

Silver City Food Co-op *It's MAD!* Garbanzo Gazette

Volume 18

❖ Your Monthly Newsletter ❖ December 2018

Co-op Hours:

Mon. - Sat.
9 am - 7 pm

Sunday
11 am - 5 pm

575•388•2343
520 N. Bullard St.

LOOK INSIDE! • highlights •

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YOU
ARE
WHAT
YOU
EAT

- *Energize Your Co-op!* •
- *Become a SUPER SEED!* •
- *Give Today!* •

I wonder if those who founded our co-op more than 44 years ago ever expected where we'd be now. As we inch closer to the half century mark, I wonder if they ever thought that we'd be providing livelihoods for dozens of people and generating revenues in the millions of dollars. I wonder what the challenge and excitement level was like when it became clear that it was time for them to make the big jump to an honest to goodness storefront at 520 N. Bullard St., back in the 80's. And I wonder if they ever expected that we'd have 2000+ active members today, or that those members would generously donate their loose change to the tune of \$14,000+ a year to support local non-profits that provide so much to our community.

I'm not sure that our founders expected this "success" but I do know (1) that they intentionally founded this organization as a cooperative business based on values and principles, and (2) that they planted good seeds.

As a cooperative we are guided by our commitment to social responsibility; our dependence on and concern for our natural and built community; our belief in the democratic process, and the values (among others) of mutual self-help, self-responsibility, autonomy, openness, honesty, and independence. These are the good seeds that we have grown from. They are the good seeds responsible for our success. These are the good seeds that we now rely on as we plan for what our co-op will be for the next 44 years.

Your Board of Directors, co-op management, staff, and committees have collectively put in hundreds of hours over the course of the last few months, working together (mostly!) to generate ideas and plans for what our new space at 907 N. Pope St. should look like. *Now, we must begin, in earnest, our efforts to raise the funds to enlist the professional support of an architect and engineers to put these ideas on paper and see what we're truly up against. One principle that guides co-ops is Member Economic Participation, and co-op's around the world have relied on economic capital generated from their members to fund efforts like this.*

As you will see in this month's Gazette, the response to our recent Membership Survey was fantastic. With well over 1000 co-op members responding, it is evident that the sense of ownership for our co-op is very strong. Based on your feedback in the survey, you too, are buzzing to help, and we're ready to implement our first fundraising program: **Super Seeds!** Your feedback suggests that we can expect to raise **\$50,000 in donations** through this effort and we are relying on your donations to move us forward! Opportunities to give a loan to the co-op will be introduced in the Spring.

The **Super Seeds!** Program will run through the end of 2018, and you can give online, in person, at the registers, or in the donation box, and our progress will be tracked on a giant red chili in the store! You can find more information on how to give, and become one of our honored **Super Seeds!** later in this issue.

As our co-op continues to provide an active, positive, and necessary presence in our community, I hope you will join me in supporting this once-in-a-generation effort. This is big time stuff. In 44 years, I'll be 89, and I hope to be shuffling through the aisles of the co-op, smiling at our job well done. Please give what you can, if you can.



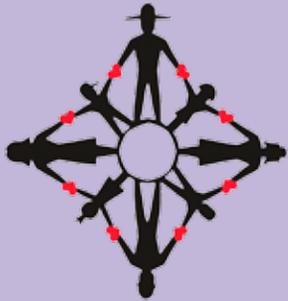
Abel, our receiver, and Jean-Robert, our board vice-president are all smiles as they launch our SUPER SEEDS! donation program.

Thanks,
Mike, Assistant Manager ❖❖❖

2036 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

Editor: Joe Z

Staff Writer: Judith Kenney

Guest Writers: Kate Stansberger, Evan Humphrey

Jennifer Johnston, Mike Madigan

Layout & Design: Carol Ann Young

Submissions are welcomed!

Submit letters, articles, or items of interest to:

judith@silvercityfoodcoop.coop

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Cup o'

And so another year rumbles to a close!
What a year this has been for our Co-op!

We entered the year finishing the shut-down of our Market Café. That allowed us to look forward to what is necessary for the future of our Cooperative instead of spending energy on growing the Café to its break-even point.

The Board had already created a strategic plan in Sept of 2017 that called for relocating the Co-op in 3 to 5 years. It was time to regroup and focus on that goal.

But suddenly in mid-April, all plans and timelines were upended as the property at the corner of College and Pope – the Life Quest Building – became available. Not only available but offered to the Co-op at an incredible price!

Our Board and Management swung into action with certainly the most teamwork I've witnessed here in the last 6 years. We had until the end of July to close if we chose to go in that direction.

So much work and energy was expended to determine if this option was in the best interests to the future of our Co-op. The answer came up yes and the property was purchased on July 31st. It happened so fast and the Co-op was bound by confidentiality in the sale, that there was much confusion and rumors flew.

Since then, we have all purposely slowed down as we further research how to make our ideas come to fruition economically and timely.

The Pope Street Project Committee – a sub workgroup of the Board – has been formed and meets weekly.

New time-lines have been formulated; we've had formal talks with quite a few local folks in the building trade to get as much info as we can; we have some basic floor plan ideas and Staff has worked hard to come up with ideas for their departments; a basic business plan was created; we are working with the SBDC to create a pro forma; we conducted the largest Member Survey ever with around half our Membership responding; we have made more and more information available via our website (silvercityfoodcoop.coop); we've hired a fundraising coordinator and started our donation program.

That's a lot of stuff in a pretty short period of time!

And at the same time, we have kept our current store growing and improving.

We started off the year with bringing all the popular non-food merchandise that we had at the Market Café into the store by squeezing more display space into our already tight store; we put in additional storage space throughout our back building; our bulk department was given a lot

JOE

by Joe Z



of thought and new suppliers with better quality were found; we added the cashew butter machine (while that might not sound like much – it was a huge project from having another custom shelving unit built to repeated difficulties with the machine to needing some electricity rewired); all our buyers have been scrutinizing our selections and found new products and new deals that lower some costs and improves quality; we've rewritten the Staff policy manual; we've improved our Newsletter and our Website; we've had the most successful General Membership Meeting ever; we've installed the beautiful local vendor

photos through the store; we've increased production of our Grab and Go offerings; we've improved our quarterly inventories by doing the actual count ourselves.

Yeah – that's even a lot more stuff. It points to the vitality and energy of our organization. Our little business has been growing for over 40 years because we serve our community and our Members very well.

