

the Garbanzo Gazette

Volume 15

a monthly newsletter of the Silver City Food Co-op



Eight Months of 614—A Review

by Susan Van Auken

Our year-long feasibility study regarding expansion and potential relocation of the co-op to the building at 614 is two-thirds completed. It's a good time to review.

WHAT HAPPENED DURING THIS YEAR AT THE 614 BUILDING?

The building has provided space for (a) fundraisers sponsored by three non-profits; (b) workshops provided by seven groups; (c) regular meetings held by 10 community organizations on a weekly, monthly, or quarterly basis; (d) monthly co-op meetings held by the board, committees, and staff; (e) co-op events, including monthly community forums and five events where the co-op participated in Mainstreet and other downtown activities; and lastly, (f) 614 has provided storage space for two other organizations besides the co-op. The co-op has received plenty of thanks for this wonderful community service, in which no one was charged a penny for the use of the space.

WHAT HAVE WE LEARNED FROM MEMBERS?

The board's member linkage committee has (a) conducted a shopper survey; (b) hosted four focus groups (on the topics of how the co-op should grow, members' concerns about growth, and how members see their involvement); (c) conducted a downtown merchant survey; and (d) requested adding several questions on this topic to the biannual staff survey. The response to these requests for input was light—140 shoppers (mostly members) responded to the shopper survey in June, 22 members attended a focus group, 16 downtown merchants responded to the survey, and 32 staff members provided answers on the staff survey. In years past we conducted a world café discussion and a series of in-store dot surveys, which also provided input similar to what we received this year.

The comments from all of these sources fell into five broad categories:

People want more space: Over all, members have a desire for more parking, for space for community events, for a sit-down café, for more products

on the shelves, and for wider aisles in the store.

People have financial concerns: We received comments about potential financial overextension; the lack of strength of the national economy, which could impact the co-op; fear of losing the co-op; the inevitable competition; the potential stagnation of the co-op without change and growth; and whether Grant County has the customer base to support a larger co-op.

People want a focus on local products: Comments were made about limiting our carbon footprint, promoting local products and business, providing a marketplace for appropriate local products, and providing microloans to support new local-food-related ventures.

People want the co-op to continue and to expand community outreach, education, and member involvement.

These comments were wide ranging, covering such topics as promoting the co-op, partnerships with other organizations, educational offerings on nutrition and the co-op model, and use of different media.

People had general comments on growth. These comments included specifics such as keeping the co-op downtown, preserving the co-op's essential character, hunkering down and supporting our existing store, liking the co-op as it is, operating satellite stores, creating a "niche market" focused on the healthy basics, promoting a buying club and/or more special orders, as well as the general comment that "growth is not an option but a necessary by-product of surviving."

In reviewing this vastly condensed list of comments, it is easy to spot a couple of possible contradictions and some pertinent comments about growth. There is a desire for more space to satisfy all sorts of needs and wants, but there are also many comments about the need for fiscal responsibility. There is a general desire for more parking but also an interest in staying downtown. We also received many comments on methods of growth that do not involve relocating the entire co-op to a new building

but instead involve providing funds for other kinds of growth and distribution of products.

WHAT HAVE WE LEARNED ABOUT OUR FINANCIAL CAPABILITY?

We sent out queries to local banks regarding possible loans. Only one out of three banks responded, and indicated a borrowing threshold for purchase of real estate around \$400,000, using our existing buildings as collateral. The purchase of a building, a renovation project of that building, and a move would take substantially more money than this. The two buildings we currently own have worth and could be rented or sold in the future. The board has not yet discussed other ways of raising capital.

WHAT HAVE WE LEARNED FROM THE NATIONAL COOPERATIVE ASSOCIATIONS?

The input we received from the national co-op organizations, as well as general long-term conventional wisdom, says that we must grow and become bigger in order to stay vital. In order for us to grow in the conventional way, we need more space and we have been encouraged to take this step.

All sources indicate we need a market study and should hire professionals to do this. Unfortunately, market research often produces more accurate results in larger urban areas. After much discussion on this topic, the board and general manager have determined that although perhaps very necessary, it could be a waste of money to hire an out-of-town firm. We are still discussing how to do our own market study.

One of our resource books indicates that any expansion project in a co-op needs a champion, a person who is 100 percent behind the expansion idea and willing to rally other people along in the process, someone who will pull all the pieces together. Our co-op did not identify a "champion" right away, perhaps because we undertook a feasibility study for this year and have not yet decided on an expansion project.

WHAT HAVE WE GATHERED FROM OUTSIDE PROFESSIONALS?



Early in the summer we received a grant that provided support for a review of our current store, its space use and systems. The main result of this review was support for all of the observations and understandings we already had about our limitations.

In the past several months the general manager has consulted with a local architect and had a beginning floor plan created for a store in the 614 building. The design provided good visuals. The next step in this planning process includes the stages for possible renovation and a cost projection.

WHAT HAVE WE LEARNED ABOUT COMPETITION?

Competition is ever present and growing bigger. Consider the following.

In Las Cruces, a Natural Grocers opened a store and the Mountain View Market Co-op's sales fell 20 percent during the following six months.

Walmart will purchase products under the Wild Oats brand name and plans to increase its offering of organic foods. Albertsons and Safeway have merged and Albertsons plans to increase its organic products to meet the level now provided in many Safeway stores.

WHAT NOW? The board and staff will continue gathering information to better understand all of the complexities of the 614 feasibility study and expansion in general so that we can make an informed and wise decision. We give thanks to our member-owners reading this article; we want you to stay informed of our process. More will be shared next month.



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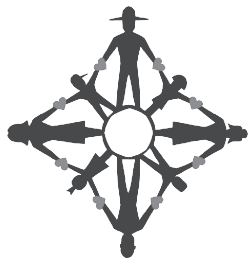
From Your Board . . .

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Are Vitamins Food
or Medicine?
The Healing Power of
Love and Chocolate

Silver City Food Co-op

established 1974



www.silvercityfoodcoop.com

575-388-2343

Store Hours

Mon-Sat 9am-7pm

Sunday 11am-5pm

Ends Statement

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

Seven Cooperative Principles

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

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Annual Co-op Equity

\$10.00

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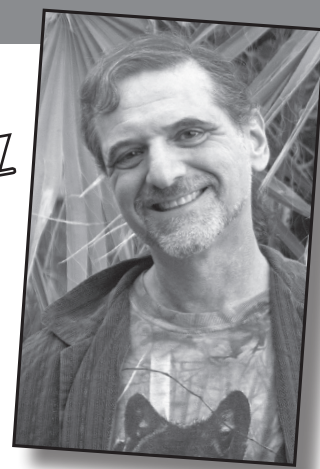
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Cup o' Joe

by JOE Z



Co-ops are pretty amazing. They look like many other stores nowadays and those unaware might not realize how incredible these entities really are. They fly in the face of typical economic "profit only" businesses where the dollar is king and the only consideration.

