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# CO-OP NEWS

A Publication of the North Coast Co-op • Mar. 2016



Everyday Savings!  
**co-op**<sup>TM</sup>  
**basics**  
see p. 3

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CO-OP NEWS  
NORTH COAST CO-OP  
811 I STREET  
ARCATA, CA 95521

## EDITOR

Melanie Bettenhausen  
Marketing & Membership Director  
(707) 502-3555 ext. 132  
[melanieb@northcoast.coop](mailto:melanieb@northcoast.coop)

## GRAPHICS & COORDINATION

Zev Smith-Danford  
Graphic Design Coordinator  
(707) 502-3555 ext. 120  
[zevsmithdanford@northcoast.coop](mailto:zevsmithdanford@northcoast.coop)

Alenya Felts  
Marketing & Graphics Assistant  
(707) 502-3555 ext. 129  
[alenyafelts@northcoast.coop](mailto:alenyafelts@northcoast.coop)

## ARCATA LOCATION

811 I St., Arcata • (707) 822-5947  
Open daily: 6 am to 9 pm  
Kevin Waters, Store Manager  
[kevinwaters@northcoast.coop](mailto:kevinwaters@northcoast.coop)

## EUREKA LOCATION

25 4<sup>th</sup> St., Eureka • (707) 443-6027  
Open Daily: 6 am to 9 pm  
Toby Massey, Store Manager  
[tobymassey@northcoast.coop](mailto:tobymassey@northcoast.coop)

## COOPERATIVE OFFICES

811 I St., Arcata

## ACTING INTERIM GENERAL MANAGER

Ron Sharp (707) 502-3555 ext. 124  
[ronsharp@northcoast.coop](mailto:ronsharp@northcoast.coop)

## MEMBERSHIP COORDINATOR

Bella Waters (707) 502-3555 ext. 135  
[bellawaters@northcoast.coop](mailto:bellawaters@northcoast.coop)

## HUMAN RESOURCES

Lisa Landry (707) 826-8670 ext. 127  
[lisalandry@northcoast.coop](mailto:lisalandry@northcoast.coop)

## ACCOUNTING

Kelli Costa (707) 502-3555 ext. 138  
[kcosta@northcoast.coop](mailto:kcosta@northcoast.coop)

## BOARD OF DIRECTORS

Jeremy Cotton, Dave Feral,  
Colin Fiske, Leah Stamper, Cheri Strong  
[board@northcoast.coop](mailto:board@northcoast.coop)

## THE COOPERATIVE PRINCIPLES:

Voluntary & Open Membership  
Democratic Member Control  
Member Economic Participation  
Autonomy & Independence  
Education, Training & Information  
Cooperation Among Cooperatives  
Concern for Community

The Co-op does not officially endorse the services or products of any paid advertiser. All articles, columns and letters are the expressed opinion of the author and not the Co-op News.

## LETTERS TO THE EDITOR

Letters must include your name, address, member #, and telephone #. Letters should be kept to a maximum of 250 words and may be edited. We regret that we may not be able to publish all letters due to limited space. Email your letters to [co-opnews@northcoast.coop](mailto:co-opnews@northcoast.coop) or send them to: Co-op News, 811 I Street, Arcata, CA 95521. Deadline for letters is the 10<sup>th</sup> of each month.

Look for these events  
throughout 2016 at our  
Eureka store location.

# Saturday March 5 from 5-7pm

## Wine Tasting featuring a selection of *Rosé Wines*

The North Coast Co-op is pleased to invite our member-owners into our Eureka Community Kitchen to enjoy a flight of Rosé wines. We will feature two local wines as well as a few French options for comparison. Our Wine Department will be pouring the wine and our Cheese Department will be offering complementary bites. This is a 21+ event, ID required.



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By Jolie Harvey Outreach Coordinator, Photos By Alenya Felts

# COOK & SAVE

## Tomato Sauce

Canned tomatoes are a kitchen pantry staple. A can of tomatoes means less prep work for a dinner recipe the whole family will love. Tomatoes are available in many canned forms – whole, diced, crushed, sauce and paste – making them convenient to use year round, especially when fresh tomatoes are not in season. They can be stored in your pantry for up to 18 months.

Canned tomatoes, just like the fresh and in season ones, are low in calories and packed with vitamin C and fiber. Canned tomatoes, as opposed to fresh, are an excellent source of the antioxidant lycopene, which is released in the heat canning process.

Here is a basic tomato sauce recipe that you can double, triple, freeze and adjust according to your tastes, the season and what you have on hand.