This is an exciting time for our Co-op! There are so many choices and possibilities as we enter 2019. But

it will be all hard work. Our focus is on our relocation. While we are trying, I do not think – judging from where things stand today – that we will be moving to the new location in this coming year and 2020 is more likely. That could change of course as we finalize plans and such.

Do you personally want to help? The absolutely best way to help our move is to simply shop at your Co-op!

Support your Co-op! Bring a friend! Have patience with our small space and limited parking! Keep giving us feedback so we can refine our efforts!

So much will happen in this coming year! We will keep all of you informed as to our progress through this Newsletter and our Website.

We can do this by all of us working together. That's what we've been doing since our inception in 1974 and that's what has brought us to this exciting opportunity before us.

This is what Co-ops are all about: working together and helping each other as well as ourselves. It's a beautiful thing and you are all part of it.

Sounds like a reason to celebrate. Yay Co-op!



Hey!

It's still MAD!!

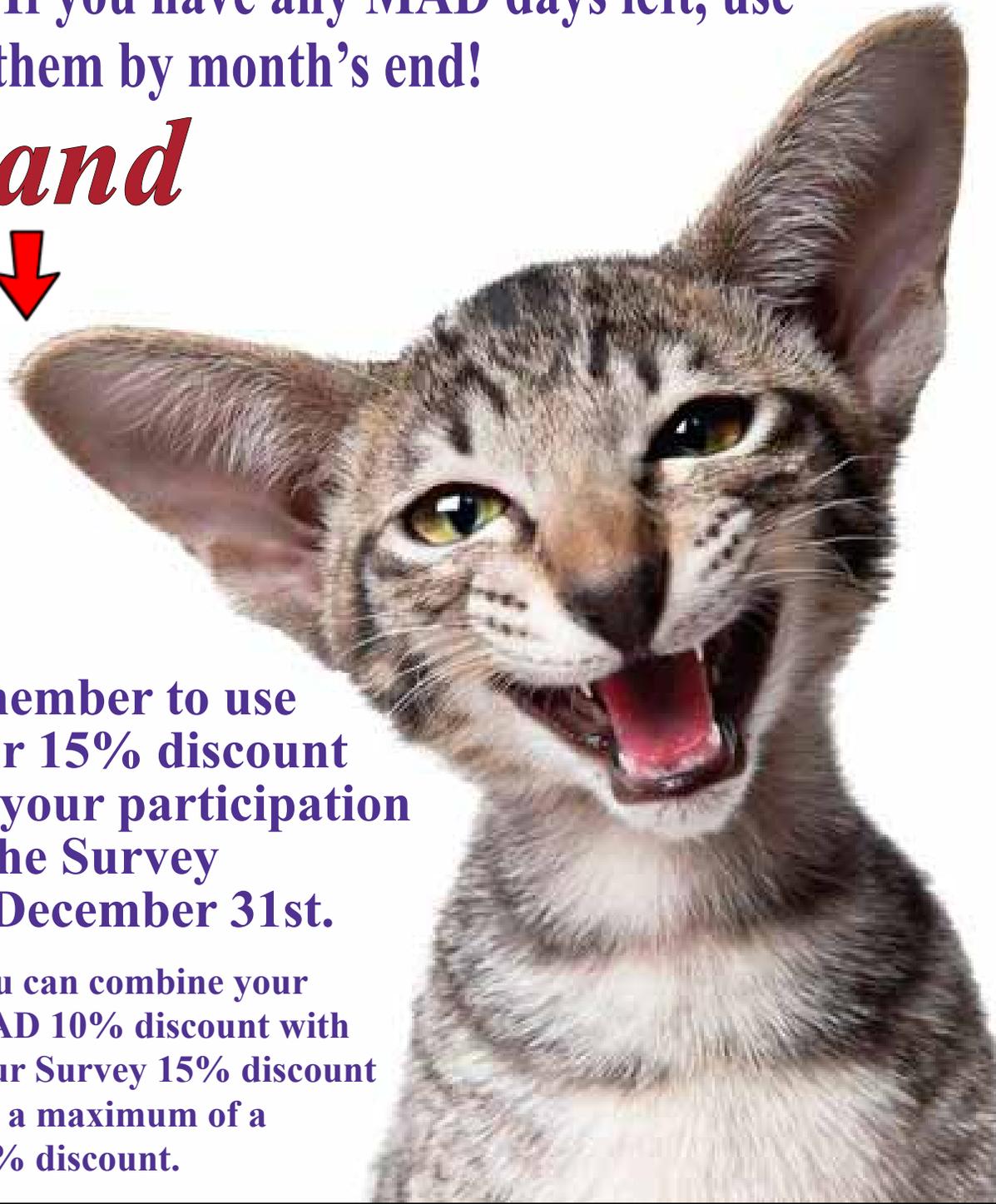
If you have any MAD days left, use them by month's end!

and



remember to use your 15% discount for your participation in the Survey by December 31st.

You can combine your MAD 10% discount with your Survey 15% discount for a maximum of a 25% discount.



Silver City Food Co-op Staff

- | | |
|---|--|
| <i>Judith Kenney</i>
produce/outreach | <i>Lee Ann Miller</i>
cashier |
| <i>Dougan Hales</i>
produce/bulk | <i>Brenna Brown</i>
deli manager |
| <i>Kate Stansberger</i>
supplement buyer | <i>Tinisha Rodriguez</i>
POS/HABA buyer |
| <i>Jake Sipko</i>
produce manager | <i>Allie Iacocca</i>
produce/HABA buyer |
| <i>Carol Ann Young</i>
office | <i>Mike Madigan</i>
am |
| <i>Jeanné Miller</i>
herb buyer/produce | <i>Leah Chastain</i>
merch. specialist/receiver |
| <i>Becky Carr</i>
dairy buyer | <i>Marchelle Smith</i>
deli |
| <i>Jess DeMoss</i>
POS manager | <i>Joy Kilpatrick</i>
produce |
| <i>Misha Engel</i>
frozen buyer | <i>Jo Lutz</i>
wherever needed |
| <i>Jenny Morgan</i>
office | <i>Elysha Montoya</i>
wherever needed |
| <i>Joe Z</i>
gm | <i>Judy Kenneally</i>
deli |
| <i>Marguerite Bellringer</i>
finance manager | <i>Christine Dalmedo</i>
produce/grocery |
| <i>Kim Barton</i>
POS | <i>Abel Lazzell</i>
receiver |
| <i>Michael Sauber</i>
grocery | <i>Hina Rainbowchild</i>
wherever needed |
| <i>Doug Smith</i>
grocery buyer | <i>Annabella Gomez</i>
wherever needed |
| <i>Paul Slattery</i>
produce | <i>Matthew Varela</i>
wherever needed |
| <i>Jody Andrews</i>
cashier/grocery | <i>Gabbie Sturdivant</i>
wherever needed |
| <i>Evan Humphrey</i>
bulk buyer | <i>Melissa Yarbrough</i>
wherever needed |



Kitchen Meditations



Winter



Tahini Tamari Dressing

Good as a dressing, this also makes a tasty dip for vegetables.