When a typical business opens its doors, the owner(s) usually are motivated by making money. "We're going to get rich!" they would exclaim. Not that there's anything wrong with that. I wouldn't mind having more dollars in my pocket and maybe you do too. But I never ever heard this desire or motivation from a Co-op. Rather, Co-ops say, "how can we help individuals and our community?"

What a great reason to open a business – the desire to help! Now for many Co-ops, this desire was so powerful that they just didn't pay much attention to the actual business – the dollars and cents necessary to fund this helpful machine – and found themselves out-of-business and now helping no one.

The business end of our Co-op is very important. Helping ourselves and our community is very important. So, what is the correct balance? Well, that's a very difficult equation actually. There are many competing forces at work here. But those of us who have come close to figuring all this out, we have survived. Our Co-op is now entering its 41st year.

One of the slogans of the early Co-op movement was "Food for People Not For Profit". Profit became a dirty word and Co-ops were embarrassed when, at the end of the year they had money left – a profit. Co-ops bend over backwards trying to figure out how to give this money away – either directly back to the Members and Staff or donating it somehow to the community.

Listen to this: our little Co-op's sales grew over 9% in 2014 but we posted a slight loss. How can this be? See the above paragraph.

Not only do we give money to our community, we give Staff time too. And this is good because it's who we are and what we do.

Without all of us together; without each of us pitching in with our \$10 a year equity payment; without the loyalty and dedication of our Membership and Customers: we would not exist. Co-ops across the land decided that they wanted to show their appreciation to the Membership and came up with another bone-headed business decision – let's give the profits away before we make them!

And so Member Discount Days became the norm in Co-ops although some didn't like the fact a few would think "discount" is a too capitalistic term and ties us into the consumer economic mindset of always scrambling for a deal. So many Co-ops rename it Member Appreciation Days or MADs. Same discount – better philosophical rationale.

Here's more information: in 2014, we gave away \$31,000 in MAD discount – or profit we did not make. But wait, there's more: we gave away another \$13,475 in other

Member Discounts such as the 10% off of cases and the pink tagged Member Specials around the store. If we did not have MADs, we might have had all that added to the bottom line and we would have made a healthy profit – which we would then try to figure out how to give away.

When I arrived here two years ago, I looked at our MADs. In 2012 we had 4 MADs – one day each – the store would be super crowded but we would do about 2.5x more sales on those days – but get this – only about 300 members used this discount. "Hey", I said, "that's not that many people in a Membership of around 2000". 2013 repeated that pattern but in Aug. we had a special 15% off day. And just about the same number of people used the discount. What's up with that? As any good Co-op business person would do, I had to find a way to give away more profit to more people!

So we experimented in 2014: One day of your choosing during the month of Feb.; one day through an eight day period in May; one day in either Nov or Dec. And Bingo! That is what Members seemed to like the best: 1658 Members used their discounts through Nov and Dec! Now while the Co-op did finish the year in the red, most of it was planned as we invested more into Staff compensation and other needs. I believe that the Member discount is a good thing and the truth is, we're a pretty big smooth running machine and the discount helps Members – especially limited and lower income Members – more than it hurts the business.

So here's the deal with the 2015 MADs: there will be three 2-month periods where each Member can choose one day in each period for their MAD discount: Feb/March; June/July; Nov/Dec. There will also be a one day 15%er MAD in Sept on a day to yet be announced.

Co-ops are not only about great foods. We are also about modifying how we do business in our society. As mentioned, it's a delicate balance between different needs and doing the right thing for ourselves and our community. If we followed standard retail business practices, we would be heartily in the black. But those things, such as low wages and no education/outreach, are just not right. And the Co-ops are figuring out better ways forward.

The Silver City Food Co-op is a solid engine. We move a lot of product through a very tiny store. We grow despite our small size and limited parking (which are also our real limitations). Come and enjoy your MAD discount! It doesn't hurt us. It actually makes us stronger.

So really – the best way to help your Co-op grow is simple: just shop here and enjoy the Co-op! And also encourage others to discover the beauty of our Co-op! It's a wonderful thing!



BODY CARE BUZZ...

Our Body Care Department is evolving. New items, many recommended by our members, are sharing shelf space with "time proven" favorites. Unfortunately, there is only so much room in our cozy co-op. Choices on what products to carry remain a constant and challenging decision in all our departments. As the Body Care Buyer I am doing my best to find that "balance" between old and new.

There is no standing still in this industry and keeping abreast sometimes means change. There are many products available that meet our high standards. If only my department were 10 times bigger I could probably make most happy.

The solution available to me now is to track purchases so I can make a determination on what to keep in stock. I have been monitoring sales and may have to discontinue some "slow selling" products to meet space limitations. Most items will still be available by special order. All you will need to do is fill out a special order request form.

Please know that I am open to any and all feedback, let me know what you think and want. I will do my best to keep you smiling.

Best Always,
Patricia

Community Outreach Report

by Charmaine Wait

This article is being written after my first week at the Co-op and what a week. It happened to be inventory week, and I was so impressed with how everyone worked together to get that important task done. It is that team work, and focusing on a shared goal and vision that make a Cooperative so wonderful and different. Our Community Outreach team of Carolyn Smith, Judith Kenney and myself, will be focusing on getting the word out about what the Co-op is already doing so well and new endeavors.

Carolyn will be focusing on 614, the former Yada Yada Yarn store, currently being considered for Co-op expansion. Starting in February, we will have a monthly artisan/vendor market and flea markets. We also would like to see the space used as a Pop-up gallery. Carolyn will expand more on these events in her article on this page.

Judith will be focusing on getting the word out on all of the Co-op events through news releases, ads and flyers, the website, and will continue to write excellent articles for the Garbanzo Gazette.

I am so pleased to be working with Carolyn and Judith, and will be focusing on internal and external education. Our Co-op already does so many amazing things. Do all of you know about Popcorn Fridays? Each Friday, free organic popcorn is offered as well as samples of products the Co-op sells. With Judith's help, we will be letting you know more about what is being sampled each week.