MONTEBELLO  
Organic Pasta  
**\$2.79** / lb  
On Sale March 1 - March 28

### Ingredients

- ¼ cup onion, finely chopped
- 3 garlic cloves, finely chopped
- 1 (14.5-ounce) can diced tomatoes
- 1 Tablespoon olive oil
- 1 teaspoon dried oregano
- 1 teaspoon dried basil
- Salt and pepper to taste

### Directions

1. Heat oil in a pot. Add onions and sauté until soft. Add garlic and sauté until fragrant.
2. Add tomatoes from the can, mashing them using the back of a spatula.
3. Add salt, black pepper, oregano and basil.
4. Bring to a boil and then let it simmer on medium for 12-15 minutes or until thick and tomatoes get broken down.
5. Taste and adjust seasoning.
6. Use immediately or allow to come to room temperature before storing.
7. Store leftovers in an airtight container in the refrigerator for up to 1 week or freeze for up to 3 months.



Bulk Organic Oregano  
**\$.87** per oz or  
**\$13.99** per lb

MUIR GLEN  
Organic  
Diced Tomatoes  
**4 for \$5**  
14.5 oz  
can

Bulk Organic Basil  
**\$.87** per oz or  
**\$13.99** per lb

Sale prices available March 15 - March 28



Everyone can shop, but we would love for you to join!

# coop basics

**Co+op Basics** is our basic goods at basic prices program. We offer lower prices on a select list of staple items in order to save you money every day. These are low prices, all the time; not temporary price reductions. You can expect to pay 5%-25% under our regular prices on basics like milk, eggs, butter, beans, bread, and more; with an emphasis on organic, you'll find only GMO-free products on our list. As you shop the Co-op, look for the Co+op Basics signs in the aisles. When you see one, you can be sure you're getting a better value!

## Frozen

Bulk Blueberries  
Bulk Peas

## Produce

Organic, Fair Trade, Bananas

## Bulk

Black Beans  
Co-op 40th Anniversary Coffee  
Co-op Humboldt Coffee  
Co-op Mellow Buzz Coffee  
Cornmeal  
Elbow Macaroni  
Flax Seeds  
Short Grain Brown Rice  
Vegetarian Refried Beans 15 oz  
Whole Wheat Pastry Flour

## Meat and Cheese

Rocky Junior Free Range Chicken  
Rumiano Mild Cheddar 1 lb  
Rumiano Monterey Jack 1 lb

## Refrigerated

### Humboldt Creamery Brand

Milk; 1 Gallon, 1/2 Gallon, 1%, 2%,  
and Whole  
Butter; Salted and Unsalted

### Tofu Shop Brand

Water Packed Tofu;  
Regular and Firm traditional  
Nigari  
Vacuum Packed Tofu;  
Regular and Firm traditional  
Nigari

## Grocery

Baby's One Formula  
Choice Earl Grey  
Co-op Apple Juice  
Dr. Bronner's Coconut Oil  
Earth Friendly Ecos Laundry Detergent;  
Lily, Lavendar and Free and  
Clear  
Mi Rancho Corn Tortilla  
Organicville Ketchup  
So Delicious Coconut Milk;  
original, vanilla and  
unsweetened  
Susie's Organic Saltines  
Tinkyada Kosher Brown Rice  
Spaghetti  
Water, Bulk (H2O machine)  
Wild Planet Albacore Tuna

### Natural Value Brand

Coconut Milk  
Kitchen Bags  
Paper Towels  
Toilet Paper

### Field Day Brand

100% recycled Facial Tissue 2 ply;  
85 ct  
Apple Cider Vinegar 32 oz  
Baked Vegetarian Fancy Peas 15 oz  
Balsamic Vinaigrette 8 oz  
Bath Tissue 300 Square 2ply Roll;  
12 ct  
Beans; 15 oz  
black, garbanzo, kidney,  
maple onion baked, pinto,  
refried vegetarian

Beef Broth 32 oz

*original and low sodium*

Brown Rice Penne 12 oz

Brown Rice Spaghetti, 12 oz

Chicken Broth 32 oz

*original and low sodium*

Chocolate Chip Cookies 8 oz

Chlorine Free Baby Wipes Refill 72 ct

Crunchy Peanut Butter 18oz

*original and unsalted*

Diced Fruit Cups 4 oz (4pk)

*peach pear, peach, and pear*

Fusilli Brown Rice 12 oz

Kids Brown Rice Pasta Mix 12 oz

Grade B Maple Syrup

8 oz, 12 oz, 16 oz, 32 oz

Mediterranean Fine Sea Salt 26.5 oz

Natural Extra Virgin Olive Oil 16.9 oz

Olives Green Pitted 6 oz

Olives Pitted 6 oz

Paper Napkins 1ply; 250 ct

Paper Towels 2ply Custom Size Roll

Pasta Sauce 26 oz

*italian, marinara,*

*roasted garlic and tomato basil*

Ranch Dressing 8 oz

Smooth Peanut Butter 18 oz

Traditional Penne Rigate 16 oz

Traditional Water Crackers 4.4 oz

Vanilla Cream Cookies 12 Oz

Vegetable Broth 32 oz

*original and low sodium*

Whole Kernel Sweet Corn 15.25 oz

### Natures Path Brand

Flax Plus Raisin Bran

Heritage Flakes Eco Pac

## Wellness

JSN Powersmile Toothpaste

Dr. Bronner's Lip Balm;

*Orange Ginger Peppermint,  
lemon lime, and Unscented*

Country Life Daily Nutrition

Multivitamin;

*Men's, Women's and Prenatal*



# February Board Meeting Recap



**Leah Stamper**  
Board Director

member comments followed. One member came to share a community project that he is spearheading for a “mug library” to reduce single-use cups on Saturdays during the Farmers’ Market in Arcata and there was some discussion of how the Co-op might be involved. Another member commented on the policy for Candidate Qualifications.