½ cup tahini (sesame butter)
½ cup freshly squeezed orange juice
3 cloves garlic, pressed
Soy sauce, to taste

Blend all ingredients together until smooth. Adjust seasoning. May be thinned with water, more orange juice or oil.



Health Nuggets

A Good Night's Sleep

Between days that are getting shorter and the stress that often comes with the holidays, it can be a challenge to get a good night's sleep. Here are a few suggestions that may ease the way for deep rest and rejuvenation.

Maintain your normal sleep schedule.

Avoid heavy evening meals.

Exercise in the late afternoon. Besides reducing stress and tiring you out, an aerobic workout will raise your body temperature slightly. Once your temperature falls a few hours later, this will lead to sleepiness. Just be sure to avoid strenuous workouts within four hours of bedtime, since these may interfere with your ability to fall asleep.

Take time to decompress an hour before bed. Enjoy a warm bath, do a few gentle stretching exercises, read a comforting book or enjoy some soothing music.



Indian Spiced Lentils

Ingredients:

½ cup lentils *
1 onion, finely chopped
1 tomato, chopped
¼ teaspoon turmeric
¼ teaspoon cayenne pepper
Juice from 1 lemon
Salt and pepper, to taste
1 tablespoon olive oil
1 tablespoon garam masala
1 red bell pepper, seeded and chopped
1 green or yellow bell pepper, seeded and chopped
1 cup vegetable or chicken stock



*Of the different variety of lentils, green lentils take a bit longer to cook at about 45 minutes, red and brown 20-30. Red lentils tend to break down more when cooked through, so they're perfect for Indian dals and other curries or in soups. The green variety keeps a firmer texture after cooking. Both will be good in this recipe, depending on your taste.

Directions:

1. In a medium pot, add lentils and cover with water. Stir in tomato and tumeric. Bring to a rolling boil and simmer until the lentils are soft and cooked, about 30 minutes or so.
2. Heat olive oil in a large skillet over medium heat until hot. Add bell peppers and onions. Cook until starting to soften, about 5 minutes. Add garam masala and stir until fragrant, about 1 minute. Season with salt, cayenne pepper, and lemon juice. Add lentil mixture and stock. Bring to a slow boil and simmer for about 10 mins.
3. Serve with steamed rice.



Roasted Rutabaga

Mix one large and peeled rutabaga with olive oil, salt and pepper on a baking sheet. Roast at 425 degrees until golden and soft, about 40 minutes. Toss with ½ teaspoon apple cider vinegar and chopped parsley and serve. Try adding in some chopped garlic near the end of cooking for variety. A sweet potato in the mix is also good!

Jake's December Produce Picks

Navel Oranges

The Navel Orange originated from a single tree that was planted in Brazil in 1820. This tree had a mutation, causing two oranges to be produced within one single piece of fruit. The second orange, developing at the bottom of the fruit, opposite the stem, is where the Navel Orange gets its name, as that second orange vaguely resembles a human navel. That secondary orange is of great importance, because it causes the orange to be seedless. Since these fruits lack seeds, farmers had to use techniques like cutting and grafting to continue producing the tree. As a result, every navel orange can be considered a product of that single tree planted nearly 200 years ago! The Navel Orange stands alone as the ultimate orange for eating out of hand. Neither overly tart nor sweet, it peels easily and is considered by many to be one of the world's best-tasting fruits.

Rutabagas

The rutabaga, a relative newcomer to the world of vegetables, is thought to have evolved from a cross between a wild cabbage and a turnip. The earliest historical references to the rutabaga date from the 1600s in southern Europe where they were first eaten by people and animals.

Not to be confused with its relative, the turnip, rutabagas are actually larger, denser and higher in many essential nutrients. The two vegetables also vary in appearance and taste. Turnips are usually white-fleshed with white or white and purple skin. Rutabagas usually have yellow flesh and a purple-tinged yellow skin. Both turnips and rutabagas have a nutty and sweet, yet peppery, flavor, but rutabagas tend to be sweeter, while turnips are more peppery. Rutabagas also have a lower moisture content than turnips so they keep better.

One delicious way to eat rutabagas is to fix them the way you would mashed potatoes. This dish will pair well with turkey and your other favorite holiday dishes.



Longtime member Russ Rappa shopping on a beautiful Saturday afternoon.



Becky's December Dairy Pick

Wensleydale & Blueberries Cheese

Fruit and cheese...some foods are simply meant to be together! Think of the perfection of a sharp, aged cheddar and Pink Lady apples; blue cheese and yellow peaches; D'Anjou pears and gouda. All deliciously happy unions!

This month our dairy pick is a British cheese that features that special chemistry. It is a hand-made traditional cheese, produced from milk drawn from cows grazing the sweet limestone pastures in Upper Wensleydale, North Yorkshire. Light and creamy, with a hint of sharpness, Wensleydale is a perfect partner for fruit, and blueberries are no exception. Juicy blueberries are blended into the recipe for a sweet/tart accent which complements this mild cheese. A superb accompaniment to dessert, Wensleydale & Blueberries is so well-balanced that it stands on its own or on a cheese board.

This is one of the oldest varieties of British cheese, with records showing Cistercian Monks producing it as far back as 1150 C.E. It was originally made with sheep's milk but over time, the formula changed to cow's milk which is still used today.

Wensleydale Cheese is 20% off for Members Only throughout the month of December.

CO-OP Community

Co-op Community Donations

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

**The Food Pantry
KURU**

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 • Malika Crozier
catherine bialopiotrowicz • Caroline Metzler
Athena and Two Crow Schumacher • Vicki Gadberry
Alexa Davis • Sharon Bookwalter • Tim Garner
Jane Papin • Logan Campbell
Jennifer Lamborn • Debaaura James*



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!