Do you know about the Grab and Go cooler at the front of the Co-op stocked with fresh deli food you can take home and enjoy? The items include deli salads, three types of sandwiches each day, a soup of the day, and other specialty items. They are all made with organic ingredients

from the Co-op by deli manager, Brenna Brown.

How many of you have been to a Community Forum? These monthly educational events are free, open to our entire community, and snacks are provided. It doesn't get better than that! We will be expanding the educational offerings, so if there is something you wanted to know about, please let me know. Do you have something to share with our community? The Community Forums are the avenue to do so. The February Community Forum is Integrative Nutrition with Cecilia McNicoll. What a good topic for the New Year.

For the March Community Forum, Carolyn and I will share the information we will learn at the 2015 New Mexico Organic Farming Conference. This conference is a great way for us to network with New Mexico growers and learn about ideas relevant to our community.

The Co-op has hard working buyers who do their very best to bring you excellent products, and to keep them in stock. They also do a lot of sampling of those products. We

will be working together to let you know more about what is being sampled and when.

The Co-op has been working extremely well for 40 years. We want to let people know how a Co-op is different from other stores and why you should support it. We are so glad that we have so many members from our small community and we will work on keeping you informed of why your friends and neighbors should be too.



614 Project



Renting 614 has already reaped benefits for the Silver City Food Co-op and the community. For starters the co-op was able to move our monthly Community Forums to a larger space with more visibility and parking, freeing up our back building for a commercial kitchen where we now produce delicious organic homemade soups, sandwiches and spreads for our own Grab & Go. 614 also serves as overflow storage for the co-op giving us more room in our storefront and warehouse.

Many community organizations have enjoyed the use of 614, for meetings, workshops, and fundraisers. MainStreet has been able to store all of its tables and chairs at 614 while they renovate The Silco and the Silver City Farmers' Market is storing

all of its supplies on the 7th St side of the building, making set up a breeze on market day.

To hold onto this space, 614 needs to pay for itself, so we are revving up our use of the building. Starting in February, the Co-op will hold monthly Artisan Markets on second Saturdays, 10 am-4 pm (February 14th) and Cooperative Flea Markets on the last Saturdays, 10 am-4 pm (February 28th).

We are also seeking individuals, businesses and organizations to rent 614 for special events or as a Pop-up Retail. Pop-up Retail space is a venue that is temporary, "popping up" for one day and then disappearing, or "popping up" one day every week or even seasonally for one to two weeks at a time. Guadalupe Montessori's Festival of Trees is an example of seasonal pop-up retail.

We held our first Artisan Market in De-

cember featuring two potters, a fiber artist, a jewelry maker, and an herbalist, all co-op members. The co-op sold hot cider, coffee, tea and books and sampled green smoothies. The market was a huge success.

For our February 14th Artisan Market, we are collaborating with the Office of Sustainability who will set up an e-waste collection and also have a table to collect other recyclables like cell phones, batteries, ink and toner cartridges, and CFL bulbs. We hope to collaborate with other organizations and make Saturday markets festive community events year round.

Co-op members are also invited to rent a space to sell personal belongings at our Cooperative Flea Markets. Think neighborhood yard sale, only indoors, no early birds, and the co-op promotes it! This will be especially helpful for folks who live in outlying areas and unable to draw large crowds.

In conjunction with the Artisan and Co-op Flea Markets, the co-op will be selling products at 614 we don't carry in our main store due to space limitations. International foods, formerly sold at the Curious Kumquat and green products formerly sold at Material Good are high on our list. Let us know your favorites so we can bring them back to Silver. We are want to carry more local and Fair Trade goods, hemp and organic products, and kitchen items. If there are other products you'd like, food or non-food, we'd love to hear from you.

If you are a co-op member and an artist/artisan and would like to participate in an Artisan Markets, a co-op member with stuff to sell at a Cooperative Flea Market, or a community member wishing to rent 614 for an event or Pop-up Retail, please give me a call for more details; 388-2343 or email me at:

outreach@silvercityfoodcoop.com.



by Carolyn Smith

DATES TO REMEMBER

**Remember to sign up now for your
Artisan Vendor booth
or
Cooperative Flea booth!**

- February 7** – Chocolate Fantasia (in store)
- February 14** – Artisan Market 10-4 (@ 614)
- February 28** – Flea Market 10-4 (@ 614)
- February/March** - Choose Your MAD Day

Each Month:

- 2nd Saturday** - Artisan Market 10-4 (@ 614)
- Last Saturday** - Flea Market 10-4 (@ 614)

Upcoming:

- June/July** – Choose Your MAD Day
- September** – 1-15% MAD Day, date tba
- November/December** – Choose Your MAD Day

February Forum

**Integrative Nutrition –
A Unique Nutrition Theory**

Presented by Ceci McNicoll

Being healthy is more than eating organic kale
and broccoli!

Come Learn

- Why Primary Food is not something you eat and is more important to your health than what is on your plate!
- 12 steps to an integrated nutrition plan that fits YOUR lifestyle
- Tips on Crowding Out by Adding In!

the forum is presented twice

**Tuesday, February 10th
& Thursday, February 12th
from Noon to 1 pm**

the blue building @ 614 N. Bullard St.

For more information call the Co-op at 388-2343

Olive Oil Cake

- 2 cups flour
- 1 3/4 cups sugar
- 1 1/2 tsp salt
- 1/2 tsp baking soda
- 1/2 tsp baking powder
- 1 1/3 cups olive oil
- 1 1/4 cups whole milk
- 3 large eggs
- 1 1/2 TB grated orange zest
- 1/4 cup fresh orange juice
- 1/4 cup Grand Marnier

Heat oven to 350°F. Oil a 9" spring form pan (or cake pan with at least 2" sides)

Whisk together flour, sugar, salt, baking soda, baking powder and salt. In a separate bowl, whisk together olive oil, milk, eggs, orange zest, orange juice and Grand Marnier; add dry ingredients and mix just until combined. Pour batter into pan and bake 1 hour, until top is golden and tester comes out clean; let cool 30 minutes; invert and cool completely (at least 2 hours) before serving.

Tilapia Poached in Olive Oil with Thyme & Garlic

- 4 tilapia fillets
- 2 cups olive oil
- 3 sprigs fresh thyme
- 3 fat garlic cloves, peeled/mashed
- 1/2 tsp sea salt

Preheat oven to 275°F.

