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CO-OP NEWS

A PUBLICATION OF NORTH COAST CO-OP

Making Local
Meaningful
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CO-OP

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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 or send them to: Co-op News, 811 I Street, Arcata, CA 95521.

Letter from the Editor

By Cassie Blom, Marketing & Membership Director

WELCOME TO YOUR NEW *Co-op News!* As you can already tell, our beloved publication has received quite the makeover. Not only have we made some significant changes to the *Co-op News*, but we are excited to be making our changes with our 100th issue. That's a lot of news from your co-op over the years!

The *Co-op News* has traditionally served many purposes. Its main function is to be a resource to the Co-op community, providing everything from important board news to recipes and goings on in the area. The Co-op is all about connection, and this publication has allowed us to stay connected to our members and shoppers; it has also served to connect the Co-op community

to important events and issues. The goals of the *Co-op News* remain the same. With our new, longer format, you will find even more ways to connect with your co-op and its larger community in each issue. You will also find more interesting tidbits, brighter photos, and more recipes. (Bonus: look for special member-only savings or giveaway information in each issue!)

Over the years, it has taken many forms, varying in length, publication schedule, distribution method, and content. We hope that this new quarterly iteration will inspire you to be more engaged with the *Co-op News*, whether you choose the online or print version. Happy reading!

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Discrimination Has No Place at the Co-op

Maintaining a work—and shopping—environment free of harassment is paramount

By Melanie Bettenhausen, General Manager

I WAS RECENTLY CONTACTED by a concerned member of the Co-op who overheard a conversation about an employee that had received unwanted commentary related to their ethnicity. I was surprised to hear of this and immediately conducted an investigation. While my findings show that there was no direct harassment or discrimination in this particular instance, I learned that some of our employees regularly endure questions about their heritage or accent. The intention of most customers is to be friendly and conversational, but on occasion we have asked customers to leave because their words were hateful and hurtful.

As an employer, we are very clear about our workplace culture in our Employee Handbook: “It is the intent of the Co-op to provide a work environment free of verbal, physical and visual forms of sexual or other harassment [race, religion, color, gender identity, genetic characteristic, national origin, creed, ancestry, age, physical, mental, or psychological disability, mental condition, gender, sex, pregnancy, childbirth or related conditions, marital, family, or military status, being a victim of domestic violence, stalking or sexual assault, sexual orientation nor any other status protected by federal, state, or local law, regulation, or ordinance]. All employees are asked to be sensitive to the individual rights of their co-workers. In addition, it is an employee’s right to be protected from harassment by persons providing services to the Co-op and Co-op members and customers.

This last bit is tricky. It is one thing to be able to hold employees accountable for the policies agreed to upon employment, it is

another to hold customers accountable for policies they did not agree to when entering our stores. It’s even trickier to identify, hear about and resolve issues that affect our shoppers while in our stores. Nevertheless, it is our responsibility as an employer to ensure that our employees have a harassment-free work environment and this extends to the shopping experience as well. Whenever harassment or discrimination has come to our attention, we have addressed it immediately. The problem is that not everything comes to the attention of supervisors/managers. To ensure that we are truly creating a harassment-free workplace and shopping experience, I invite you all, our members, to help bring these issues to light. If you overhear, see or experience harassment or discrimination, we want to hear about it. You can talk

to Customer Service, a Store Manager or call me directly at (707) 822-5947 ext. 220.

Living in Humboldt and working at the Co-op, and especially being

Caucasian, discrimination is not something that regularly affects me personally; it is easy for me to be blind to the ways that it can play itself out in hurtful, harassing ways on a daily basis. However, as stated in our Employee Handbook, “a major part of our success is a result of many hard-working and dedicated employees. Without the teamwork, loyalty, and dedication of our employees, we could never have achieved the reputation we enjoy today. We are a cooperative, and that should be ever present in the workplace.” The leadership team at the Co-op takes this very seriously and asks you to join us in helping to ensure we are doing our part to provide a friendly and welcoming environment for all.

“The leadership team at the Co-op takes this very seriously and asks you to join us in helping to ensure we are doing our part to provide a friendly and welcoming environment for all.”

How to help foster a community free of discrimination and harassment

It can be difficult to know how to deal with discrimination and harassment, whether you're on the receiving end or an observer. Here are some simple ways to help create an inclusive, accepting community.

Talk about it

If you see, or experience, discrimination or harassment, don't keep quiet. Often these things are swept under the rug; exposing the situations can inspire others to stand up, and help you find resources, social support, and—hopefully—solutions.



Take a stand

If you are being harassed, the first step is to tell the harasser to stop. If you observe harassment, address the target directly. Simply asking if they are okay can make them feel supported while diffusing the situation. Ensure they know who to report the situation to, or assist them in doing so. No matter what, make sure the situation gets addressed.



Practice inclusion & empathy

Celebrate common ground and differences, ensuring all are heard and invited. Identify what biases you may hold, and challenge yourself to put yourself in others' shoes, leaving room for histories that you may not know nor understand.



Local Produce Guide April | May | June

<i>Greens</i>	April	May	June	Farm
Chard Varieties		●	●	Wild Rose Farm
Collard Greens		●	●	Wild Rose Farm
Dandelion Greens		●	●	Wild Rose Farm
Kale Varieties		●	●	Wild Rose Farm
Radicchio			●	Flora Organica
Salad Mixes		●	●	Little River Farm
Spinach	●	●	●	Wild Rose Farm



<i>Lettuce</i>	April	May	June	Farm
Green Butter			●	Organic Matters Ranch
Green Leaf			●	Organic Matters Ranch
Green Oakleaf			●	Organic Matters Ranch
Red Oakleaf			●	Organic Matters Ranch
Red French Crisp			●	Organic Matters Ranch
Romaine			●	Organic Matters Ranch

<i>Herbs</i>	April	May	June	Farm
Cilantro	●	●	●	Wild Rose Farm
Dill		●	●	Rain Frog Farm
Italian Parsley			●	Pierce Family Farm

<i>Mushrooms</i>	April	May	June	Farm
Lions Mane	●	●	●	Mycality Mushrooms
Oyster	●	●	●	Mycality Mushrooms
Shiitake	●	●	●	Mycality Mushrooms

<i>Root Veggies</i>	April	May	June	Farm
Fennel	●	●	●	Flora Organica
Fresh Onion			●	Neukom Family Farm
Beet Varieties		●	●	Wild Rose Farm
Kohlrabi Varieties			●	Rain Fog Farm
Mini White Turnips		●	●	Luna Farm

<i>Squash</i>	April	May	June	Farm
Asst. Summer Squash			●	Willow Creek Farms
Crookneck			●	Pierce Family Farm
Green Zucchini			●	Pierce Family Farm
Sunburst Squash			●	Willow Creek Farms

<i>Fruit</i>	April	May	June	Farm
Plums			●	Swallowdale Farm

<i>... and more!</i>	April	May	June	Farm
Artichokes	●	●	●	Earthly Edibles
Asparagus	●	●	●	Henry Rose
Broccoli			●	Earthly Edibles
French Filet Beans			●	Willow Creek Farms
Green Beans			●	Willow Creek Farms
Peashoots		●	●	Feral Family Farm
Romanesco			●	Organic Matters Ranch
Wheatgrass	●	●	●	Feral Family Farm

Weather may affect produce availability

Where's your farmer?

