 reg \$5.19



Trace Minerals
 Max-Hydrate
 10 tabs
 reg \$5.99