Arrange fish in single layer in shallow baking dish; pour enough olive oil into dish to just cover the fish; Add thyme and garlic to the oil, tucking under fish; sprinkle salt evenly over oil and fish

Bake about 20 minutes, until just cooked. Serve by drizzling some of the oil over the fish, the oil can also be drizzled over vegetables, rice, pasta, or whatever you serve with the fish. Fish may be refrigerated up to two days, keep fish in the oil which will keep from drying out.

Citrus Olive Couscous

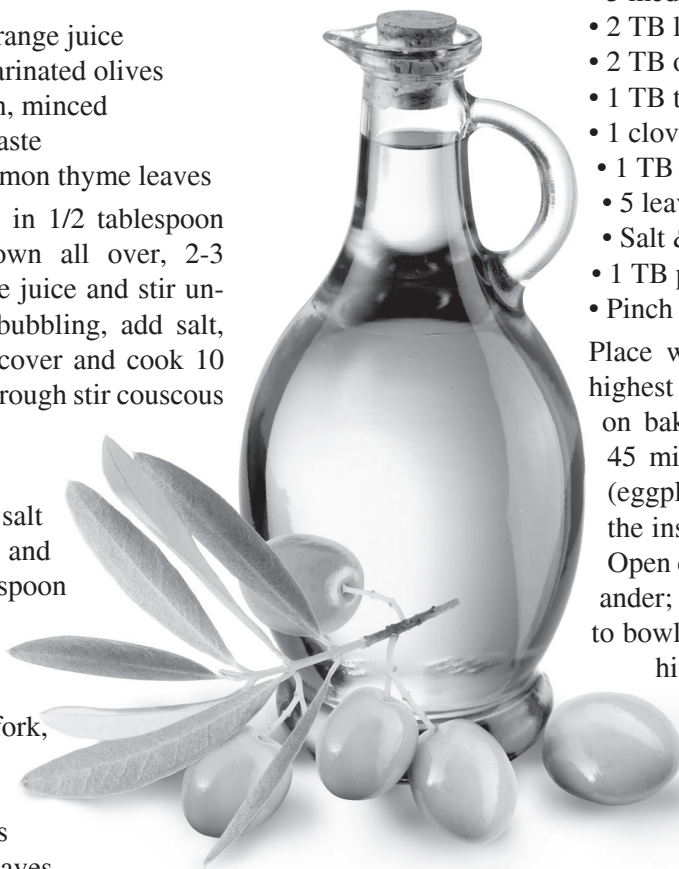
- 1 TB olive oil
- 1 cup Couscous
- 1 3/4 cups fresh orange juice
- 12 pitted green marinated olives
- 2 TB yellow onion, minced
- Salt & Pepper to taste
- A couple sprigs lemon thyme leaves

Toast the couscous in 1/2 tablespoon oil until nutty brown all over, 2-3 minutes; add orange juice and stir until mixtures starts bubbling, add salt, reduce to simmer, cover and cook 10 minutes; halfway through stir couscous so it will not stick.

Roughly chop 10

olives, add onion, salt and pepper to taste and remaining 1/2 tablespoon olive oil, this is the dressing. When couscous is al dente, fluff with a fork, add dressing, mix well, garnish with remaining olives and lemon thyme leaves.

Serves 4



Baba Ganoush

- 5 medium eggplants
- 2 TB lemon juice
- 2 TB olive oil
- 1 TB tahini
- 1 clove garlic, minced
- 1 TB flat leaf parsley, chopped
- 5 leaves basil, chopped
- Salt & pepper to taste
- 1 TB pine nuts, toasted, optional
- Pinch of toasted sesame seeds, optional

Place wire rack close to broiler, preheat broiler to highest setting. Score eggplants all around and place on baking sheet directly under broiler; broil about 45 minutes-1 hour, turning over half way through (eggplants should be charred on the outside, soft on the inside when done); remove from oven and cool. Open cooled eggplant and scoop out insides into colander; allow some of the water to drain, then transfer to bowl. Mix eggplant with lemon juice, olive oil, tahini, garlic, salt and pepper; adjust seasonings to taste; garnish with chopped parsley and basil, pine nuts and sesame seeds. Serve with pita chips, vegetables or crudites.

Makes 1.5 cups

Olive Oil & Maple Granola

- 3 cups old-fashioned rolled oats
- 1 cup hulled/raw pumpkin seeds
- 1 cup hulled/raw sunflower seeds
- 1 cup unsweetened coconut flakes
- 1 1/4 cups raw pecans, chopped
- 3/4 cups pure maple syrup
- 1/2 cup olive oil
- 1/2 cup light-brown sugar
- 1 tsp salt

Preheat oven to 300°F.

Place oats, pumpkin seeds, sunflower seeds, coconut, pecans, maple syrup, olive oil, sugar and salt in a large bowl and mix until well combined. Spread granola in an even layer on rimmed baking sheet; bake stirring every 10 minutes, until granola is toasted, about 45 minutes

Cool completely; store in airtight container up to 1 month. Makes 7 cups

Is there a co-op board member inside you?

by Susan Van Auken

I am one of three members of the board recruitment committee. Our principal task is to identify co-op members who are willing to serve on the board of directors. The last several years, we have had trouble finding enough of you willing to make this crucial contribution to our co-op. Currently, one position on our board is unfilled, and at the next election two or three more positions will, most likely, also be available.

When we talk to people about being on the board, we hear many different answers including: I am too busy right now. I am not board material because my mind doesn't think that way. I am getting married, or having a baby, or starting a new job in a few months and this is not a good time. Board work isn't for me, but thanks a lot for all that you do. I want to serve the co-op, maybe in a few years, or when my child has grown, or when I retire. My life is full already. I travel too much. No, I am not interested, but thanks for thinking of me. All of these are good responses, truthful responses, and respectful responses.

This recruiting effort has made me think about why someone does step up and become a candidate for the board. Is the

person "recruited" or does some desire bubble up within? Perhaps both happen together, a member is contacted about being on the board and while thinking about it, the desire to be on the board bubbles up. Why do you think people step forward?

When I first ran for the board, I wasn't recruited. I thought it was a job I could do. The year I first ran, there were eight other candidates who had also thrown their hat in the ring. I wasn't elected. But I still thought I might be a good fit for the board, so I persevered. About 18 months later, I was appointed to fill an empty seat and have now been on the board for eight years. Guess what, my life has continued down its path even though I am on the board. Some months I have been overwhelmed, too busy, not in the mood, involved in another major project, or relatively debilitated by back problems, and it has been very challenging to fit board

work into my life. But it all works out.