Swallowdale Farm <i>in Arcata</i>	Rain Frog Farm <i>in Blue Lake</i>	Organic Matters Ranch <i>in Freshwater</i>	Pierce Family Farm <i>in Orleans</i>	Neukom Family Farm <i>in Willow Creek</i>
Feral Family Farm <i>in Arcata</i>	Wild Rose Farm <i>in Blue Lake</i>	Earthly Edibles <i>in Korbelt</i>	Flora Organica <i>in McKinleyville</i>	Willow Creek Farms <i>in Willow Creek</i>
Little River Farm <i>in Bayside</i>	Mycality Mushrooms <i>in Fairhaven</i>	Henry Rose <i>in Orleans</i>	Luna Farm <i>in Willow Creek</i>	Try something new? Ask for a sample!

Finding Common Ground

Annual local farmer meetings are a Co-op tradition



By Alisha Hammer, Merchandising & Product Promotions Manager

EVERY WINTER, the Produce Department Heads (Joey Beasley in Eureka and Paul Wright in Arcata) and I sit down with our local farmers to help determine what crops we can expect to see on our shelves throughout the year. Our goal at the Co-op is to provide our community as much local produce as possible; in fact, as much as 80% of our produce is local in the summer! Of course, there are some items that can't be grown in our climate, but if it can be, we want to have it on our shelves.

At these yearly meetings, we check in with each farm individually and hear the wonderful things that are 'growing' on. There are over 300 different locally grown products that we strive to have available, and we coordinate that availability with the various farms. Each product is called an "account"; for example, a large variety of peppers can be grown here, and each variety would be an account. We have a red bell pepper account, a green bell pepper account, an anaheim pepper account, etc. One of the beauties of living here is that we have many microclimates, which means that a specific product may be available at different times from different farms. As we strive to be equitable to all our farmers, and ensure they know what to expect, we assign a primary farmer to each account. That is, we only buy a product from the primary farmer, unless their supply cannot meet our demand, in which case we source from the secondary farmer assigned to that account.

During our annual meetings, we share our entire year's purchasing plan with each farmer, allowing them to plan for the coming year. They

get an idea of how much space they need to dedicate, and plan for successive plantings; they are also able to see gaps in other farmers' expected production, and add to their annual plan. There are also some items that we are not currently receiving locally, and we show the farmers our wish list. The result is that farmers often walk away with plans to better maximize their land, knowing they have a buyer before they plant.

After the meetings, I compile the information into a spreadsheet (a projected calendar) that shows when we expect to see the produce available. Of course, this would be in an ideal scenario—germination goes well, we receive the right amount of rain and sun at the right time, and there are no problems with pests or predators.

Each week, Joey and Paul let me know what we have received, and another spreadsheet is created (the actual calendar). At the annual meetings, we can compare the two calendars, and talk with the farmers to get a better understanding of what occurred. I love getting a glimpse at what has happened over the past year, and to connect with our neighbors who are providing so much wonderful produce for us. This annual review helps determine what we can expect in the coming year.

When you see our local logo in our Produce Department, you know that you are helping to support our community and eating some of the most delicious food around! Our annual farmer meetings are just another way we have been making local meaningful for decades. When you can't make it to the farmer's market, the Co-op is the next best thing.



Humboldt Senior Resource Center

"Nearly Local" Days funded thanks to recent grant

By Barbara Walser, Director of Nutrition & Activities, Humboldt Senior Resource Center

THE INTEREST IN EATING LOCAL foods continues to grow. We all know how much better those strawberries taste when they are picked and eaten when ripe! Produce grown locally can make it to the dinner plate much quicker, with a very tasty result.

Thanks to a grant from the North Coast Co-op's Cooperative Community Fund, the Humboldt Senior Resource Center will have the opportunity to bring two local, fresh meals to the Senior Dining Centers and Home Delivered Meals participants this summer and fall. The participants who attend the Eureka Adult Day Centers will also have the opportunity to enjoy these meals with wonderfully fresh products. On these "Nearly Local" Days, we will serve produce grown right here in Humboldt County, along with local cheese, locally made bread and more. Last year we served Humboldt County pork, pro-

duce from Korbel and Fortuna, bread from Arcata and milk from local cows.

Tina Taylor, Food Service Manager, happily shares: "Thank you to the Co-op for the opportunity to use fresh, local products for these special meals. We have the Co-op to thank for getting us involved with using fresh local products."

The Humboldt Senior Resource Center has dining centers in Arcata, Eureka and Fortuna and provides home-delivered meals for homebound elderly from McKinleyville to Fortuna. Lunch is served Tuesday through Friday at the dining centers. Everyone is welcome. For people who are 60 and better, there is a \$3.50 suggested donation; no one will be turned away for lack of funds. For those under 60, there is a \$6.00 suggested donation. Call 443-9747 or visit humsenior.org for more information.



Dream Quest's Garden to Teen Program

By Trish Oaks, Executive Director, Dream Quest

DREAM QUEST IS A YOUTH PARTNERSHIP program in Willow Creek providing youth with vocational and creative opportunities. One of their programs, Garden to Teen, inspires youth to grow, harvest and eat healthy food. The program was launched in January 2016, and is now in its second year. Participants learn and experience how their food choices impact their personal wellbeing by participating in growing food and preparing healthy, nutritious meals for themselves and others.



It includes weekly cooking classes, field trips to local farms, the Afterschool Snack Experience, family and community dinners, plus training in CPR/first aid, safe food handling and fire extinguishers. It is an exciting culinary journey for youth ages 11-18.

Willow Creek and Humboldt County as a whole is a virtual cornucopia. Surprisingly, less residents know how to access fresh local foods than one might expect. And for those who do know and appreciate local produce, there is always something new to learn, and hands-on experience is the best. Dream Quest youth, family and visitors have the opportunity to stroll through the garden, picking and tasting fresh food on the spot.

Garden to Teen utilizes the Dream Quest Demonstration Permaculture Garden, local farms, orchards and home gardens to learn how to grow, harvest and glean produce. Each

week the cooking class strolls through the garden to forage fresh produce and herbs. The youth proudly share their newfound knowledge with friends and family. Garden workshops are open to the entire community and include pruning, a seed and plant exchange, permaculture, hugelkulture, mushroom cultivation and more.

Youth also learn job skills and demonstrate healthy options to the community by participating in community events. The past year they served fresh, healthy food at Unity!, Bigfoot Days, and Taste of Willow Creek. The skills they learn will lead to job opportunities. One of the 13-year-old cooking class students attended training by Food for People, and then served at the Free Summer Lunch Program. The potential is unlimited. At Dream Quest we believe, "The shorter the food chain, the better the food."

For more information about the Cooperative Community Fund, go to: www.northcoast.coop

Meet Your Fellow Members: Elaine Hogan



Q: What is your name and age?

A: Elaine Hogan, 30

Q: Where are you from?

A: Loomis, a small town in the foothills near Sacramento.

Q: How long have you lived in Humboldt County?

A: I've considered Humboldt my home for 14 years. Even while living abroad during my time in Honduras with the Peace Corps and getting my master's degree in Norway, I always knew this was the place for me.

Q: What brought you to Humboldt County?

A: My mom dropped me and a van full of friends off at Reggae on the River when I was 15 and it was then I realized that I wanted to come up here and go to HSU. So I finished high school early in an independent study program and came here to attend HSU when I was 16. I only went back to the valley to visit. I stayed in town over the summer and continued to fall in love with this place.

Q: How long have you been a member of the Co-op?

A: Probably from pretty early on after I came here, I think it was 2004. Sometime after I

moved off campus, started cooking for myself and discovering all of the wonderful goodies available at the Co-op.

Q: What is your favorite thing about the Co-op?