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 every other Wednesday 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 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 December

Silver Regional Sexual Assault Support Services

"Our vision is a world in which all people are safe, valued and free from any form of violence and oppression."



Silver Regional Sexual Assault Support Services (SRSASS) is a non-profit Rape Crisis Center established in 2011. Located in the southwest region of New Mexico, SRSASS provides services to survivors of sexual violence and their families through case management services, crisis intervention services, community education and awareness services, counseling services, and accompaniment services for both the SANE (Sexual Assault Nursing Examiners) exam and legal proceedings. Please donate!

October Round Up \$1173.47!

Supporting People in Need

S.P.I.N. Supporting People In Need is proud to partner with our community! The entire community benefits from changing the way mental illness is managed. This year's round up funds will be put to use to keep fresh fruits and veggies in our transitional house for the year! We believe that what we eat is the beginning of how we feel and how we feel spills into our community!



Round Up for January

The recipients of the Co-op's Round Up program have been selected for 2019. Our Member Connect Committee will decide their monthly order at the December meeting. Please see page 7 for a complete list and descriptions for all these organizations.

Round Up Recipients for 2019

Grant County Food Pantry

The mission of the Food Pantry is to promote local resilience and adaptation holistically in an uncertain world, through education, distribution, and cultivation, with particular attention to food security.

Aldo Leopold Charter School

Aldo Leopold is an innovative public school for motivated learners and future leaders, featuring rigorous academics, small classes, outdoor education, and community involvement.

Guadalupe Montessori School

The Guadalupe Montessori School is dedicated to delivering an accessible, authentic, high-quality Montessori education in a peaceful, supporting learning environment.

Virus Theater

Virus Theater has been producing live, original theater in Silver City for 20 years. They are committed to creating original works of theater relevant to our lives and the lives of our local audience.

Lotus Center

Lotus Center is a non-profit community center in downtown Silver City offering classes in meditation, yoga, and other types of mindful movement. Lotus Center welcomes people who seek to improve their health, relieve stress, and find inner-peace in a welcoming and serene place.

Imagination Library of Grant County

Imagination Library exists to promote literacy for all Grant County preschool children by delivering books to their homes monthly and to support the expansion of Dolly Parton's Imagination Library throughout the state of New Mexico. Their goal is that, ultimately, all children in Grant County will arrive at kindergarten's door ready and able to succeed.

Life's a Variety Show, Inc.

Life's a Variety Show, Inc. is a nonprofit organization dedicated to the education of our young and young at heart in theater, music, dance and art.

Forward NM SWCHI

The Southwest Center for Health Innovation (CHI) is a nonprofit organization focusing on community health. Their mission is to develop and implement policies, strategies and models in underserved and underrepresented populations at local, state and national levels to improve quality of life, health status and equity.

PFLAG Silver City (Parents, Families and Friends of Lesbians and Gays)

PFLAG promotes the health and well-being of gay, lesbian, bisexual and transgender persons, their families and friends through: support, to cope with an adverse society; education, to enlighten an ill-informed public; and advocacy, to end discrimination and to secure equal civil rights.

SRSASS

Silver Regional Sexual Assault Support Services (SR-SASS) is a non-profit Rape Crisis Center established in 2011. Located in the southwest region of New Mexico, providing services to survivors of sexual violence in Grant and Hidalgo Counties, the vision of this organization is a world in which all people are safe, valued and free from any form of violence and oppression.

SNAP (Spay/Neuter Awareness Program of Southwest New Mexico)

The primary focus of SNAP, an all-volunteer organization, is on providing funds to help families spay and neuter their pets. All you have to do is call, make a few arrangements, and bring your pet to the veterinarian's office for the surgery.

Expanding Your Horizons

EYH Network has been inspiring girls to recognize their potential and pursue opportunities in science, technology, engineering and mathematics since 1974. This wonderful organization holds conferences here in Silver City. When you round up, you contribute to opportunities for young women to become innovative and creative thinkers ready to help meet the challenges of the 21st century.



MAD Nov. Dec.

Chose your own two days
to receive **10% 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.

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!

Members, if interested please email
judith@silvercityfoodcoop.coop

Three hours earns a 15% Volunteer Discount



**We will happily carry
your purchases
to your vehicle,
wherever you're parked!**



Silver City Food Co-op Member Survey Results

WOW! 1,125 of you took our survey!

Thank you all for completing the questionnaire.

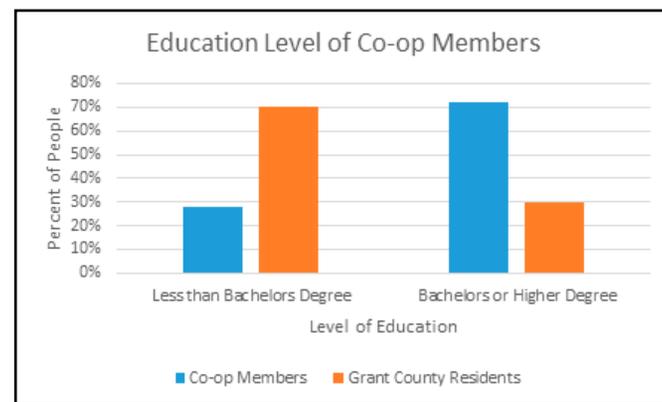
About half the membership participated and we could not be more pleased with the turnout. I would like to give an especially big thanks to Lita Furby and Joe Z for their intensive work on this project. Analysis of the data is ongoing, but I would like to share a number of results with you here.

We continue to dive deeper into the data, which helps plan our marketing approach, as well as better design the store to meet your needs.