I have served on the board with about 19 other directors during these eight years. Here's some of what happened in the lives of these 19 people while they were directors: One had a baby and brought the baby to the board meetings for a year. One got married. At least two had health problems lasting longer than several months. One built a business and another started a new job. One found himself in Mexico for five months and with great effort managed to Skype into each of the board meetings. One or two built their own house while on the board. More than one held down a greater-than-full-time job. One joined a band. Directors had families, and gardens, and jobs, went to school, were between the age of 26 and 72, and lived close to co-op or out in the county. The one common characteristic is: All wanted to be of service to the co-op.

There is never a best time to be on a board of directors of any organization. We only have the present moment. When a person joins a board, there can be no guarantees about what will happen during his or her term of office. It might be an easy or mundane ride, or there might be a major crisis such as a turbulent change of personnel, or a financial crisis, or a major expansion. Directors must rise to the occasion presented. That is part of the energy, excitement, and fun. It is part of the job.

The truth is this: All our favorite organizations, non-profits and co-ops, need boards of directors and the Silver City Food Co-op is no exception. The co-op needs active, engaged, and committed directors.

I ask each of you to please take a moment and consider your love for the co-op. Realizing how very important the co-op is to you, please consider making the much-needed contribution of serving on the board of directors. We need you! For more information about our board, the work we do, and about the election process, please give me a call.

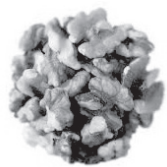
Thanks a bunch,
Susan Van Auken 575-535-2738

Are you willing to consider serving on the co-op's board of directors? Call a board member for more information and pick up the candidate information packet at the co-op from Margarita. Candidate statements will be due March 13. The new board term begins May 20.