A: Grocery shopping at the Co-op is by far my favorite errand. I tend to block out a couple hours so I can meander through the store exploring all there is to offer. I always find something new and I end up learning a lot in the process. Staff is always really knowledgeable about the products the Co-op carries. I've gotten many lessons on fruit and vegetables. When I pick something up I've never seen before and ask a produce employee, "what is this?", they always prove to have a wealth of knowledge ranging from taste to growing conditions and nutritional benefits.

Q: Why do you feel being a member is important?

A: The Co-op is a huge part of our community so I really feel that membership benefits all residents of Humboldt County because the Co-op carries local products that encourage the development of our regional economy and foodshed. I'm glad to be a part of it.

Q: What are your favorite Co-op products?

A: I love the variety of products available in the bulk bins. I frequently order sandwiches from the Deli during my work week and grab breakfast burritos from the hot food bar when I'm late for work and don't have time to make breakfast. Between Thanksgiving and Christmas, the espresso bar makes delicious eggnog lattes that help get me through the season.

Q: What do you do for work?

A: I work for the Healthy Communities division of Public Health.

Q: What do you like to do in your spare time?

A: I love to travel and see new places, both here in our area and abroad. I'm also bilingual in Spanish from my time in the Peace Corps in Honduras, so I enjoy helping our local non-native English speaking population navigate linguistic and cultural barriers that

prevent them from participating fully in our community.

Q: Do you have any special talents or hobbies?

A: I love riding my bike around town running errands; it's got an old big blue recycling bin on the back to carry groceries. I also enjoy scuba diving when I'm traveling in tropical places; it is complete zen to be under the water breathing and exploring what seems like an entirely different planet.

Q: Are there any projects or organizations you are involved with in your community?

A: I just bought a house in Blue Lake, so that's my main project for right now. I just joined the Planning Commission in Blue Lake so I'm looking forward to being involved in my new community.

Q: Is there anything else you would like to say?

A: I frequently ride my bike to the Co-op and when I lived in Holland the bike infrastructure was amazing! It really made cycling the easy choice, so I'd like to see what we could do to increase trips by bike.

Do you know an
INTERESTING
MEMBER
we should feature?

**Contact our
Membership Coordinator,
Nicole Chase at
membership@northcoast.coop**

BEET AND WATERCRESS SALAD

LET'S EXPLORE A VEGETABLE that can be eaten from root to leaf, wasting nothing and gaining loads of nutrition and flavor: the mighty beet! When purchasing beets, choose them with the greens attached. Beet greens have been proven to have a higher iron content than spinach; eat them with the beet

root and you are enjoying at least 4 grams of protein. Beet roots are an excellent source of fiber, vitamin C, magnesium and folate.

Now let's add watercress, an aquatic perennial herb found in abundance alongside slow running water ways and nearby natural springs. Watercress has

been proven to have more than 15 essential vitamins and minerals—more iron than spinach, more calcium than milk, and more vitamin C than oranges. Yes, please!

This local produce recipe combines red and golden beets and beet greens along with watercress. The combination of

blanched beet greens and crisp watercress offers a sweet and spicy base for the roasted and raw beets. The dressing is a simple miso base; consider trying different miso pastes for different flavor combinations. Black sesame seeds are also a great alternative to the regular sesame seeds included in the recipe.

Ingredients

(4 servings)

4 small golden beets, scrubbed and peeled	½ teaspoon toasted sesame oil
2 small red beets, scrubbed	¼ cup white miso paste
1 bunch watercress	2 Tablespoons rice wine vinegar
1 bunch beet greens	2 Tablespoons sesame seeds
3 Tablespoons olive oil, divided	Kosher salt and black pepper

Directions

1. Preheat oven to 400°F
2. Prepare ice water bath
3. Set 4 cups of water to boil on stove top
4. Trim greens from beets, rinse well and set aside
5. Wash red beets, rub with 1 Tablespoon olive oil and wrap in foil
6. Place wrapped beets on rimmed baking sheet and roast until tender, 30-40 minutes
7. While red beets roast, whisk together the white miso, vinegar, 2 Tablespoons olive oil, ½ teaspoon toasted sesame oil, and 3 Tablespoons water and set aside
8. Trim tough stalks away from beet greens; blanch greens in boiling water for 1 minute. Remove and toss in ice bath
9. Once red beets are tender, remove from oven and open foil to cool. The skin should peel away easily once cooled
10. Thinly slice golden beets and set aside
11. Drain cooled beet greens and dry well with a clean towel
12. Chop beet greens and toss with watercress and golden beets in a large salad bowl
13. Peel and slice red beets into wedges and add to salad



New Member Benefit Launching April 15

By Nicole Chase, Membership Coordinator

WE ARE THRILLED to announce that North Coast Co-op's newest member benefit, our Business Partner Program, is launching April 15. We are always thinking about our member-owners and want to make the benefits of membership as tangible as possible. One of the seven cooperative principles is "concern for the community" and we are happy to support our business community while simultaneously showing love to our member-owners.

There are already so many benefits of Co-op membership: being an owner of the company; getting to vote for and run for the board of directors; having a voice in how your store is run; participating in committees and member-only events; member-only discounts and coupons;

monthly member discounts; patronage refunds, and now our newly created Business Partner Program!

Not only is this program a great new benefit for our member-owners, but it also strengthens our connection with our community, supports local business owners, and boosts our local economy. When it comes to making local meaningful, we mean business!

Participating businesses are offering our member-owners discounts and in exchange will be promoted as program participants by the Co-

op. To receive your discount, you must let the business know you are a Co-op member and show your Co-op membership card. No longer have your membership card? Please visit Customer Service at either Co-op location and let them know you would like a new card mailed to you. You can also get temporary membership cards at Customer Service.

North Coast Co-op is proud to support our local business community and knows that shopping locally is one way to vote with your dollars. All our participants agree to the following statement when they enroll in the program:

"By submitting this application, I assert that at least 51% of this business is locally owned and this business supports the principle of non-discrimination and practices non-discrimination in all aspects of its operation."

While we strive to support local businesses with similar values and ethics as North Coast Co-op, we cannot guarantee their services. It is up to members to do their research to ensure you are getting the products, services and price you are expecting.

For further information about the program, please contact our Membership Coordinator, Nicole Chase, at 707-822-5947 ext. 234 or nicolechase@northcoast.coop.



The following local businesses offer deals for Co-op members *(more information on our website!)*

Adventures Edge

10% off

The Alibi

5% off food purchase (one item per visit)

Amanda Melendrez, Certified Massage Therapist

\$10 off first visit

Arcata Core Pilates

10% off all classes, drop-in; 10% off all class packages; or, 10% off private packages

Arcata Florist

Free delivery

Arcata Healing Arts Center

20% off for first time clients

Art Center

10% off non-sale items

Barb MacTurk—Massage & Skincare

\$5 off 1st massage or \$10 off 1st Dr. Hauschka facial

Belle Starr

10% off non-sale items on the 3rd Wednesday of the month

Country Living Florist & Gifts

10% off per visit on merchandise

Design by Ryan Scott—Garden & Landscapes

\$10 off initial consultation

Essential Elements Spa & Boutique

Complimentary sauna with spa service

Hands-On Physical Therapy

First self-help exercise class is free

Humboldt Jiu Jitsu

10% off class dues

Humboldt Pet Supply

3% discount and a complementary treat

Living Styles

\$50 off purchase of \$500 or more

Mad River Brewing Company

Happy Hour beer prices anytime

Mirador Glass

5% off

Moore's Sleep World

No sales tax at any store location

North Story Wines

Free tasting

Richards' Goat Tavern & Miniplex

10% off food & drink at the tavern and movie tickets at the miniplex on Mondays

SCRAP Humboldt

10% off one item per visit (discount not eligible for SCRAP branded products, boutique items, classes, workshops and camps)

Tosha Yoga

Half off first yoga class

Wrangletown Cider Company

Free tasting

Making LOCAL Meaningful

By Cassie Blom, Marketing & Membership Director

“SUPPORT YOUR LOCAL ECONOMY.” “Prioritize local.” “Advocate for local.” We are told to shop local, eat local, live local. The messages are many and varied, and they are everywhere. Large chains have a focus on local. Small businesses leverage their local identity. Environmentalists tout shopping local as a step toward a healthier planet. And in a world where ordering something online can be as simple as pressing a pre-installed button in your pantry, these messages are getting louder than ever. The Co-op has recently adopted a new definition of local, and is making our local messaging a priority in 2017. But what does “local” really mean?