After approval of the minutes and standard board proceedings, we got word that a big update is the works for the Co-op News. Staff members are looking at ways of reducing paper and setting goals along the way. At some point in the near future, the paper *Co-op News* will no longer be mailed out unless members specifically opt-in to remain on the paper mailing list. Paper copies will continue to be available at the store and mailed to those who request. There are no plans to cease printing paper copies of the *Co-op News* as it remains an important way of communication with membership. For those who prefer to opt-out of paper and read the *Co-op News* on their electronic devices, improvements are being made to have it be more easily readable, both on the standard and mobile sites. (See article p. 7.)

Both the Policies & Procedures Committee (PPC) and the Nominating Committee (NC) had updates regarding an overlapping issue. One of the possible by-laws changes being proposed by the PPC involved changing the date for new board members to be seated. The proposal was that new directors would be seated at or before the Annual Member Meeting (AMM). The NC had been considering a change to

the election timeline that would include having the election still in progress during the AMM so that members may have the opportunity to meet candidates in a venue that is already well attended. The specific format of how that would look is not final. There was some discussion regarding this conflict and Director Dave pointed out that the AMM has historically been the venue where the winners of the election were announced. Ultimately, the decision was made that both options are viable possibilities and Director Dave requested that the PPC and NC meet to make a proposal that will work for both committees.

The Board also reported out after Executive Session that they have approved the following timeline for hiring a new General Manager:

- Develop hiring criteria & job description during the month of February.
- Approve hiring criteria & job description in March.
- Start advertising the job and spreading the word by April.
- Establish an application deadline of late May or early June.
- Interview finalists in July.
- Make a hiring decision in early August.

Look for future issues of the *Co-op News* for more information on this process.

For a more complete overview of the February meeting, minutes will be available in the March board meeting packet. We look forward to your continued participation and engagement in the cooperative process!

## Thank you for Your Input!

Thank you to everyone who provided feedback about our draft Statement of Sustainability! Your comments were thoughtful and helpful. The Sustainability Committee will be incorporating the feedback and presenting a second draft to the Co-op’s Board of Directors at their March 3 meeting. We hope to be able to make an announcement about a final draft in the April Co-op News...just in time for Earth Day!



## Member-Owners Invited to Participate in Board Retreat

Join the Co-op’s Board of Directors on Sunday, March 20 for a dynamic Board Retreat. The day will start at the Humboldt Bay Aquatic Center around 9am with Glenda Hessel-tine, a Tai Chi teacher, motivational speaker for wellness and counseling psychologist. Glenda has more than 30 years’ experience working with groups “moving together in

unison and harmony” and the morning will focus on bringing the group together.

Member-owners and Co-op staff are encouraged to participate in the morning session, space is limited and reservations are required. Following a break for lunch, member-owners are invited to observe the Board of Directors as they work with two local facilitators,

Fernando Paz and Kelly Boehms, on board vision and committee forming. Fernando Paz’s expertise is diversity, inclusivity, and board development working with LatinoNet and other boards. Kelly Boehms is a past Co-op board member, employee, and current facilitator for True North Organizing Network.

To make your reservation, contact Membership Coordinator Bella Waters by phone (707) 382-3109 or email [membership@northcoast.coop](mailto:membership@northcoast.coop) by **March 13**.

# Letters to the Editor

## Department Heads

Dear Editor:

Upon reading the latest edition of the newsletter I learned that the new website had been rolled out and was now providing customers and members with more information rich content. Earlier this year I had talked to Melanie about the need for contact information that allows patrons to send product inquiries to directly contact department heads; I was relieved to hear this need had been identified and would be dealt with in the new website.

Emailed inquiries and responses can be filed away so that when it comes time to buy that bottle of wine but can't remember the maker, or that type of sausage that you favor, the information is there to retrieve and revisit. An exchange of three or more emails adds to the cumbersome-ness of the current system. A much better system would eliminate having to go back and forth through customer service. Unfortunately, the indirectness of the old website remains in its replacement.

Department heads know more about their inventory than customer service, so please give us members a direct line of communication with them. Thank you for considering this fix.

*Christopher Boyle*  
Member 21965

## Annual Seed & Plant Exchange

Dear Co-op members,

As you know the Annual Seed and Plant Exchange is coming up, March 26, 2016. This year will be our 18th year in bringing free seeds and plants to many families who need subsistence in order to meet their daily food intake and needs. The Humboldt Permaculture Guild exists to implement the goals of permaculture in the Redwood Bioregion through providing education and action, demonstrating that renewable, ecologically-based communities can provide a rich and healthy livelihood, promote cultural and biological diversity, and encourage

environmental and economic harmony in the places we live.