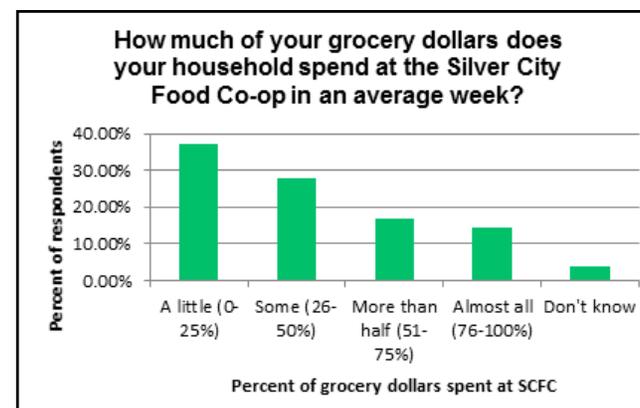
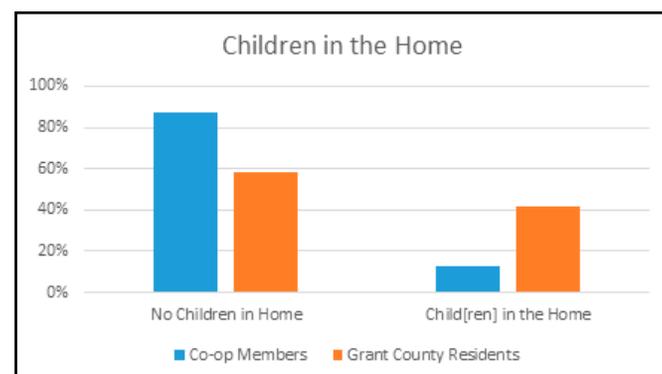
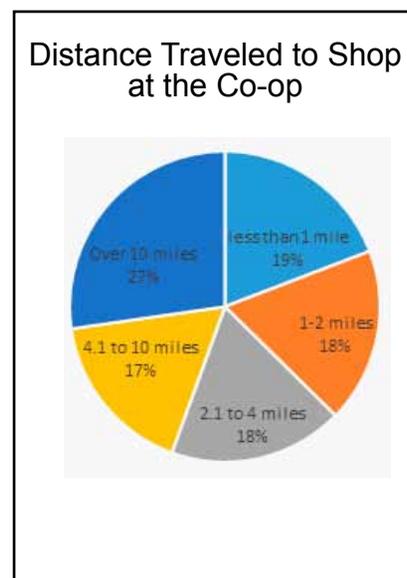
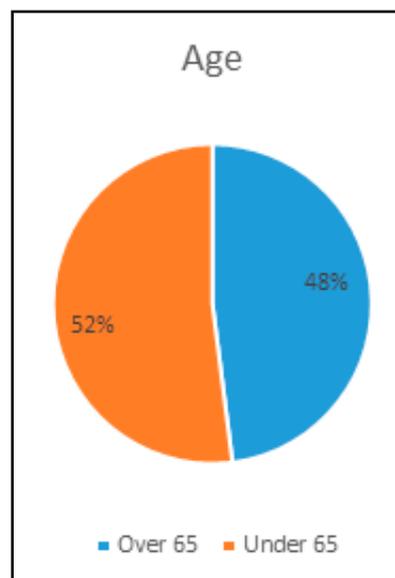
Unique Demographics of Our Members

Member demographics reveal important characteristics about ourselves. We draw senior citizens to us (half of our members are over 65), highly educated people (31% have Bachelor's degrees and an additional 41% have masters or higher, compared to Grant County census data showing 30% of residents have Bachelor's degrees or higher), and out-of-towners (44% of our members live outside city limits; 25% live at least 10 miles away). Also, our Co-op does not draw families with children still in the home (only 13% of respondents report having children under 18 in the home, but we know that 42% of adults in Grant county do have children living in the home).

This information gives us clues to untapped markets and guides us to find out why more men (75% of member survey responders were women), families with children, working class, and young and middle-aged adults are not choosing to become members or shop at the Co-op. We also know that one common demographic of Co-op members nationwide is high levels of education. Our model and our products apparently speak to those folks, but how can we stretch our values and unique offerings to others? Of course, it is possible that the half of our members who did not fill out the survey could be in these categories, and just did not have time or inclination to be part of the research. In addition, about 143 responders were not able to complete the questionnaire, and we can find out why. Importantly though, this is the biggest group of members we have ever been able to ask such specific questions. Also, statistically speaking, a sample this size is much more likely to represent the majority view than to not represent it. When I refer to "members," it does imply "members who



responded." Lastly, I split the survey to look at any statistically significant differences in responses based on how many of their grocery dollars members spend at the Co-op. Key differences between especially the highest and lowest spenders emerged and are reported below.



Member Awareness and Support for Possible New Store

- 94% are aware of plans to relocate the Co-op to 907 Pope St.
- 88% of respondents favor a relocation if the board of directors determines it is financially viable.
- 4% do not favor a relocation even if the board of directors determines it is financially viable.
- 8% had no opinion.

Furthermore, the top three statements regarding the possible move marked by respondents were:

- 61% “How Exciting!”
- 56% “We can really serve our community better.”
- 44% “Can we afford that?” By the way, more of the folks who spend 75% or more of their grocery dollars at the Co-op endorsed this statement, than the light spenders did.
- Only 4% said, “No, I don’t want to move” was in their top three thoughts about the move.

All of the following outcomes of a new store were listed as very important to most members: additional local and organic products, increase Co-op’s purchasing power, provide better work conditions for staff, and added parking (this last one mattered most to those who spend less than 25% of their grocery dollars with us). There are many possible features we could prioritize in the design of a new store. Out of 13 features we are considering, we asked members to prioritize them.

The following most-rated priorities emerged:

1. (35% of respondents) Recycling depot
2. (29% of respondents) More check-out lanes
3. (28% of respondents) Sit down Café
4. (27% of respondents) Office space and break room for staff
5. (26% of respondents) Green space and/or garden
6. (24% of respondents) Attractive street presence

Several other encouraging pieces of information were received about our current store. The questionnaire mentioned 15 topics pertaining to member needs, of which 13 were rated as meeting members’ needs “well” or “very well”. These ranged from staff helpfulness, cleanliness, product selection, to hours open and check-out process. When asked what you like most about the store, if we look just at answers from respondents who spend less than 25% of their grocery dollars at the Co-op, “bulk” items are what that group mentioned liking most! When we look at just respondents who spend more than 75% of their grocery dollars at the Co-op, other than organic, they mentioned liking “community,” “people,” and “staff” the most.

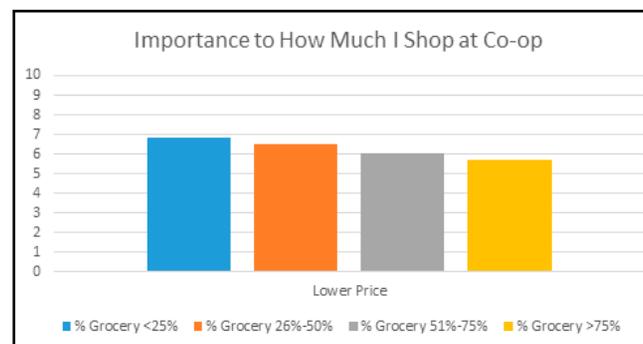
83% of Co-op members say that the store meets their needs overall, well or very well.