This question is big, and it doesn’t have a singular answer. The topic of local can quickly turn philosophical, political, emotional. Even the Co-op, which has valued local products and vendors since day one, has struggled immensely with this seemingly simple concept. Local means something from nearby, right? Easy peasy! Well, maybe not so fast.

A HISTORY OF LOCAL AT THE CO-OP

A review of past issues of the Co-op News shows the Co-op’s numerous attempts to tackle the issue. Headlines such as “Humboldt Creamery: How Local Is It?” and “Localize It!” are generously sprinkled throughout our newsletter’s history. In 2008, then Assistant Merchandiser Megan Blodgett explored the history of locavorism in Humboldt County. At this point, the concept of locavorism was still relatively new; in fact, the Oxford English Dictionary had named “locavore” the word of the year in 2007; it had been coined just two years earlier in San Francisco.

Megan explains how our imported diet is a rather new phenomenon. Before the arrival of Europeans, native inhabitants enjoyed a robust and varied local diet. Europeans developed extensive agricultural practices, and by the late 1800s, Humboldt County was producing more food than it could consume, shipping out dairy products, grains, corn, beef and fruit to San Francisco. When farming technology advanced, however, production became cheaper in the Central Valley, and Humboldt County slowly lost its foothold in food production.

There was a resurgence of local food production in the 1960s and ’70s. In the 1980s, Humboldt County also saw the start of what would be a local food and beverage producer movement outside of the agricultural world. Tofu Shop opened its doors locally in 1980. Mary Keehn

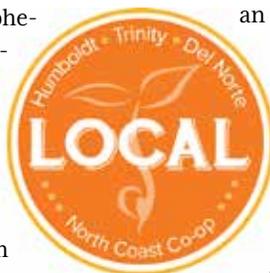
founded Cypress Grove Chevre in 1983. Mad River Brewery started brewing in 1989. Today, there are over 200 local food, beverage, and wellness product producers in our region. This number is impressive, but it begs the question: what defines our region?

Prior to 2012, the Co-op didn’t define local, but we certainly did value it. We often referenced our bioregion: “The Klamath/North Coast Bioregion, as defined by the California Environmental Resources Evaluation System, includes all of Humboldt, Del Norte, Trinity, Mendocino, and Lake counties; plus parts of Siskiyou, Shasta, Glenn, Tehama and Colusa counties.” Wowza! Meanwhile, most of our features of local products focused on items made much closer to home.

In 2008, we implemented a Trust Your Source program to better inform our shoppers. The program, which fizzled out in 2014, was meaningful and informational, but was also difficult to maintain. And while it provided a wealth of producer information to interested shoppers, it never really questioned the bioregion definition.

That all changed in 2012. In support of educating shoppers to more easily participate in the Eat Local Challenge, we developed a definition of local: any product grown or produced within a 250-mile driving radius of our stores. This provided a concrete way to identify local products, and shoppers could still turn to Trust Your Source for more in-depth information. But how did we get to 250 miles?

As the impetus for this definition was to support the Eat Local Challenge, the focus wasn’t on what local meant to our community; rather, an emphasis was placed on ensuring Eat Local Challenge participants could meet the challenge while enjoying a well-rounded diet. The local region boundaries were stretched so certain grains could be included. The Eat Local Challenge did, however, make the distinction between locally grown or raised, versus locally grown, raised, and/or produced, but this distinction wasn’t extended to the shelves. If you were to be a Hardcore Locavore, even locally roasted coffee or locally produced spirits were off limits. Downgrade to an Extreme Locavore, and these locally produced items were within the rules.



REEVALUATING OUR DEFINITION

In 2016, we opened a whole new can of worms. Realizing that our enthusiastic messaging surrounding all things local had taken a backseat,

despite our continued championing of local producers behind the scenes, we reached for our trusty list of local vendors so we could once again ramp up our messaging. There was one catch—we didn't actually have a list. And as we dug into what was flagged as local in our system, it quickly became apparent that there were products being considered local that our shoppers may not actually call local. In fact, employees and members alike were often heard saying things like, "well, it's not *local* local" about products that were, in fact, technically local to the Co-op. It was time to dive in, ask some tough questions, and get everyone on the same page.

Fast forward ten months, and we have a shiny new local definition, a lovely new local logo (see right), and a continued mission to make local meaningful. So how did we get here?

Our first step in evaluating our definition of local was to realize that we will never have a definition that meets every single person's standards. Individual values, worldview, and background can play a huge role in determining what someone considers local. While we'd like to think that local is a hard and fast concept, the reality is that it is highly subjective. As such, our goal became one of meeting the needs of as many members as possible, while supporting the current realities of our local food producer community.

Our second step was to let go of the idea that a liberal definition—one that included products from every food group—was serving our community. That is, is it more important to be able to call a meal local than to accept that there are some foods we simply cannot produce locally? For those who highly value foods produced by their friends and neighbors, isn't transparency more valuable than an all-inclusive definition? Indeed, the Co-op has consistently pushed for transparency in the food system, advocating for consumer choice rather than dictating values to shoppers.

The evaluation process included feedback from members, and many hard conversations. Our members, beautifully, were united in their view of local. Words mentioned the most by members were: *community, support, family, neighbor, and people*. Subjective, yes, but one thing was clear—our 250-mile definition wasn't cutting it. We had to bring local home, where our community feels it belongs. After careful consideration, we decided on a local definition including only Humboldt, Del Norte and Trinity counties.

Once we had that established, the tough questions began. What about products that were technically produced here, but didn't have all local ingredients? What about companies that were strongly rooted here, still operated and produced goods here, but no longer had local ownership? And how would we go

Why Local?

The reasons to choose local can be highly personal. Here are a few of the most common reasons people value local.

⇒ Economy ⇐

Economists estimate that independent retailers return more than three times as much money per dollar of sales than chain competitors

(www.amiba.net)

⇒ Community ⇐

Local businesses are owned by people who live in this community and are more invested in the community's future.

(www.sustainableconnections.org)

⇒ Environment ⇐

Diversification of crops and cultural practices enhance the biological and economic stability of a farm; these practices more easily attainable among smaller (local) farms.

(asi.ucdavis.edu)

⇒ Quality ⇐

The shorter the time between the farm and your table, the less likely it is that nutrients—and flavor—will be lost from fresh food.

(www.uvm.edu)

⇒ Choice ⇐

Local farms can experiment with region-specific varieties; local businesses can make product selections based on local need, not on a national sales plan.

beyond a local sticker on the shelf, to making our support of local vendors more meaningful?