The Seed and Plant Exchange provides an opportunity for the community to come together to educate and provide workshops and seed saving techniques to better ensure food security and success throughout our region. By providing knowledge of seed saving, we are making a commitment to being good stewards of seeds, to realize the importance of seeds, and protecting our organic and heirloom seed varieties. By providing an event that supports local farmers, small cooperatives that donate GMO free, heirloom varieties of organic seeds, we are insuring that our food security is happening in our diverse community. We are reclaiming our ethical duty to keep our food source from large companies that do not necessarily keep our families' health in mind, nor our needs for local and organic agriculture.

As a seed saver, I currently have a dedicated refrigerated system just to

ensure quality seeds for the future for my family and community. Not everyone has such an opportunity, however, with persistence and dedication we can all have the chance to learn and grow in the seed saving knowledge in order to provide for our future food security.

This year we will be providing workshops on seed saving techniques, soil, and climate and planting practices. Local farmers and gardeners will be providing a rich and complete variety of techniques that fit our diverse and biodiverse region.

This is an all-volunteer committee of people saving one seed at a time to help save our future. For more information please go to Humboldt Permaculture Guild's website on Facebook, or [www.humboldtpermaculture.wordpress.com](http://www.humboldtpermaculture.wordpress.com) for more details.

Blessings,  
*Hummingbird Segura*  
Member 21554



## Submit a Letter to the Editor

We welcome letters to the editor. Letters must include your name, address, member #, and telephone #. Space is limited; please be concise (preferably 250 words or less). We regret that we may not be able to publish all letters due to limited space. Email your letters to [co-opnews@northcoast.coop](mailto:co-opnews@northcoast.coop) or send them to: Co-op News, 811 I Street, Arcata, CA 95521. Letters must be received by the 10th of the month.

**Next Wellness Wednesday**

**APR 6**

**Save 10%**  
off of our entire  
Wellness Department

**NORTH COAST CO-OP**

# Member Survey

Win a \$25 gift card!

**Q:** Given the information presented on p. 7, how do you think you would you prefer to receive the Co-op News?

- a) Paper, mailed to your home
- b) Paper, picked up in the store
- c) Electronic, emailed to your inbox
- d) Electronic, visit website
- e) Other

*Note: This just a survey. No changes will be made to your account.*

Member Name: \_\_\_\_\_

Member #: \_\_\_\_\_ Phone #: \_\_\_\_\_

Detach this entry form and return it to the Member Survey box located near Customer Service at either store location. Be sure to include your name, contact information, and member number so that we can contact you if your entry is drawn. You can also send your ideas to [co-opnews@northcoast.coop](mailto:co-opnews@northcoast.coop) with "Member Survey" in the subject line. Must be a member to enter. Co-op employees and their families are not eligible to win.

**DEADLINE TO ENTER: MAR. 31**

# Parsnip Bacon

Featuring Parsnips From Willow Creek Farm

The parsnip is a succulent underground taproot closely related to the carrot and parsley. Its long tuberous root is white or cream in color and sweeter in taste than that of carrots. While parsnips can be eaten raw, they are more commonly served cooked. They can be baked, boiled, pureed, roasted, fried or steamed. These versatile vegetables contain a wide variety of vitamins, minerals and nutrients, including dietary fiber, folate, potassium and vitamin C.

In this recipe, we used applewood smoked sea salt. This flaky sea salt utilizes sweet applewood to fuel the fires that flavor this naturally smoked sea salt. You can find Yakima AppleWood Smoked Sea Salt in the Bulk Department at our Arcata location.



By Brenda Harper, Consumer Education Coordinator & Jolie Harvey Outreach Coordinator  
Photos by Zev Smith-Danford

## Ingredients

- 1 large parsnip (1/2 pound)
- Vegetable oil, for brushing
- Smoked salt, for sprinkling

## Directions

1. Preheat oven to 300 ° F.
2. Using a sharp vegetable peeler, slice a large peeled parsnip lengthwise into thin strips.
3. Brush both sides of the parsnip strip with vegetable oil and arrange on a parchment paper lined baking sheet.
4. Season with smoked salt.
5. Cover with a sheet of parchment and top with another baking sheet.
6. Bake for 1 hour, until crisp.
7. Let cool before serving.



3



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# Streamlining, Savings and Sustainability: How to Reduce *Co-op News* Impacts?



**Melanie Bettenhausen**  
Marketing & Membership  
Director

I'd like to invite you to join me in troubleshooting a solution to an issue that may be considered a "sacred cow": the *Co-op News*. For as long as I have been at the Co-op (since 2007), and probably decades before that, we have direct mailed the *Co-op News* to member-owners as a benefit of membership. The *Co-op News* has been around for about as long as the Co-op (40+ years) and serves as institutional memory when staff and membership turnover create potential gaps in our history. While the *Co-op News* has seen many different iterations (formats, production methods, editors, content focus, etc.), the one thing that has remained constant is that it has always been printed on paper.