A Few Overall Observations

Organic and “quality” product selection is the biggest driver, by far, of why people come to our store, choose to be members, and say they will keep shopping with us after a move. This answer comes up a number of times as a #1 choice, priority, need, and hope, to the point that 75% of you said we should NOT carry any conventional produce. Members feel that although some other stores have a selection of organics, they are not enough, or lack our quality. Some of you hope we will be able to outdistance the competition with more and better organics after an expansion. Also, among people who spend the majority of their grocery dollars at the Co-op, organic, fair-trade, socially conscious, green, limited packaging, and the cooperative model are more important features for them, than for those who spend 25% or less of their grocery dollars at the Co-op.

Price is listed as a concern to shopping at the Co-op by many members, though we have to sort out whether it is an actual barrier, or just a value many people list. Here are a few highlights: When asked to list reasons why they DON’T buy

some items at the Co-op, price/cost was listed much more frequently than any other reason. Another example of the price theme relates to the question about reasons people DO shop at the Co-op. One answer choice was “low prices.” This was chosen by many fewer people than other reasons. We can look at this as glass half-full as well: 20% of members did list “low prices” as one of the top three reasons they shop at the Co-op. Furthermore, when I split the sample according to % grocery dollars spent, so I can compare these spending groups, members do not differ on 15/17 features they rated about the store. However, the low spending group does differ on how they rate “price” and “cleanliness” compared to high spenders. Both value these qualities, as you can see below, but there is a statistically significant difference—one of the only ones—so I take note of it. Price and cleanliness seem to matter a bit more to light spenders. The light spenders also use words like “high price,” “cost,” and “expensive” in their open-ended answers more than heavy spenders do.



This group of light spenders was 40% percent of our respondents. This fact stands out to me as a board member. Also, only thirty-two percent of members do more than half of their grocery buying at the Co-op. We want to understand what are the perceived barriers to members who are only doing a portion of their shopping at the Co-op, and remedy those issues in an expanded store. The most unusual aspect of this is that the lightest spenders who believe we have too high of prices actually have statistically significantly higher incomes than our biggest spenders!

Donations/Loans 46% of members said they would donate up to \$500 to the Co-op to help with the move (and most of these spend more than 75% of their grocery dollars at the Co-op), though most people said shopping at the Co-op is how they donate to the cause. However, 25% of you said you could loan up to a few thousand dollars for the move. About 5% of you said you would loan much more, such as \$10,000, \$25,000, or \$50,000 to the Co-op. From what you indicated, we believe we may be able to raise \$400,000 in member loans! If you are one of these people, please contact a manager, a board member, or our new fundraising coordinator, Jessa Tumposky, and let us know.

I would like to end with this word cloud, completely generated from your 863 comments on why you like our Co-op. The size of the words indicates frequency of mention, but all of these words were mentioned dozens of times. Perhaps this should be our Motto and Vision.

co-op location selection food
 find organic friendly staff
 bulk products produce good organic food
 community store local items people friendly

WE THANK YOU ALL FOR YOUR SUPPORT OF OUR COOPERATIVE!

Sincerely,
 Jennifer Johnston, Board President



Hold the Pickles, Hold the Lettuce.... Special Orders Don't Upset Us

by Kate Stansberger



Supplement buyer, Kate, holding examples of special order forms; produce on the right and all other departments on the left.

Well, it's organic products we're slinging, not burgers, but you get the picture.

We are happy to offer you, our members, a service that is very rare in this day and age of the big-box and on-line stores- special ordering! Many of our members take advantage of this, and when ordering by the case, as a Co-op member, you can get a discount.

General Guidelines for Special Ordering

Remember to write LEGIBLY on your form and turn in separate forms for products from different departments, such as Grocery, HABA, or Supplements:

1. Date that you are turning in the special order form.

If you need to specify that you need it by a specific date, please let us know.

2. Your Name (first and last) and phone number (including area code)

3. Item info:

- Item description, which includes brand, name of product, size, flavor, etc.

- Quantity desired

4. Check box(es) if you want to be called before order is placed.

5. Tell us if the store carries this item.

6. UPC (or scanning code) 12 digit #, if possible

Ordering notes for specific departments:

Bulk

Bulk items are ordered in various weights, (except for bulk herbs and spices, which come in 1 lb bags) so always check first to see what poundage is required for ordering. A bulk amount of an item that is special-ordered gets the "Case discount" if you are a Co-op member.

For example, a 5 lb. bag of coffee or a 25 lb. bag of rice would qualify. Also, if you special order a 10 lb. amount of an item that we currently re-pack here at the Co-op, you would get the case discount.

Produce

Order deadline- Thursday at 7 PM

Specify which day you want for pick-up: Tuesday, or Thursday (of the week following when you place your order).

Produce items (ordered by the case) get a discount for Co-op members and all discounts are already figured into the scan label that the produce dept. will put onto your order.

HABA (Health & Beauty Aids) and Supplements

Most items in these departments can be ordered by the single package.

To qualify for the case discount, you need to order 6 units of the same item.

Please supply us with as much info about the item as you can, especially the brand. This will majorly reduce the amount of time required for ordering, since any info not supplied at the time of your order will require us to do that research.

Also, many of the products we carry in these and other departments are ordered directly from the manufacturer, and are subject to order minimums. So, as a result, these orders do not adhere to the ordering timelines for many of the store's other items, which come on a weekly or even twice-weekly basis.

Herbs and Spices

Special orders in one pound bags get a case discount. Sorry, but we cannot sell one pound bags unless special-ordered.

The supplement dept. deals with about 30 different suppliers, so there are many possibilities for finding the item you want. But if you don't know what brand you want or which one makes the item you need, this requires a lot of research time on our part.

As the supplement buyer, I appreciate all of the members who took the time to complete our survey, and especially the folks who responded with comments. I hope to respond to your comments in a future issue of the GG, and I think I can speak for my fellow buyers in saying that we invite specific suggestions from you in person or through our suggestion box.

As a small business (owned by our members, thank you!), we can't absorb costs like a giant on-line entity. So we appreciate your loyalty in continuing to shop here.