After thorough, thoughtful discussion, we established some ground rules. First, as the largest retailer of produce, both local and in general, on the North Coast (according to a 2013 report by Community Alliance of Family Farmers), and a leader in local meat sales, we feel the food grown or raised in our region is clearly local. Second, we want to champion local entrepreneurs; they are part of what makes our area so vibrant. If a company decides they cannot produce their product here, but the owners call our region home, it is local. Third, we want to increase visibility of producers that contribute to our local economy. If a company has a production facility and operational staff here and elsewhere, but is a large employer and perhaps even sources ingredients locally, it is local. Finally, we determined we would formalize our long-standing support of local vendors, and find new ways to continue leading the charge in developing our local foodshed (a goal of our Strategic Plan).

As a result, our new definition was further clarified: to be included, a product must be grown/raised/produced, owned, and/or operated in the region. This definition encompasses the values of the majority of our members, and we are always happy to provide more information about specific products upon request. Thus far, this definition has proven to be highly useful in creating our new master list of local vendors. We are proud to include nearly 200 local vendors with thousands of products on that list. And we can say with confidence that this list is, indeed, meaningful.

But beyond having a thoughtful definition of local, we are very proud of the behind-the-scenes work we do with local vendors. We are the first retail account for many local producers. We meet with farmers to help them plan their coming year (see page 5 for more details). We grant loans to specific local businesses to help them reach economies of scale in their purchasing. We work tirelessly with local organizations to identify opportunities to grow our local foodshed. And now, we offer promotional planning support and in-house demos to local producers. We also have an exciting new program in the works to facilitate connection between local producers and consumers (stay tuned!).

For the Co-op, the term "local" has never been a buzzword. It has always been based on the values of our members, whether we've explicitly defined it or not. But as the push for more information on shelves increases, and "local" is used by big box stores and mom and pop shops alike, having a meaningful definition, and the programs to back it up, is more important now than ever. Thank you for your input in developing this definition, and for supporting local!

Simple, Smart Savings

By Maggie Gainer, Zero Waste Humboldt

CO-OP MEMBERS AND SHOPPERS can benefit from learning the true costs of extreme convenience. The costs for excessive and single-use packaging come in several forms.

First, for several foods and beverages, the cost of the single-use bag, bottle or box is a significant percentage of the purchase price you pay. The best-known example is single-use plastic water bottles. The hidden costs are in the petroleum, natural resources, and water that are extracted and used to manufacture and transport single use plastic water bottles to stores. For some water bottlers, the financial cost of the plastic bottle is actually more than the cost of the bottled water. The recommended eight glasses of water a day at U.S. tap rates equals about \$0.49 per year; that same amount of bottled water is about \$1,400.

While the cost of packaging large enough for several servings, such as with cereals and grains, is not as dramatic as the plastic water bottle, if you purchase boxes with small single-serving packets inside, the cost to the consumer increases.

Second, the most effective method for reducing waste is to prevent it in the first place. You save the handling time and can dramatically

reduce your garbage/recycling collection fees by not buying food and beverage packaged in bags, boxes, bottles, etc. Therefore, the more you use your own reusable containers, the more likely you will be able to reduce the frequency and costs of garbage/recycling collection.

Third, the cost to the Co-op to provide food for you in bulk bins reduces costs for the Co-op. These are savings that the Co-op can pass along to you, or allocate to other needs and improvements.

In 1974, North Coast Co-op developed convenient systems for shoppers to be able to buy groceries with our own reusable containers. Combined with this, Co-op employees are knowledgeable and trained to help shoppers establish this habit. Do you to know

how much your food container you've brought weighs empty (and do you know why this weight is important)? Do you need advice about the best type of container for transporting your dry foods and liquids? Just ask! On Saturday, April 22, Zero Waste Humboldt will team up with the Co-op to have a Zero Waste shopping display and shopping guides to help you make this less wasteful and less expensive transition.

Join the "Refillable Revolution" and prevent packaging waste. To learn more, email contact@zerowastehumboldt.org.

“ On Saturday, April 22, Zero Waste Humboldt will team up with the Co-op to have a Zero Waste shopping display and shopping guides to help you make this less wasteful and less expensive transition. ”



Save the Date:
North Coast Co-op Earth Day Event
April 22, 2017

Join us in stores on Earth Day, April 22, for sustainability-focused store tours, giveaways, and 22% off all Co-op-branded reusable containers!

Stay tuned for more details

Access Regardless of Income

New Pilot Program Will Provide Assistance to Low-Income Members

By Colin Fiske, Board Secretary

ON APRIL 3, 2017, the Co-op is rolling out a new one-year pilot program which will provide a discount on Co-op purchases to participating low-income Co-op members—including new members who join when they start the program. The Co-op Access Program (CAP) is the result of almost two years of discussion, research, and outreach by Co-op members, board members and staff. It is an important step toward addressing, in our own small way, one of the biggest problems facing the Co-op and the entire food system today.

While the Co-op has a reputation for being expensive, prices at the Co-op are comparable and often even cheaper than prices for the same items at other local stores. However, it's true that the types of products we sell—the healthy, organic, local food that is the reason so many people join the Co-op and shop at our stores—are generally more expensive than the types of products you can buy at many other stores.

This price difference is not a “natural” state of affairs. Healthy, ethically and sustainably produced foods should not be considered luxury goods for only the wealthy to consume. But all too often they are.

The root causes of this problem are well understood. They include subsidies for commodity crops and the petrochemical industry,

economy of scale, agricultural and labor and trade policies which advantage large producers and low-wage employers, and the political dysfunction which keeps things this way. These are formidable obstacles to fair food prices that we cannot overcome overnight.

So what can we do? This question was brought to the Co-op's Member Action Committee (MAC) almost two years ago and led to a great deal of discussion. While working to address the root causes of the problem is important, the MAC wanted to take more concrete and immediate action. We knew from the Co-op's shopper surveys that (contrary to popular belief) a significant portion of our members and other shoppers are low-income. And after some research and local outreach, we became convinced that a lot more local folks would join the Co-op—and shop more regularly—if they had the means. We also felt that it is our responsibility as a co-op to help all interested members of the community to access the benefits of Co-op membership and of shopping at the Co-op, including the benefits of access to healthy food and of democratic member ownership, regardless of income. So the MAC made that the stated goal of the Co-op Access Program (CAP) we proposed to the board. A comprehensive development process included collaboration from focus groups, local agencies

“Healthy, ethically and sustainably produced foods should not be considered luxury goods”

and our internal committees. After review and discussion by board members and staff, the proposal was adopted with only a few changes.

Starting on April 3, the Co-op will accept 50 CAP participants on a first-come, first-served basis. To be eligible, participants must show that they are eligible for CalFresh, WIC, TANF, SSI/SSDI, MediCal or MediCaid, Section 8 housing, low-income energy assistance program through PG&E or students with financial aid. Participants will get a 10% discount on all Co-op purchases up to a maximum of \$500 in purchases per month. Participants can already be a Co-op member, or can join when they join the Co-op Access Program—the \$25 A share required for membership will be gifted by the Co-op.

We will be asking participants to complete surveys and/or interviews at various points in the pilot year, so we can assess the program's impact. We look forward to continually serving our community!

The goal of the Co-op Access Program is to help all interested members of the community to access the benefits of Co-op membership and of shopping at the Co-op, including the benefits of access to healthy food and of democratic member ownership, regardless of income.

Co-op Access Program By the Numbers:

1 year pilot program	April 3, 2017 enrollment opens	1st come, 1st served enrollment	10% discount on all purchases	\$500 cap on monthly discounted purchases
		50 participants in the first year		



Reviving the Demo Program

By Ellie Christensen, Demo Coordinator

AS WE CONTINUE to see words like “local” and “natural” at more and more national chain stores, the Co-op has taken the time to re-define what we support as local to better meet the needs of our members and producers, and ensure the word “local” retains its meaning within our stores (see pages 10-11 for more details). Our Merchandising and Marketing & Membership departments are working together to create a demo program that supports our local

vendors and our members, offering more product demos of local brands, particularly when they are on sale. On a weekly basis you can find our highly trained Demo Clerks at both stores offering anything from Tofu Shop burgers to herb-infused almond cheese.