In today's ever changing world of technology and information consumption, it is time to reconsider the format of the *Co-op News*, its environmental impacts and its overwhelming costs. As many subscription newspapers across the country are buckling under the overhead costs of printed publications, the Co-op needs to consider whether the costs of a printed and mailed *Co-op News* can and should be maintained.

Consider the numbers: *Co-op News* is mailed monthly to an average of 10,000 member-owners at a per piece rate of 30 cents. That's roughly \$36,000 per year and doesn't include printing, labor and other associated costs! In contrast, our online version of the *Co-op News* costs \$30 per month to host (ad-free) and an additional \$30 per month to send email reminders that the *Co-op News* is available to read online. That's roughly \$720 per year to distribute exactly the same information that is in the printed material.

Assessing the environmental impacts of our printed *Co-op News* is a little more difficult. There are plenty of articles on the worldwide web that try to calculate the carbon footprint of newspapers, but carbon is a little more onerous to grasp than trees. According to the Rainforest Maker Businesses ACT Paper Calculator, 10,000 newspapers amount to the destruction of 2,281 trees...per month! If we followed the advice of Rainforest Maker and spent \$5 per tree to replant, we are looking at \$136,860 annually to reflect the true cost accounting of the *Co-op News*, and that is just for the paper that is used to print it. (In comparison, we spend only \$16,000 per year to print the *Co-op News*). There are many other environmental costs to consider, such as inks used, fossil fuels used in transport, etc. The list is quite long and the impacts far reaching.

The flip side to the conversation is the social benefit of the *Co-op News*. On its pages, readers learn about the unique nature of our cooperative business and the value of working together for the benefit of the community, gain a sense of belonging and become inspired to make lifestyle changes to increase sustainability. There is no question that there is value in this information!

Added to this list are the marketing considerations for a business of our size—\$30 million plus annually—in a highly competitive market. From a cost perspective, the *Co-op News* puts us at a competitive disadvantage in terms of real dollars spent, as well as labor consumed in its production. No other independent grocer in our area has a newsletter that it creates and mails to its members, which means they are not burdened with making enough revenue to cover these costs. On the other hand, no other independent grocer in our areas has the unique opportunity to tell its story and connect with its shoppers the way that we do.

So, what to do?

We have spent many years streamlining our marketing and membership department, its functions and systems, all the while working to improve the quality of what we produce. One of those things is the new membership database we began using earlier this year that allows us to better manage and keep current member-owner information and preferences. Along with this, the roll out of our new website,

as well as the increase in member-owners switching to consuming information online, we are finally in a position to truly consider something new and different in regards to the *Co-op News*. Let's explore what that could look like. (I'll be asking for your feedback in the monthly Member Survey on p. 5.)

A few years ago, we began asking our readers to switch to paperless—give us an email address and we will email notification when the *Co-op News* is available to read online rather than mailing a paper copy—in an effort to allow voluntarily paper reduction to occur. In the beginning we received between 30-60 emails (out of a 10,000+ readership) and have eked our way to 1,200. As you can see, we have a long way to go using this method. Just last month we asked our readers what we could do differently to make reading the *Co-op News* online more appealing, but are still sifting through that feedback.

We know that our current online *Co-op News* format does not work so well for many people. You can choose to download a PDF or you can read it in an e-reader/e-magazine format at [www.issuu.com](http://www.issuu.com). Neither of these is very conducive to reading on a mobile device such as a tablet or smart phone. Other websites, such as the North Coast Journal, have the option of reading individual articles on a web page; articles are in a searchable database making them easy to find. If we followed this format, on our new website, the *Co-op News* would have a "landing page" that would allow readers to click through to each individual article, or they could continue to read it in e-reader format. The question is, would you? If the *Co-op News* didn't come in the mail and lie around on your counter and ask to be read, would you go to a website and read it there?

If the majority of our readers were willing to read the *Co-op News* online, we could begin to set some paper reduction goals. Let's just say that after reading this article, roughly two thirds of you contacted us with an email address and a commit-

ment to go paperless, we could drastically reduce our costs and carbon footprint almost immediately. By going from printing 10,000 copies to 3,000, we could reduce the number of trees destroyed from 2,281 to 684 per month. If only one tenth of you chose to remain on the paper mailing list, we could reduce our postage costs from just over \$3,000 per month to just under \$500 per month.

Keeping in mind that the *Co-op News* is a valuable marketing tool, we would still have paper copies available for pick up in our stores. Those traveling through or just moving to the area are inclined to return to shop after they've discovered what a wonderful place the Co-op is and all that it does for our community. We know that many of our member-owners still prefer to read a newspaper. We also know that many in our community do not have access to computers and internet

and might not otherwise get this information if it were only accessible online. We would maintain paper copies for those readers. Even so, with a majority shifting to online and paperless *Co-op News*, we could see a significant reduction in costs and environmental impact--this could happen practically overnight with enough support from you, our member-owners.