February Sales

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

February 4-February 17 deals



Bulk Shelled Walnut Halves
reg \$16.99#
SALE \$12.99#



Brown Cow Yogurt
Plain
32 oz, assorted
reg \$3.49
SALE \$3.00



Boca
Original Vegan
Vegan Burger
reg \$4.24
SALE \$3.69



Annie's Home
Shells & Real Aged Cheddar
6 oz, assorted
reg \$3.29
SALE \$1.66



Alaffia
EveryDay Shea
Body Lotion
32 oz, assorted
reg \$11.69
SALE \$7.99



Alacer
Emergen C
30 ct, selected
reg \$15.99
SALE \$9.99

February 18-March 3 deals



Bulk Red Lentils
reg \$2.49#
SALE \$2.19#



GoodBelly
Probiotic Juice
32 oz
reg \$3.49
SALE \$3.19



Cascadian Farms
Frozen Potatoes
16 oz, assorted
reg \$3.49
SALE \$2.50



Arrowhead Mills
Cereals
assorted
reg \$5.39
SALE \$3.99



Acure
Castile Liquid Soap
assorted
reg \$9.99
SALE \$7.99

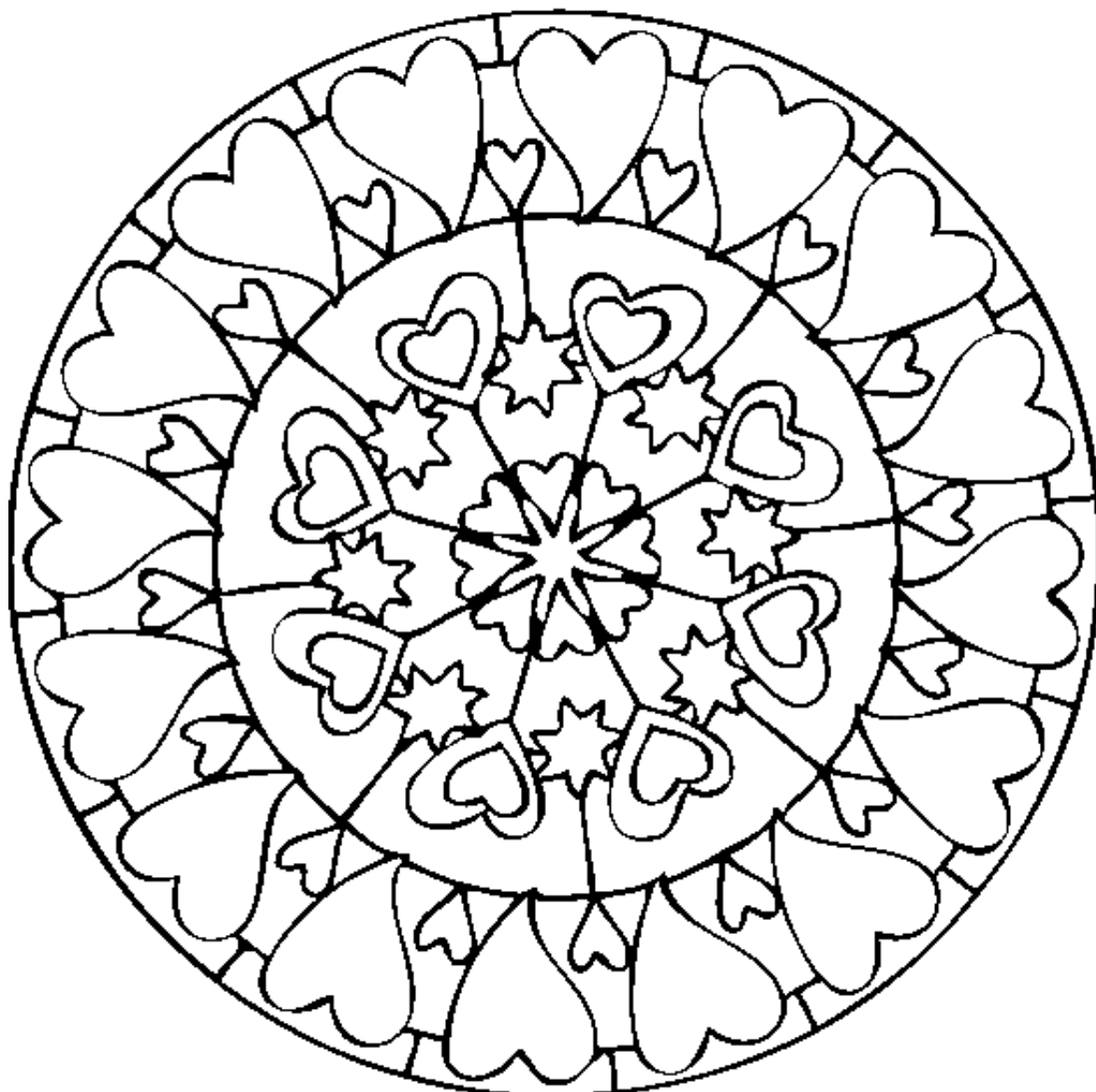


Spectrum
Flax Oil
16 oz
reg \$23.89
SALE \$16.99

Kids' Corner

FREE FRUIT FUN

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



NAME: _____ AGE: _____

Member Only Specials

February 4-March 3



Follow Your Heart
Grapeseed
Vegenaize
reg \$6.99
SALE \$6.29



Andalou
Lime Blossom Hand Cream
3.4 oz
reg \$7.59
SALE \$6.89



Woodstock
Bread & Butter Pickles
24 oz
reg \$6.39
SALE \$5.79



Artisana
Raw Walnut Butter
8 oz
reg \$12.19
SALE \$10.99



Badger
Lip Balm
assorted
reg \$2.49
SALE \$2.19



Host Defense
My Community
30 ct
reg \$19.99
SALE \$17.99

PRODUCE COMPOST GUIDELINES

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

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

GROCERY SPECIAL ORDER POLICY

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

PRODUCE SPECIAL ORDER POLICY

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

614 MEETING ROOM POLICY

Individuals, groups & organizations are welcome to use the meeting room at 614 N Bullard, as long as one organizer is a co-op member. Room is not intended for commercial use or events where a fee is charged. Meetings must be held during regular store hours (Monday-Saturday 9:00am-7:00pm) A key is required to open the building which must be picked up, and returned to the store the same day of the meeting. Contact Margarita: margarita@silvercityfoodcoop.com or the co-op at (575) 388-2343. Thank you!

Co-op
KID



Corner



Future *From Your Board...* FOCUS

by Gail Rein,
Chair of Member Linkage Committee

What We Learned From the Downtown Merchant Survey

Starting October 20th and ending December 3rd, the Member Linkage Committee conducted a survey of downtown merchants. Since our store and the merchants' stores are all downtown, we felt it important to get merchants' reactions to the news that co-op is discussing possible expansion or relocation. We thought we might learn some things that did not come out in the shopper survey that was conducted in June, and we sure did!

First some stats... We distributed surveys to 116 downtown merchants (I was amazed we have this many downtown merchants; many thanks to Lucy Whitmarsh who worked with MainStreet to give us the list and to Carolyn Smith who hand-delivered many of the surveys that were returned undeliverable by the P.O.)... We received responses from 16 merchants (I was even more amazed we received this many, about 14% compared to the 7% response rate on the shopper survey)... Of the merchants who responded, 12 are co-op members, three are not, and one did not say.

The merchant survey had four questions, with the first two being the same questions as on the June shopper survey:

1. How would you like to see the Silver City Food Co-op grow?
2. What concerns do you have about the co-op expanding or relocating?
3. What things about the co-op today negatively impact your business?
4. What things can the co-op do to positively impact your business?

Similar to shoppers, a theme from almost every merchant was, "We love the co-op!" Almost every merchant also said, "Stay downtown." Merchants worry that if the co-op were to leave downtown, their businesses could suffer and it will be a huge loss.

Also similar to shoppers, merchants were split on whether the co-op should or should not expand or relocate. Merchants who favored expansion or relocation made many of the same points shoppers did:

- Grow by doubling floor space and doubling inventory.
- Keep growing with the times by offering more "stuff" (fresh produce, packaged goods, prepared foods, boxed lunches, meat) and wider aisles.

And made some new points:

- Co-op needs a realistic turnaround area

for large delivery trucks so we don't have to deal with traffic in our shared alley.

- Obtain additional space to cut dependence on almost daily deliveries.

Like shoppers, merchants who want the co-op to stay where it is said:

- Co-op is good the way it is now; don't change anything.
- Grow creatively right where you are.
- Use your current space better.

Merchants' concerns about growth or expansion were similar to shoppers' concerns:

- Concerns about the co-op overextending itself financially.
- Growth is not always as good as it may seem from being in a place that already works.
- Question whether a bigger store will increase customer base.
- Remain committed to community values.
- Remember the purpose and ideals of cooperatives are not to expand and grow only for growth's sake as is the American norm, but to provide quality, wholesome food and products for our community at reasonable prices and with member participation.

Merchants commented on locations the co-op might consider for relocation:

- Anywhere on Bullard or Broadway.
- Consider the Workshops of Carneros building.

- Old Yada Yada Yarn building is fine by me.

- Rent the Old Western Stationers building with its parking lot.

Merchants expressed many of their business concerns and wishes:

- Continue and increase support for local growers, manufacturers, and entrepreneurs.
- Keep thriving and attracting customers downtown.
- Offer business memberships.
- Offer discount to downtown employees and business owners. Co-op's prices are too high for some of our employees.
- Offer wholesale prices for businesses.
- Partner with Green Chamber to promote triple bottom line.
- Provide community advertising or featured business of the month.
- Sell some of our business' products.
- There's a bit of overlap with nonfood products the co-op sells that hurts my sales. Would be nice if the co-op stuck with food, garden, and cooking-related items.
- We get frequent comments and complaints from visitors and locals alike about the panhandlers, musicians, and homeless people who gather outside the current co-op building.

One merchant wrote, "I would be interested in renting or buying your current building if it went on the market." Seems like a nice note to end on!



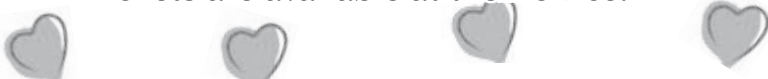
In case you missed it, the findings from the June shopper survey were reported on the front page of the September 2014 issue of the Garbanzo Gazette. You can download this issue and any back issues from the co-op's website. Go to:
<http://www.silvercityfoodcoop.com/our-co-op/newsletter/newsletters-all/>

Chocolate Fantasia

It's lights, camera, and action with tiramisu delicacies at the Co-op. If Peter Clemenza had this tiramisu treat, he would have said, "Leave the gun. Take the tiramisu." Our Godfather inspired treats will be made by pastry chef April Lee.