While sales are always a goal, consumer education is our top priority. Our Demo Clerks are knowledgeable about the products they demo, and are ready to answer questions. They are also

highly attuned to the special dietary needs and concerns of our member and shoppers and make every effort to have gluten-free, vegan and other specialty items available to sample regularly. We are so lucky to live in a community with nearly so many food producers, and we hope that by offering you the opportunity to taste local goodies, we are helping to develop your locavore spirit.

In addition to our in-house demos, we have several vendors

who visit our stores on a regular basis, many of which are wellness representatives. These brand ambassadors are highly skilled in their knowledge of the brands they represent and they always have great samples. These demos are scheduled in advance, and you will find them on our Co-op Calendar on our website—check it out the next time you drop by the website.

We look forward to seeing you in the stores!

Round Up for Our Community!

By Nicole Chase, Membership Coordinator

I HAVE BEEN ENJOYING being out and about, tabling at both stores as much as I can to be available to talk with customers and members. Some shoppers have questions about membership, some members have questions about purchasing B or C shares, some members stop to chat, ask general questions or to give input into what products we carry or what benefits/discounts we should have for members.

One of the most common things members mention is that they miss how in the past they could give a number at the register to support local non-profits. We have such a generous and caring Co-op community who are always looking for more ways to be of service. Fortunately, we do have a way to give right at the register.

One of the simplest, most effective ways for North Coast Co-op shoppers and members to give back to the community is through our Community Round Up program. Anyone can say “round it up” when checking out at the registers

and the purchase will be rounded up to the nearest dollar amount—the rounded up funds will go to the Cooperative Community Fund, which supports local non-profits in our community (see page 9 for a glimpse of some of these organizations). You can always add whole dollars to your round up, if you choose. If we work together, our small change can equal big changes in our community! Last quarter the Co-op received \$240.22 in round up donations. This number could easily be doubled or tripled if we just remember to say “round it up” at the registers!

Thank you for your generous support of the Co-op and our community! Please check out the information on our website for more information about the Cooperative Community Fund and the many inspiring projects that were funded this year. You can also get more information for how to apply for a Cooperative Community Fund grant. Please go to: www.northcoast.coop/good_stuff_we_do/cooperative_community_fund



Third Quarter Financial Statements

By Brandy Cogburn, Controller

WE HAVE FINISHED closing the third quarter of our fiscal year. Combined sales for Arcata and Eureka were \$8,820,423 for the third quarter, bringing the year to date sales to \$26,594,022. The sales are \$488,613 above last year at this time and \$302,781 over the budgeted revenue year-to-date! The Arcata store sales ended the

third quarter below budget by -.61% and the Eureka store sales were 1.35% over budget.

In the third quarter, we had \$135,426 higher expenses than budgeted for. This is due to unexpected expenses that came up, but we are working hard to keep unexpected expenses well managed within our budget. We fell

short of our budgeted net income by \$153,553 for the third quarter, and annually our net income is over budget by \$302,781.

Our current member-owner shares value has grown by \$4,602 since last quarter. This is the growth of equity investment from new owners and current member-owners purchasing B shares

and investment C shares. We currently have C shares for sale, so if you are interested in finding out how to be more invested in the Co-op, please call 707-822-5947, ext. 234. We currently pay an annual percentage rate (APR) of 2%. Remember, investing is smart, simple, and quick!

North Coast Cooperative, Inc. Unaudited Financial Statements

Income Statement FY17

Quarter Ending December 24th, 2016

Net Sales Revenue	8,850,423.86
Costs of Goods Sold	5,517,455.45
Gross Margin	3,332,968.41
Payroll & Benefit Expenses	2,296,199.11
General and Administrative Expenses	414,855.24
Occupancy Expense	437,692.66
Total Operating Expenses	3,148,747.01
Net Income from Operations	184,221.40
Other income (expense)	(2,035.00)
Total Income Taxes	673.00
Net income (Loss)	181,513.40

Balance Sheet FY17

Quarter Ending December 24th, 2016

Assets:	
Current Assets	3,460,681.34
Property and Equipment	2,585,868.71
Other Assets	527,430.86
Total Assets	6,573,980.91
Liabilities:	
Current liabilities	1,883,153.68
Long Term Liabilities	68,000.00
Total Liabilities	1,951,153.68
Member Equity:	
Current Owner Shares	3,247,820.79
Retained Earnings	1,375,006.44
Total Member Equity	4,622,827.23
Total Liabilities and Equity	6,573,980.91

March Board Meeting Recap

New Zero Waste, Purchasing and Merchandising Policies

By Colin Fiske, Board Secretary

THE BOARD COVERED A LOT OF GROUND at its meeting on March 2, including a discussion of the causes of decreasing sales over the last several months and the appointment of board members to each of the board's committees. The board also heard a presentation from former board member Dave Feral about the upcoming World Water Rising event and voted to formally support the efforts of local and global water protectors.

The board was scheduled to vote on the fiscal year 2018 budget at this meeting, along with the Eureka store remodel proposal. Due to recent turnover of management staff and other factors, neither the full budget nor the remodel proposal were prepared in time – so if you're interested, you still have a chance to attend a future meeting where these decisions will be made!

Although these big decisions were delayed, the board did make some other big decisions at the meeting, including voting to adopt the Co-op's first official Zero Waste Policy and Purchasing Policy.

NEW POLICIES APPROVED

The Zero Waste Policy was developed by the Policies and Procedures Committee (PPC) after the board received input from members, staff and Zero Waste Humboldt. This policy sets out our vision of being a zero-waste organization and makes clear that we are aiming "not only to reduce our own operational waste, but also the waste associated with both the production and the end use of the products we sell." It sets a specific goal of reducing waste by 5% annually for the next 10 years and

requires the General Manager to report annually on progress toward meeting that goal.

The Purchasing and Merchandising Policies were also developed by the PPC, although these have been in the works for a lot longer (almost a year!). The Co-op has had merchandising policies before, but has never had a comprehensive purchasing policy, so this is a big step for us. The Purchasing Policy lays out the general principles that will guide decisions about what products to stock on our shelves. It specifies that we strive to sell local products, products with positive social and environmental impacts, and products which meet the needs of our members, while striving not to sell products with negative impacts. The Merchandising Policy lays out guidelines for what products we actively promote, including that we should only be promoting products with positive impacts. The full text of both policies will soon be posted in both stores and online for all of our members and other shoppers to read. These board policies will direct operational policies, which will be developed in the future. No operational changes have been implemented at this time.

FOR MORE INFORMATION

As always, if you want more details about what happened at the board meeting, the full minutes of the meeting will be included in next month's meeting packet. You can get a copy of the board packet at the Customer Service desk (or by email if you request it) about a week before that meeting. You can also find minutes from past meetings online.