So, what will you do?

How will you participate in this conversation and what will you contribute toward these efforts? Send me an email, mail a letter, or phone me. You can also answer the survey question on p. 5 for a chance to win a \$25 Co-op gift card. Oh, and if you want to go paperless right now, send an email to [co-opnews@northcoast.coop](mailto:co-opnews@northcoast.coop) with the subject Paperless. Please include your name, member number and the mailing address that needs to be removed from our paper mailing list. We look forward to hearing from you!

1. <http://www.rainforestmaker.org/businesses-act-paper-calculator.html>

On its pages, readers learn about the unique nature of our cooperative business and the value of working together for the benefit of the community, gain a sense of belonging and become inspired to make lifestyle changes to increase sustainability.

go  
paperless

Trade in your paper subscription for a digital version to reduce paper usage. Send your request to [co-opnews@northcoast.coop](mailto:co-opnews@northcoast.coop) with the subject line "Go Paperless."





# We our members giveaway!

Knowing the when, where, how, and why of what we eat is just as important as what we are eating. The Co-op wants to help make it easier to eat healthy, nutritious meals and snacks by giving one Co-op member fresh fruits and vegetables, great sources of protein such as nuts and seeds, and tasty snacks!



Note: produce items may be substituted based upon availability.

Enter at Customer Service in either location for a chance to win.  
Deadline to enter: March 31, 2016

## Co-op to Welcome New HSU Students

North Coast Co-op will be at Humboldt State University's Preview Welcome Fair on Friday, March 25 and Friday, April 1. The Preview Welcome Fair is a part of Spring Preview, which gives newly admitted freshman and transfer students and their families the opportunity to learn about academic and campus life and explore Humboldt County while in town for the weekend.

Among the many scheduled activities, students and their families meet faculty and staff from numerous HSU departments while sampling from local food producers. This event is a great way to introduce new students and their families to the Co-op—we will be highlighting our Deli & Bakery's tasty, nutritious and convenient options.

We have attended this event for many years and always enjoy welcoming fresh new faces to our community!



Ellie Christensen and Kiya Villarreal greet students during 2015 HSU Spring Preview event.

\*not open to the public



### The Co-op Has Investment Shares Available!

Why not consider investing in your local community and invest in the Co-op?

#### About Investing in the Co-op

The North Coast Co-op offers its Fair Share members the opportunity to purchase preferred non-voting shares of stock, also known as class C shares. Ownership of these preferred shares entitles members to dividends declared by the Board of Directors. Class C shares are limited to members of the Co-op, who are Fair Share members (owning \$300 in B shares).

C shares are sold in \$10 increments and are currently earning a 2.00% APR on whole C shares (\$10 increments) with no fixed terms.

If you're interested in investing in your Co-op, please contact Membership Coordinator Bella Waters for more information:

**(707) 502-3555 ext. 135**  
**bellawaters@northcoast.coop**

For more detailed information about C Shares, pick up a "Investing in Your Co-op FAQ" brochure at Customer Service.



# 35th Annual Atalanta's Victory Run!

Mother's Day • Sunday, May 8 • 10 am • Details: [www.atalanta-run.com](http://www.atalanta-run.com)

By Sherry Myers, Six Rivers Running Club Race Coordinator

Join us on Sunday, May 8 for the 35th running of Atalanta, an all-women event with a 2 mile or 5 mile (certified 8K) with your choice of individual, stroller, 2 Generation or 3 Generation categories. Presented by Six Rivers Running Club, this race has traditionally been run by mothers and daughters on Mother's Day. We are excited to hear that we now have several generations running together—grandmothers, mothers, daughters and grand-daughters! To celebrate 35 years, we have new this year charm bracelets. The charm bracelets can be used to collect charms each year you run Atalanta and/or to collect charms from other races. Also this year, we have a long-sleeve black t-shirt with coral print to celebrate the 35th anniversary stone—coral. Proceeds from this event are shared with the Humboldt Breast Health Project, local running groups, and schools. We hope you can join us for this momentous occasion. See you on Mother's Day at the North Coast Co-op parking lot in Arcata on race day!



2016 Charm Bracelets for every registered participant (not actual size)

### Registration

Use the form on this page, or go to <https://www.signmeup.com/site/online-event-registration/111823>. Save by registering early!

### Charm Bracelets

With the support of Toucan, Baroni and Tomas jewelers, every registered participant will get a beginner charm bracelet with four special charms! Strollers get 1 and they may order extra.

### T-shirts

Limited edition, commemorative t-shirts are long sleeve with coral print. Available online through April 4.

### Socks

Last year's Atalanta socks are available to purchase on race day for \$10/pair.

### Timing & Results

Chip timing allows for results to be tallied and announced sooner - provided by Buzzword Productions.