April graduated from Western Culinary Institute (in Portland, Oregon) with an Associates degree in Patisserie & Baking in 2006. "I'm very happy to be getting back into making desserts and was honored to be asked to help with this year's Chocolate Fantasia."

**Chocolate Fantasia is
Saturday, February 7th, from 11 am to 4 pm.
This is an annual fundraising event for
Mimbres Region Arts Council.
Tickets are available at their office.**



Gail Rein/President
Board Term: 2014-2017
rein.gail@gmail.com

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

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

Lynno Aldin/Treasurer
Board Term: 2012-2015
peacelynno@gmail.com

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

Jennifer Johnston
Board Term: appointed
thru May 2015
johnstonjenny40@gmail.com

Board of Directors

Board Meeting Schedule

The SCFC Board of Directors meets the third Wednesday of each month at 614 N. Bullard Street, 4:30-7:30 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.

Are Vitamins Food or Medicine?

by Athena Wolf

Sometimes people believe that vitamins can make up for an unhealthy diet. Here is a short description of the current processes of creating vitamins to help you decide if vitamins can fulfill that role in your life.

There is an assumption that if a vitamin is labeled "natural", that it is healthy for you. Actually a product only has to include 10% of natural plant-derived ingredients to be given this designation. The other 90% can be synthetic. Manufacturers generally don't like using concentrates or extracts derived from whole food sources because of low nutrient potency and limited shelf life. Nutrients are easily degraded by heat, pH changes, light, and oxygen. Here is some information about how vitamins are made and their effects. From <http://healthwyze.org/> "The food-based vitamins that are currently available are actually worse than their synthetic counterparts. Almost all of the food-based vitamins that we recently evaluated were fermented in yeasts and bacteria. Usually these were genetically engineered yeasts and bacteria to make them toxic enough to accelerate their pathogenic life processes. This manufacturing is a way to cheat using bacteria and yeasts to break the foods down instead of using chemicals. In actuality, neither the process nor the end product is natural or food-like. The biotechnology industry found a way to trick us all into making genetic engineering a part of our "natural" supplementation. We wrote this report because we have had repeated calls from people who were having allergy problems or sicknesses that increased with increased multi-vitamin usage. In every case, it was caused by one of the multi-vitamin products that was alleged-

ly food-based, but which was not actually made from foods. A diet of yeast will, in fact, attack the immune system to make both allergies and illnesses worse. These so-called "multi-vitamins" are worse than no vitamins at all".

Fortification of foods with vitamin B-3 has led to intakes much greater than what's recommended, especially in children who eat processed fortified foods. Higher intake of vitamin B-3 can cause increased appetite and impaired glucose tolerance leading to obesity. <http://www.ncbi.nlm.nih.gov/pubmed/17991653> The Food & Drug Administration has permitted ascorbic acid to be identified as Vitamin C. Ascorbic acid is made with corn syrup—not exactly a health food. These are the steps to making this chemical:

Steps 1 thru 9: Corn starch is broken down into simple sugar (D-Glucose) by the action of heat and enzymes.

Step 10 (Hydrogenation): D-Glucose is converted into D-Sorbitol.

Step 11 (Fermentation): D-Sorbitol is converted into L-Sorbose.

Step 12 (Acetonation): Yes that's right, they use acetone! L-Sorbose is combined with an acid at low temperatures.

Step 13 (Oxidation): The product is then oxidized with a catalyst, acidified, washed and dried forming L-Gluconic Acid.

Step 14 (Hydrolysis): L-Gluconic Acid is treated with hydrochloric acid forming crude ascorbic acid.

Step 15 (Recrystallization): The crude ascorbic acid is filtered, purified and milled into a fine crystalline powder.

This finished product is not really "Vita-

min C", but legally can be called so.

Conditional scurvy is reported to occur following excessive doses of ascorbic acid over a prolonged period of time. Ascorbic acid side effects more often include oxalate or urate kidney stones, and hyperoxaluria. Migraine headache has been reported with a daily dose of 6 grams. Gastrointestinal side effects have included nausea, diarrhea, abdominal cramps, esophagitis, nausea, and diarrhea. Ascorbic acid, while proven to kill bacteria effectively, is not discriminatory in its anti-microbial abilities and will wipe out good bacteria in the gut. Esophagitis appears to be associated with prolonged or increased contact of ascorbic acid tablets. This information is from Ryan Andrews and Web MD.

The New York Times reported on a study conducted by Dr. Victor Herbert, professor of medicine at the Mount Sinai School of Medicine in New York. This study found that rather than reduce free radicals which lead to cell damage, synthetic C supplements actually promoted free radical generation. "Unlike the vitamin C naturally present in foods like fruits and peppers, ascorbic acid is not an antioxidant, it's a redox agent - an antioxidant in some circumstances and a prooxidant in others," said Dr. Herbert.

The manufacturing of vitamin D3 starts with 7-dehydrocholesterol (usually from wool oil), which turns into cholecalciferol (vitamin D3) when exposed to ultraviolet light. "Vitamin D is not really a vitamin," write scientists for the New England Journal of Medicine. For something to be a vitamin, it should provide the body with an essential nutrient that it cannot make on its own, but requires for survival.



Vita-

min D has "vitamin like" activity, which initially tricks the body into thinking the host of associated co-hormones is present. Before vitamin D was intensely promoted to the public, it was used to kill rodents. In their report, "The Endocrine System," the University of Colorado, reminds us, "Ingestion of milligram quantities of vitamin D over periods of weeks or months can be severely toxic to humans and animals. In fact, baits laced with vitamin D are used very effectively as rat poison." This copycat hormone tends to induce calcification, which can lead to heart failure, kidney damage, and more.

Capsules that enclose vitamin supplements can be derived from plant sources, like seaweeds, or animal sources like gelatin. Animal gelatin is from tallow, animal bone, marrow, or tissue scraps, and may include diseased tissues. The tablet coating methylene chloride is a carcinogen.

A more effective approach to good health might be to eat organic food, high in real "vitamins"; to eat foods right for your individual constitution; and to eat with a sense of gratitude for the work and sacrifice of people, plants and animals that bring the food to us.