April Meetings

Board of Directors Meetings

Apr 6 • 6-8pm Ten Pin Building, 793 K Street, Arcata

Member Action Committee Meeting

Apr 12 • 6-7pm Ten Pin Building

Nominating Committee Meeting

Apr 13 • 6pm Ten Pin Building

Policy and Procedures Committee Meeting

Apr 19 • 4pm Ten Pin Building

Earth Action Committee Meeting

Date and time TBA

May Meetings

Board of Directors Meetings

May 4 • 6-8pm Ten Pin Building

Member Action Committee Meeting

May 10 • 6-7pm Ten Pin Building

Nominating Committee Meeting

May 11 • 6pm Ten Pin Building

Policy and Procedures Committee Meeting

May 17 • 4pm Ten Pin Building

Earth Action Committee Meeting

Date and time TBA

June Meetings

Board of Directors Meetings

Jun 1 • 6-8pm Ten Pin Building

Member Action Committee Meeting

Jun 8 • 6-7pm Ten Pin Building

Nominating Committee Meeting

Jun 14 • 6pm Ten Pin Building

Policy and Procedures Committee Meeting

Jun 21 • 4pm Ten Pin Building

Earth Action Committee Meeting

Date and time TBA



Save the date! Wednesday, May 10

North Coast Co-op's Member Action Committee (MAC) presents our first movie night!

JUST EAT IT: A FOOD WASTE STORY

At Richards' Goat Miniplex in Arcata | 910 Samoa Blvd, Arcata, CA

We will be screening "Just Eat It: A Food Waste Story", a winner of several awards for best documentary. For more information, check out our website and look for signs in our stores

Free for members; fee TBD for non-members

Co-op Kids Corner

Coloring Contest!

Enter our Co-op Kids Coloring Contest for a chance to win a \$10 Co-op gift card and a Co-op Kids lunch box! Color in our broccoli friends here



and turn your entry in at Customer Service at either Co-op location by **June 30** to enter.

One winner from each age group will be drawn!

Age groups:
5 years and under
6 - 12 years old



Full Name: _____

Phone Number: _____

Age: _____



Member Survey

Win a \$35 gift card!

Q: Time for a spotlight on Eureka! What iconic imagery or places tie you to Eureka (for example: the fisherman statue, pastoral landscapes, crab pots, Samoa bridge, redwoods, etc.)?

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 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: JUNE 30***



Sunshine Rice Cakes

RICE IS A STAPLE INGREDIENT across the globe. In our Bulk Department, you can find organic short grain brown rice at just \$1.62/lb. every day. Both brown and white rice have similar amounts of calories, but because brown rice is considered a whole grain, it is a good source of magnesium, phosphorus, selenium, thiamine, niacin, vitamin B6, and manganese, and is higher in fiber. This rice cake recipe can be made with day old rice, white or brown, and you could use any veggies you happen to have in the fridge or freezer. The use of the muffin tin keeps everything uniform and together, and baking them is a healthier option than frying them.

Ingredients

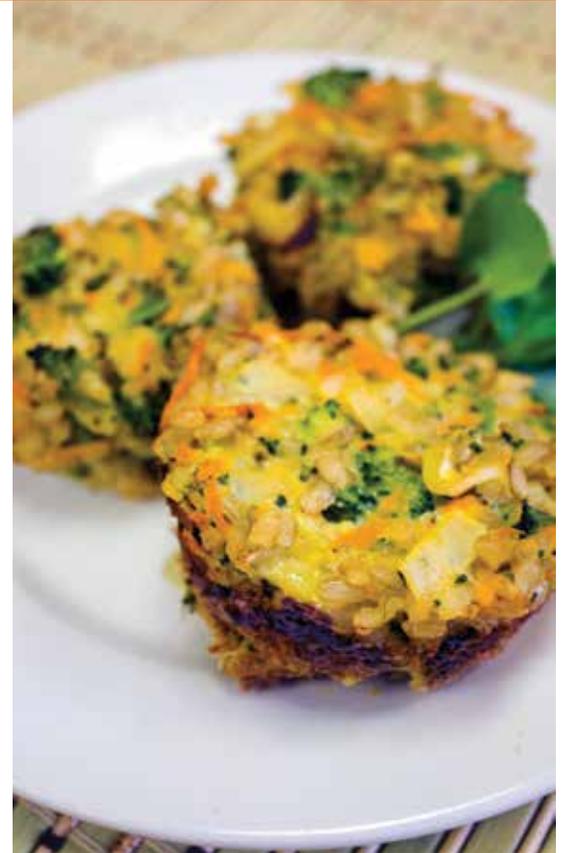
1 white onion, finely chopped	½ cup cooked rice
1 large sweet potato, peeled and grated	½ teaspoon olive oil
1 garlic clove, crushed	3 eggs, beaten
2 ½ cups broccoli, trimmed and cut into florets	2 Tablespoons chopped fresh basil

Directions

Preheat oven to 325F
 Set large soup pot of water to boil
 Grease 12 cup non-stick muffin tin
 Heat ½ teaspoon olive oil in a large non-stick frying pan over medium heat
 Sauté onions until soft, 3-4 minutes
 Add sweet potatoes to onions, stir and cook another 5 minutes
 Once sweet potato is tender, add garlic until aromatic
 Transfer to large bowl, set aside to cool
 Add broccoli florets to boiling water for 3-4 minutes. Drain and rinse under cold water
 Chop broccoli coarsely and add to onion and sweet potato mixture
 Add beaten eggs, cooked rice, and basil to mix and blend well with hands
 Use ice cream scooper or hand to make muffin sized balls and fill muffin tin
 Bake 20 minutes or until golden brown and puffy

Variations

- Add ½ cup shredded cheese
- Substitute frozen peas for the broccoli
- Add ½ cup bacon, ham or tofu
- Add a handful of chopped mushrooms to the onion sauté
- Try other fresh herbs or greens you have growing.



New Zero Waste Coffee Cart at HSU

By Anne Maher, Zero Waste Director at WRRAP



A NEW COFFEE CART IS COMING TO HSU—the Zero Waste Cart! This mobile coffee bar, stationed in the Art Quad on Mondays and Wednesdays, serves coffee, tea, fruit, baked goods courtesy of North Coast Co-op, and other goodies.

This cart is being started by WRRAP, the Waste Reduction and Resource Awareness Program. This Associated Students-funded program consists of five branches: Compost, Education, Zero Waste, Take Back the Tap, and ROSE (the Reusable Office Supply Exchange). It seeks to reduce waste at HSU through education, free event services, composting, ROSE, and more. WRRAP has provided zero waste event certification, water, dishware recycling, and composting services for free to dozens of events every year, as well as providing composting services to campus. It has hosted events such as the annual Zero Waste Conference (also sponsored by North Coast Co-op), Recyclemania, Donation Dash, Kill the Cup, Clothing Swaps, and



others. Keep an eye out for our next big event!

The WRRAP Coffee Cart is aiming to be an example of your zero waste morning of coffee, tea and breakfast. No single-use disposables are given out, and all of the spreads and toppings are refilled if possible. Compost bins are provided, and free mugs available. The cart itself was built by WRRAP staff entirely of recycled materials, and utilizes mugs, coffee urns, and other donated items to ROSE.

WRRAP was lucky enough to have North Coast Co-op donate plenty of delicious baked goods from their bakery, which will be for sale every week. We couldn't have done it without them!

If you are interested in learning more about WRRAP and want to attend our next conference or other event, or are an HSU student looking to volunteer and get involved, let us know at wrrap@humboldt.edu!



Member-Only Coupon

expires 6/30/17

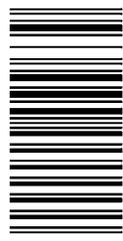
10% OFF

of purchase

MEMBER NUMBER _____

Coupon expires 6/30/17; coupon may not be combined with other discounts; \$10 minimum purchase; coupon may only be used by North Coast Co-op member-owners; limit one coupon per member.

Not a North Coast Co-op member? Visit Customer Service to join!