### Awards

- Ribbons and Flowers to all finishers
- 1st, 2nd, & 3rd place awards in 5-year age groups in the "Individual Division" for the 2 & 5 mile races
- Top 5 winners in the "Stroller Division", "2-Generation Division", & "3-Generation Division"

### Follow us on Facebook!

[www.facebook.com/Atalantas-VictoryRun](http://www.facebook.com/Atalantas-VictoryRun)



**EARLY REGISTRATION: MAIL BY APRIL 10th TO BE GUARANTEED A T-SHIRT, IF ORDERED. NO LATE FEE IF MAILED BY APRIL 10th.**

**PRE-RACE Day:** Packet Pick-up & Late Registration (in front of the Arcata Co-op) Friday May 6th from 3 to 6 p.m.

**Race Day:** Registration 8 to 9:30 a.m. **ALL Races start at 10 a.m.**

Visit our website at [www.atalanta-run.com](http://www.atalanta-run.com) for online registration, course maps, and questions – or email Sherry Myers at [dlsmyers@suddenlink.net](mailto:dlsmyers@suddenlink.net)

--- REGISTRATION ENTRY FORM --- Cut Here, Fill Out, & Mail In --- REGISTRATION ENTRY FORM ---

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Age on Race day \_\_\_\_\_ Birthdate \_\_\_\_\_ Phone ( ) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip Code \_\_\_\_\_

E-mail address: \_\_\_\_\_

**Please circle which race (circle only one):**

Individual Division – 2m or 8K

**OR**

Specialty Division - stroller - 2m or 8K; 2-Generation - 2m or 8K; 3-Generation - 2m or 8K

2 & 3 Generation Division - list other members (they must also fill out a reg form) \_\_\_\_\_

**Fees:** 12 and under = \$5 Adults 13 & older = \$10 until April 10th, then \$15.

**WAIVER:** Intending to be legally bound, I do hereby certify that my training and health are adequate for me to safely compete. I will waive and release any claims for damages or injuries as a result of my participation in, or my traveling to, the following entities: City of Arcata, County of Humboldt, Northcoast CO-OP's, Six Rivers Running Club, RRCA, Event Sponsors, Event Volunteers, from any and all liabilities and claims made by other individuals or entities as a result of my actions during the 2015 Atalanta's Victory Run & Walk. \*\*ADA Accommodation Requests must be sent to USATF 6 weeks prior to event\*\*

Signature \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ (Parent/Guardian if runner is under 18 years old)

**T-Shirts: are available by Pre Registration Only - NO race day orders. T-shirts are \$15 each - Order by April 10th - Women's Cut is true to size!!! Black long sleeve with coral printing.**

Circle one Youth: Xs(4) S(6-8) M(10-12) L(14-16)

Circle one Adults: XS S M L XL

\*\*2x and 3x add \$3

Total amount enclosed=

**MAKE CHECKS PAYABLE TO: ATALANTA**

Please mail registration w/T-Shirt order to Atalanta, c/o SRRC, PO Box 129, Bayside, CA 95524

# North Coast Cooperative, Inc. Unaudited Financial Statements

## Income Statement

Quarter Ending December 26, 2015  
Quarter 3, Fiscal Year 2016

NET SALES REVENUE	9,021,549
Cost of goods sold	5,741,437
<b>GROSS MARGIN</b>	<b>3,280,112</b>
Payroll Expense	1,685,204
Payroll Taxes	143,863
Personnel Expenses & Benefits	355,048
General & Admin Expense	423,094
Occupancy Expense	460,387
<b>TOTAL OPERATING EXPENSES</b>	<b>3,067,596</b>
Other income (expense)	(34,430)
<b>NET INCOME (LOSS)</b>	<b>178,086</b>
Provision for Taxes	(47,643)
<b>NET INCOME (LOSS)</b>	<b>225,729</b>

## Balance Sheet

Quarter Ending December 26, 2015  
Quarter 3, Fiscal Year 2016

<b>Assets:</b>	
Current Assets	3,829,724
Property & Equipment	2,542,474
Other Assets	423,312
<b>Total Assets</b>	<b>6,795,510</b>
<b>Liabilities:</b>	
Current Liabilities	2,230,193
Long Term Liabilities	21,000
<b>Total Liabilities</b>	<b>2,251,193</b>
<b>Member Equity:</b>	
Current Owner Shares	3,192,951
Retained earnings	1,351,366
<b>Total Liabilities &amp; Equity</b>	<b>6,795,510</b>

## Financial Report Qtr 3 FY16



**By Kelli Costa**  
Chief Financial Officer

The third quarter of the financial year closed on December 26, 2015. Our combined year-to-date sales are 4.42% better than our projected budget and both stores are showing growth compared to last year. The Arcata store is seeing an increase in sales year over year of \$1,449,351 or 10% better than last year and the Eureka store is up \$127,254 or 1.3% over last year in sales--all this while keeping purchases and expenses in line. We have had good customer counts in each store so far this year and the sales are showing it.