[Athena Wolf practices Ayurveda and Curanderismo in the Mimbres. You can find her at curand-

The Healing Power of Love and Chocolate

by Monica Rude

Not just for Valentine's Day any longer - both Love and chocolate have healing effects - healing the body as well as a "broken heart." Theobroma cacao is the Latin name for cacao beans from which chocolate is created; it means "food of the gods". In 1520 Hernando Cortez visited the Aztec emperor, Montezuma II in what is today Mexico City. He was served chocolate in goblets of beaten gold. This pure luxury beverage was made of cocoa mixed with annatto and anise seeds, crushed long red pepper and cinnamon, stirred slowly over a low fire until frothy and bubbly. Once enjoyed only by the elite, today chocolate is a staple all over the world not just for food but also medicine. Early 20th century manuscripts produced in Europe and New Spain revealed more than 100 medicinal uses for cacao/chocolate. It has been used to treat fatigue, fever, shortness of breath, feebleness, anemia and the faint of heart. It has been used to improve digestion and elimination, poor appetite, gout, kidney stones and to disguise the bitterness of pharmaceutical additives. Recent research into its many flavonoids and polyphenols has shown its antioxidant effect reduces cancer risk, supports the immune system, enhances blood flow to the heart and brain and elsewhere. This im-

proved circulation has been found to be helpful for mild cognitive impairment, ie, problems with memory, thinking and early dementia. It also targets the endogenous cannabinoid system of the brain, the body's own natural pain relief, where it heightens sensitivity and produces euphoria or a transient feeling of well-being, feeling awake and vital. These are the same pleasurable sensations Love creates in the brain. When lovers share chocolate, they experience passion, romance, euphoria, joy and happiness. Plus, who can resist the sensual, sumptuous, rich, silky creaminess of dark chocolate? It's pure Love.

Feeling loved and cared for can be a major factor in health and healing. In a study published in 1999 in Alternative Therapies in Health and Medicine Dean Shrock discussed the results of his study of women who had been treated for breast cancer, half of whom attended weekly group classes on guided imagery, relaxation, meditation, prayer, nutrition, exercise, stress management, creativity and intuition. The others received no classes. At the end of four years all of the women in the group who attended classes were still alive; 12% of the rest of the women had died. Those in the full-survival group



expressed that they felt listened to, cared for, supported and a sense of connectedness within the group.

It has long been known that the doctor-patient relationship can impact healing. Diagnosis and treatment is only one aspect of medical care; caring for the emotional aspects of a person can be more powerful than using a lot of technology and drugs. Patients prefer a physician with strong interpersonal skills who treats them with respect, listens carefully and is easy to talk to.

Leonard Laskow, an associate of Dean Shrock, found "the constant in all healing was the presence of someone to facilitate the natural healing process and focus at-

tention and encourage the patient toward recovery."

Dr. Carl Rogers was a pioneer in "client-centered therapy" in the 1980's and found therapist love and acceptance resulted in healing of the patient. "When I am prized, I blossom and expand. I am an interesting individual. Prizing or loving or being prized or loved is experienced as being very growth-enhancing. A person who is loved appreciatively, not possessively, blooms and develops his own unique self." (C. Rogers; A Way of Being, Houghton Mifflin Co, 1980).

Negative emotions have been shown to produce disordered heart rhythms and autonomic nervous system function, which leads to increased stress in the body, leading to disease. But loving focused attention creates harmony and the ability to transform organs and maximize life force and energy. As we let go of old, traumatic energy patterns, we become healed or whole. If you want to feel good and healthy, "Just love." Loving yourself and others enhances health. And a handful of chocolate helps you love yourself... or the person who gave it to you. ♥

[Monica Rude is owner of Desert Woman Botanicals and lives in Gila where she grows chocolate... in her dreams.]

FEBRUARY 2015

Full Moon 2/3/2015 04:10:00 pm (MST)
New Moon 2/18/2015 04:49:18 pm (MST)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Laughter</i> 12-1 pm	3	4 Member Linkage 11-12	5	6	7 <i>Chocolate Fantasia</i>
8	9 <i>Laughter</i> 12-1 pm	10 <i>Forum Integrative Nutrition</i> 12-1 pm	11	12 <i>Forum Integrative Nutrition</i> 12-1 pm	13	14 <i>Artisan Market</i> 10-4 pm
15	16 <i>Laughter</i> 12-1 pm	17	18 <i>Forum8 Detox</i> 12-1 pm Board Meeting 4:30-7:30 pm	19	20	21
22	23 <i>Laughter</i> 12-1 pm	24	25	26	27	28 <i>Flea Market</i> 10-4 pm
1	2	3	4	5	6	7

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 <i>Laughter</i> 12-1 pm	3	4 Member Linkage 11-12	5	6	7
8	9 <i>Laughter</i> 12-1 pm	10 <i>Forum Org. Farming Conference</i> 12-1 pm	11 <i>Astrology with Cassandra</i> 3-4:30 pm	12 <i>Forum Org. Farming Conference</i> 12-1 pm	13	14 <i>Artisan Market</i> 10-4 pm
15	16 <i>Laughter</i> 12-1 pm	17	18 Board Meeting 4.30-7.30pm	19	20 <i>Home & Garden Expo Co-op Seed Share</i> 10-5 pm @ G. C. Conference Center	21
22	23 <i>Laughter</i> 12-1 pm	24	25	26	27	28 <i>Flea Market</i> 10-4 pm
29	30 <i>Laughter</i> 12-1 pm	31	1	2	3	4

March

(all meetings @ 614 unless otherwise noted)

Imbolc. Feel the vibration of Nature in February. Every-thing in potential, teeming underground, sap rising, hibernation ending. It can be hard to believe, sometimes, that change will come. Imbolc is Her promise. As Above (the Equator); Candlemas is the day to honor the Goddess Brigit of Ireland. Her sacred flame was kept burning by priestesses, then by nuns, into the 16th century, and relit at Kildare in 1993. So Below (the Equator); In Brazil, on February 2nd, a day consecrated to "Our Lady of Seafaring," thousands of practitioners gather on the beaches at dawn, sending flower offerings out to sea for the Goddess Yemanja, deity of fisher-people and shipwreck survivors, the female principle of creation, and the spirit of moonlight. Greetings Imbolc! Blessings Candlemas! Offerings to the Sea!



Harbinger

By Mary Kate Protzman

What's astounding is the five minutes worth of trailing flocks of snow geese that pass overhead weaving black and white lines of distant honking to the northeast. I'm looking up for guidance, for reassurance, they are following ancient patterns they see through our map of upsets, connecting to what is good, what is right, what is natural and they know what to do, they are hauling spring in behind them.

In Bloom MAD!
Choose your own
Member Appreciation Day
in February **OR** March!

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