Just to remind you, we can special order items for you that we used to carry in the store or don't have the shelf space to bring in as a regular item. And in most cases, (in the supplement and haba depts.) we can order a single bottle of the item, with, of course, no shipping cost added.

Thanks again for your support of the Co-op, and if you have any questions about how to special order items or what types of items we can get, please let us know!

Happy Ordering!

Special Order Timeline

For many items in the store, the order deadline is Monday evenings by 7PM. If you have any questions about deadlines or any other special order issues, please ask us when you submit your order.

Co-op Winners! of a \$100 Gift Card

As a thank you for taking the October Co-op Month Membership Survey, participants received a one-time 15% discount, as well as being entered in a drawing for five \$100 gift cards. These are the winners:

- Karen Blagg
- Marta Bloy
- Steven Westby
- Eric Casler
- Malika Crozier



Member and volunteer Malika Crozier revels in her winnings!

Thanks to everyone who participated in the survey!

Yikes! Abandoned Bulk!

by Evan Humphrey, Bulk Buyer



The photo you see shows what about three weeks worth of abandoned bulk looks like. Abandoned bulk is product that is left or forgotten in the store and not purchased. There are also several products here that were customer returns at the register and found their way into the abandoned bulk box. I put all of this product through the register and I was shocked to see it totaled \$119.13 – about 20 pounds worth of product. This amount is typical. A year's worth of abandoned bulk at this rate would be just over \$2,000! This does not include floor spillage, which would definitely be less but still substantial.

There are four main reasons why someone might abandon bulk: 1) Dispensing the wrong product; 2) Dispensing too much; 3) The product is forgotten; 4) The customer decides not to buy it. The majority of abandoned bulk are items that are very similar – i.e. Raw Pumpkin Seeds vs Roasted/Salted. Different varieties of rice can also look confusingly alike and so on.

There is usually nothing wrong with the product itself, but I can't put it back into the bin. I remove it from our inventory and allow staff members to take their pick of it. But as you can see, this really adds up. We get no reimbursement or credit for this product. From a dollar standpoint, this is a total loss. Some loss is expected and can be considered a cost of doing business, but I would ask our membership to be mindful of what they are doing when dispensing product. Thank you for supporting our co-op!



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)



Fun Facts About Hibernation

- Hibernation occurs when an animal becomes inactive, or "sleeps," during the short, cold days of winter.
- Hibernating and dormant mammals include bears, squirrels, groundhogs, raccoons, skunks, opossums, dormice, and bats.
- Frogs, toads, turtles, lizards, snakes, snails, fish, shrimp, and even some insects hibernate or are dormant during the winter.
- To prepare for hibernation, many animals eat to gain weight in the summer and fall. The extra fat keeps them alive during the winter.
- A black bear can gain up to 30 pounds a week during its pre-hibernation eating binge.
- During the fall, hibernating animals prepare nests for their winter sleep. Some store extra food in their nests.
- Some hibernating animals wake for short periods during hibernation to eat and relieve themselves. Others sleep through the entire winter.
- During hibernation, the heart rate for many animals slows to less than 10 beats per minute. Breathing also slows.
- A hibernating animal has internal controls that prevent its body temperature from falling too low. The animal will wake up if its temperature is too near the freezing point.
- Some female bears have babies during hibernation.

NAME: _____ AGE: _____



Deli Department

NEWS

What's Cookin'?

Winter is upon us and the confident, competent cooks of our deli department are busy in the Co-op kitchen creating warming, nourishing soups, stews and curries for lucky customers. Following the seasons, our deli women, Brenna, Marchelle and Judy, choose dishes conceived from what is available in our quality, organic produce department. Grains and legumes from the bulk section round out these popular winter offerings. In addition to preparing their tempting seasonal fare, our team works until two o'clock, Monday through Friday, composing the sandwiches and salads that are a mainstay of our deli.

You will find our all-organic deli cuisine in the Grab 'n' Go cooler near the front of the store. Bon Appetit!



Chef Brenna with several delectable deli creations, including a big pot of Red Lentil and Carrot Soup. Yummm!!



Savvy in the kitchen, Marchelle (above) and Judy (right) whip up a tasty batch of King Pao Tofu and a tray of fresh, all-organic sandwiches.



Brenna's

Red Lentil Soup with Curried Carrots, Sweet Potato and Ginger

Yield 32 ounces about 6 servings

2 cups red lentils

4 cups broth

Rinse lentils. Add lentils to broth, bring to boil.

Reduce heat to low and simmer until lentils are soft.

About 20 minutes.

Meanwhile prepare:

2 large carrots

1 large sweet potato

3 Tablespoons coconut oil

1 can coconut milk

2 Tablespoons curry powder

Prep carrots and sweet potatoes; peel and cut in rounds. Sauté vegetables in coconut oil, sprinkle curry powder over vegetables stirring until well coated and fragrant. Cover and add coconut milk. Simmer on low.

When lentils are tender add vegetables and simmer all together. Add 2 tablespoons grated ginger and salt to taste.

This soup can be blended or left chunky.





2 U From Your Board . . .

• Introducing Jessa Tumposky • Our New Fund-Raising Coordinator

During the last week of October, our Coop hired a Fundraising Coordinator (FRC) to help us raise money for our renovations at and relocation to Pope Street. Before SCFC can create a final business plan that details how much future sales are required to pay for it all, we must determine the true expense of remodeling and relocation. Since both the SCFC Board and Management want to keep our debt affordable, we are aiming to raise money from generous Coop member donors who believe in the future of our Coop. To help us with this, enter Jessa Tumposky, our new FRC.



Jessa is a familiar face in Silver City. She has been a Nonprofit Consultant since 2012. She has worked with various local nonprofits, including The Wellness Coalition, Hidalgo Medical Services (HMS), the Southwest Center for Health Innovation and at the Silver City Museum. She has also worked in business communications, for an international gemstone business. Her other life and work experiences are vast and worldly. In fact, she was once a translator and events coordinator in Florence, Italy. Perhaps her greatest achievements are being a midwife assistant, doula and a mother of three children!

Jessa has strong skills in acquiring funds through grant writing and cultivating donors. Ms. Tumposky has been part of many fundraising teams. She is generally a behind-the-scenes coordinator who specializes in developing a fundraising structure that includes: creating a strategic plan, organizing public outreach, relationship building, coordinating volunteers, donor cultivation, grant writing, monitoring, tracking, and much more. She has been involved in all aspects of giving, including being a donor herself. Jessa loves people, and she knows how to involve people based upon their interests. Ms. Tumposky is also an accomplished grant writer.