The close of our annual budget is at the end of this month. At their March 3 meeting, the Board of Directors will be presented with the Co-op's fiscal year 2017 budget. We started working on the budget in about October 2015. There's a lot of analysis, detail and number crunching from everyone that goes into creating this large document. Being a retail business with sales in the \$30,000,000 range, plus having a lot going on all the time, I'm always happy when this task is completed.

So far it's been a good year for the Co-op. Growth is great, investment in your Co-op is good and employment of over 200 people in our community is wonderful. Cooperation is beautiful.

Warmest regards,  
Kelli Costa

## North Coast Co-op Community Kitchens

Co-op members receive a  
**20% discount** on cooking  
classes and workshops

## cooking classes & workshops



## Spring 2016

Pick up your copy of the Spring  
cooking class schedule in stores or  
see it online • [www.northcoast.coop](http://www.northcoast.coop)



~~2,200~~ <sup>1,080</sup>

## New Members Needed

As little as \$5 per month

**13 KEET**  PBS



**The Power of One Counts. WWW.KEET.ORG**

## PBS NEWSHOUR

continues to provide in-depth analysis of current events with the NEWSHOUR's team of seasoned and highly regarded journalists.

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## REDWOOD COAST Music Festival

Redwood Coast Music Festival tickets available for purchase at the Co-op's Customer Service counter.

**Music Festival takes place March 31-April 3 at locations throughout Eureka.**



**Pre-Sale tickets only \$80 until March 30th, then \$85 beginning March 31st.**

# Co-op News Reference Guide

## Board of Directors Activities

Co-op member-owners are encouraged to attend board and committee meetings. Learn more about the board, and find meeting agendas and minutes at [http://northcoast.coop/about\\_us/board/](http://northcoast.coop/about_us/board/).

## Board of Directors Meetings

**Mar 3** • 6-8pm Co-op Community Kitchen, Eureka

**Mar 20** • Board Retreat (See p.4)

**Apr 7** • 6-8pm Co-op Community Kitchen, Arcata

## Member Action Committee Meeting

**Mar 9** • 6-8pm Co-op Community Kitchen, Arcata

## Nominating Committee Meeting

**Mar 9** • 10:30am-12pm Ten Pin Conference Room, 793 K St, Arcata

## Policies & Procedures Committee Meeting

**Mar 16** • 6-8pm Ten Pin Warehouse Conference Room, 793 K St, Arcata

## Co-op Hosted Events

**Mar 5 • Wine Sampling** at the Co-op Community Kitchen in our Eureka store location. Meet and talk with our in-store wine expert while sampling six wines. Stop by anytime between 5-7pm, no reservations required and free of charge. Must be 21 years of age or older, ID required. (707) 443-6027 x 102 for more information.

**Mar 20 • Board Retreat** from 9am-5pm at Humboldt Bay Aquatic Center. Co-op member-owners are invited to participate in the morning session and observe the afternoon session. Space is limited, so reservations must be made by March 13. See p. 4

## Co-op Sponsored Events

**Mar 4** • Legislative Solutions for California's Zero Waste Challenge, hosted by Zero Waste Humboldt from 5:30-7:30pm at HSU's College Creek Great Hall, Arcata. \$10 suggested donation.

**Mar 10** • Michael Blake's Tiddy Boom, presented by the Redwood Jazz Alliance. 8pm at Fulkerson Recital Hall, Humboldt State University. Tickets and information at [www.redwoodjazzalliance.org/2015-16.html](http://www.redwoodjazzalliance.org/2015-16.html).

**Mar 10** • "Star Wars Cantina", a fundraiser for Rotary Club of Arcata Sunrise. This spring fundraiser benefits the community and world service projects of the RCAS Community Foundation. 5pm at the Arcata Community Center, Arcata. More information at <http://arcatasunrise.org/>

## Co-op at Events

**Mar 12** Tri-County Independent Living's 9th annual Humboldt Pie fundraiser. Proceeds benefit persons

with disabilities in our community. This family friendly free event is all things pie – home-baked pie contest, pie eating contest, pie walk, plus pie and ice cream for sale. North Coast Co-op is providing some of the pies and judges. More information at [www.tilinet.org](http://www.tilinet.org).

**Mar 25 & Apr 1** HSU Spring Preview Welcome Fair, hosted by Humboldt State University. Open house for students and families to tour the campus, residence halls and Humboldt County. North Coast Co-op will be there to showcase offerings. More information at [www2.humboldt.edu/springpreview/index.html](http://www2.humboldt.edu/springpreview/index.html).

**Mar 31** Taste of Main Street, presented by Eureka Main Street. Sample food from 24 local participating restaurants and food producers, including North Coast Co-op's Eureka location. Tickets are available for purchase at the Co-op's Customer Service counter, but tickets are limited. More information at [www.eurekamainstreet.org](http://www.eurekamainstreet.org).

## Deadlines

**Mar 13** last day to RSVP for Board retreat (see p.4)

**Mar 31** Member Surveys due (see p. 5)

**Mar 31** We Love Our Members Giveaway entries due (see p. 8)