Jessa has been involved with the fundraising for Silver City's Virus Theater, which has flourished through a phased expansion and development approach. She also has experience grant writing for Virus Theater, along with HMS, the Silver City Museum and other local nonprofits. She has experience working closely with Boards and committees, who have directly supervised her work or contracted with her. She notes that it has been important to bring everybody onboard by asking for their advice and input – in her words, “The best possible donors can also be the best advisors” to a project. During her interview with the Pope Street Project Committee (PSPC), she discussed the importance of personal networks for finding donors, to build a project that is connected by human beings and passion. Every Co-op member can participate, at whatever level they are comfortable with.

Jessa has been given broad tasks and goals. Her immediate duty has been to refine a strategy to acquire funding from several categories, including:

- 1) **Donations** – by establishing a robust donation campaign in conjunction with already existing efforts
- 2) **Member Loan program** – by researching, creating and implementing a dynamic loan program (more info to come on this in a few months!)
- 3) **Grants** – by researching potential grants and applying, and
- 4) **Event Fundraising** – which can raise money, but mostly fundraising events raise cooperative spirit, generate fun and promote unity.

Jessa's position will have the flexibility to develop these categories in conjunction with the PSPC, which is comprised of SCFC board members, management and Coop members. The ultimate goal of the PSPC is to raise money for the relocation of the Silver City Food Co-operative to the property at 907 Pope Street, through a combination of financing, donations, loans, and grants.

COMING UP - NOW!

The Silver City Food Coop is kicking off fundraising efforts with a fall 2018 donor drive, called **SUPER SEEDS!** The idea is that fall 2018 donors are the seeds of this project – We the Coop members contain all the energy and resources needed to grow our new location dream into reality.

Here's a quick run-down of the **SUPER SEEDS** details (also available in-store, by the chile progress sign):

Who: YOU!

What: THE CO-OP WELCOMES YOUR DONATIONS, BIG & SMALL! The goal for fall 2018 is \$50,000 in donations – progress will be tracked on the in-store chile (look, next to the front door!). All fall donors will be honored as **SUPER SEEDS** at our new store location.



The picture shows the PSPC in action as they organize the planned relocation to our new building. The PSPC is comprised of board members (Scott Zager, Julianna Flynn, Shanti Ceane), Operations (Joe Z, Mike Madigan), and co-op members (Betty Mishuk).



Jennifer Johnston
President



Jean-Robert Béffort
Vice-President



Shanti Ceane
Secretary



Laurie Anderson
Treasurer



Julianna Flynn



Scott Zager

When: NOVEMBER 18 - DECEMBER 31, 2018

Where: MANY PLACES: at the Co-op register, on the Co-op website, in the Co-op donation box, or by contacting Co-op Fundraising Coordinator Jessa at jtumposky@gmail.com.

Why: WE are growing our Co-op for the next generations! Plus, everyone will be able to enjoy more space, more parking, and more offerings.

How: BE PART OF THE EVOLUTION OF YOUR CO-OP! The Co-op is going to be able to renovate and relocate to 907 Pope Street through a combination of donations, loans, grants, and financing.

COMING – SOON! NEXT SPRING

Jessa, in conjunction with the PSPC, is developing a Member Loan program, which will begin in the spring of 2019. There's a lot of legal paperwork to coordinate, so we can't give you the exact details now. The basic idea is that willing Co-op members who live in New Mexico can loan the Co-op money for its relocation, to be paid back with interest. More details to come!



Shown here is Jean-Robert Béffort, SCFC Board Member and Chairperson of the Members Connect (MC) Committee. Jean is listing off the various applicants for the Round-Up charity. The MC is also tasked with connecting with members and planning the annual picnic. One of their tasks is to organize the Round-Up charity drive by selecting 12 monthly recipients who will benefit from the generosity of our customers who choose to donate their change to the cause-of-the-month. Last year our Co-op members and customers donated nearly \$20,000!.

Recruiting Board Members in Training

THREE MONTH TERM: If you would like a little taste of board work before buying the whole hog, becoming a B.I.T. is probably a good idea.

DESCRIPTION: Commit to attend 3 consecutive board meetings. (They are held the third Wednesday of every month at the Pope Street building, from 4:30 to 7:30 pm).

Identify a board "buddy" to act as your mentor and answer any questions you have.

CONTACT: Laurie Anderson
laurindaa713@gmail.com

Recruitment, Orientation, and Development Chair
Or, any board member

WE LOOK FORWARD TO HEARING FROM YOU!

Board Meeting Schedule

The SCFC Board of Directors meets the third Wednesday of each month at our new building, 907 N. Pope St.

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
aspace.studiogallery@gmail.com

Laurie Anderson/Treasurer
Board Term: 2017-2020
laurindaa713@gmail.com

Shanti Ceane/Secretary
Board Term: 2018-2021
shantifo@gamil.com

Julianna Flynn
Board Term: 2018-2019
juliannaflynn8@gmail.com

Scott Zager
Board Term: 2018-2019
scott.zager@wildlands.biz

Board of Directors



December

Members Only Specials

December 5 - January 1

20% OFF! listed prices



Straus
Whole Milk Yogurt
Plain, 32 oz
reg \$8.19



Tofurky
Giblet Gravy
14 oz
reg \$4.99



Tofurky
Stuffed Veg Roast
26 oz
reg \$13.99



Lily's
Chocolate Bars
Assorted, 3 oz
reg \$4.49



Pacific
Pumpkin Puree
16 oz
reg \$4.39



Nature's Gate
Shampoos and
Conditioners
Assorted, 18 oz
reg \$6.99-\$11.99



Himalaya
Party Smart
6 capsules
reg \$12.49



Himalaya
Comfort Cleanse
60 capsules
reg \$20.99



Preserve
Toothpicks
Assorted, 35 ct.
reg \$1.99 - \$2.19



Lundberg
Chips
Assorted, 6 oz
reg \$3.69



Red Duck
Taco Sauce
Assorted, 8 oz
reg \$4.99



Somerdale
Wensleydale &
Blueberries Cheese
5.3 oz
reg \$5.39



Co-op Deals
flyers
available
at the front of the store