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May is Bike Month in Humboldt County



By Emily Sinkhorn, Bike Month Humboldt Coalition

MAY IS GOING TO BE AN EXCITING MONTH for trails and bicycling in Humboldt County! Not only is May Bike Month Humboldt, but crews should be in full swing constructing the Humboldt Bay Trail North and finishing the last segments of the Eureka Waterfront Trail.

These two new landmark trails will give us new places to safely bike, walk and roll separate from motor vehicles (woot!), not to mention with the type of scenery that Humboldt is famous for. The City of Arcata's Humboldt Bay Trail North section will be a paved, multi-use trail from Samoa Boulevard through the Arcata Marsh and along the scenic bay shoreline to just south of Bayside Cutoff. The County is currently designing Bay Trail South, which will connect south to Eureka.

The final phase of the Eureka Waterfront Trail will give us a 6.5-mile ride of paved, multipurpose trail from the Hikshari' Trail, through Old Town, and dipping under the Highway 101 Eureka Slough bridges to Tydd Street in the north Myrtle town area.

With these new trail connections, it will

be even easier for residents of the Humboldt Bay area to bike to work, school, errands and for exercise. So when could be a better time to dust off those wheels and ride out for many Bike Month Humboldt events in May?!

The Bike Month Humboldt Coalition is once again sponsoring a myriad of events for both adults and youth, including Bike to Work Day celebrations, casual and fun group rides, a bike-in movie at Sequoia Park, bike rodeos for families, and more. Bike Month Humboldt supports folks new to riding on two wheels for both commuting and exercise, and offers fun events for those already bike-savvy.

As the flagship bike events in May, Bike to Work Days will be celebrated in Arcata on Thursday, May 11 and in Eureka on Thursday, May 18. Each Bike to Work Day starts with a morning energizer station (7-9am) at the respective North Coast Co-ops, while noon rallies bring together people on two wheels at the Arcata Plaza and Old Town Gazebo.

Is a flat tire or skipping gears keeping you off your bike? Our beloved local bike shops

offer free mini tune-ups at Bike to Work Day energizer stations and noon rallies! The Community Bike Kitchen at the Jefferson Community Center can also help get your bike into gear on Tuesday and Wednesday evenings from 6-8pm. So push your bike to the bike kitchen or Bike to Work Day event, and ride off happily to work or school (or play).

Been looking for some good company on two wheels? Bike Month Humboldt has you covered. Join the bike commute from Arcata to Eureka on Wheel-in Wednesdays. This informal group will meet at the Arcata North Coast Co-op every Wednesday in May, and start cycling at 7am. Also join weekend Pancake Rides throughout the month to pedal out to them granges for a full stack! And if you want to hone your riding skills, Bike Month Humboldt also offers free one-on-one training for riding safely and effectively in traffic—email info@humbike.org for more information.

Find out about all the Bike Month Humboldt events at www.humbike.org, and check out #BikeMonthHumboldt on Facebook or Instagram.

The Bike Month Humboldt Coalition is comprised of dedicated cycling advocates and representatives of the Humboldt Bay Bicycle Commuters Association, Redwood Community Action Agency, Caltrans, County of Humboldt DHHS Public Health, Humboldt County Association of Governments, North Coast Co-op, BikesThere.com, and Humboldt Bike Party, plus sponsors including the City of Arcata, City of Eureka, Eureka Main Street, Eureka Natural Foods, Redwood Coast Mountain Bike Association, and our local bicycle shops!

Win this bike set!

Electra's Loft Bike, Helmet and Light Set



Enter to win at either Co-op location during the month of May. Perfect for commuting to work, a weekend ride with friends, or picking up groceries at North Coast Co-op!



Look for a member-owner bike themed giveaway in-stores during the month of May!

May 1 - May 31

Bike Month Calendar

Saturday, April 29:

Rhody Parade Synchronized Bike Riding, for info contact music2here@gmail.com

May: Humboldt Bike Challenge

Wednesdays in May:

Wheel-in Wednesdays. Group commuter rides from Arcata to Eureka every Wednesday in May. Meet at the Arcata North Coast Co-op, group leaves at 7am, 441-5574

May: Community Bike Kitchen, Open Tuesdays and Wednesdays 6–8pm, 1000 B Street Eureka, 269-2061

Sunday, May 5: Scavenger Hunt Ride, Arcata Plaza, 5:30pm

Saturday, May 6: Newton B. Drury Parkway through Prairie Creek State Park closed to cars—come cycle!

Saturday, May 6: Rio Dell Kids' Bike Rodeo: Fireman's Hall, Rio Dell, 11am–1pm, 707-764-5239

Saturday, May 6: City of Arcata Family Bike Rodeo, Arcata Creamery District, 10am–12pm

Saturday, May 6: Arts Alive Fun Ride: Eureka Old Town Gazebo, 6pm, 269-2061

Sunday, May 7: Pancake Ride to Freshwater Grange, 9am from Eureka Old Town Gazebo, 269-2061

Tuesday, May 9: Eureka Transportation Safety Commission, Eureka City Hall Council Chambers, 3:30pm

Wednesday, May 10: Bike to School Day! Walk & Roll events at many schools across the county, 707-362-1131

Thursday, May 11: Arcata Bike to Work Day, 7–9am energizer station at Arcata North Coast Co-op
Bike to Work Day rally at noon on the Plaza

Saturday, May 13: Bike Craft Workshop, Scrap Humboldt, 101 H Street, Arcata, 12–2pm

Sunday, May 14: Pancake Ride, Friendly Ride from Arcata to Blue Lake for the Pancake Breakfast at the Mad River Grange, 9am from the Arcata Plaza, 444-8208

Tuesday, May 16: Arcata Transportation Safety Committee, Arcata City Hall Council Chambers, 4:30pm

Thursday, May 18: Eureka Bike to Work Day, 7–9am energizer station at Eureka North Coast Co-op
Bike to Work Day rally at noon at Old Town Gazebo with 'minimal mass' ride through Old Town following rally

Saturday, May 20: Tour of the Unknown Coast, Ferndale, including Family Fun Ride, www.tuccycle.org

Saturday, May 20: Willow Creek Kid's Bike Rodeo: Veterans Park in Willow Creek, 10am–1pm, (530) 629-3141

Saturday, May 20: Pancake Ride, Friendly Ride to the Pancake Breakfast at Dows Prairie Grange, meet at 8am on the Arcata Plaza or at 9am at Hiller Park on the Hammond Trail

Saturday, May 20: Bike-In Movie in the Park, Sequoia Park, 3414 W Street, Eureka, all ages

Saturday, May 27-29: Kinetic Grand Championship, www.kineticgrandchampionship.com

Saturday, June 3: Regional Trails Summit, Wharfinger Building, 1 Marina Way, Eureka, 10am–12pm

Saturday, June 3: Blue Lake Kids' Bike Rodeo: 11am–1pm, Blue Lake Community Resource Center, 668-5239

Saturday, June 3: Loleta Kid's Bike Rodeo: 10am–1pm, Loleta Community Resource Center, 733-5239

North Coast Co-op Management



Melanie Bettenhausen
General Manager



Cassie Blom
Marketing & Membership
Director



Brandy Cogburn
Controller



Alanna Cooke
Eureka Store Manager



Jason Davenport
I.T. Manager



Lauren Fawcett
Prepared Foods
Manager



Vince Graves-Blandford
Arcata Store Manager



Alisha Hammer
Merchandising & Product
Promotions Manager



Michelle Sanders
Human Resources
Director

North Coast Co-op Board of Directors



Ed Smith
Employee Board Member,
Nominating Committee Chair

Mary Ella Anderson
Board Treasurer

Colin Fiske
Board Secretary

Leah Stamper
Board Chair

James Kloor
Board Member

Cheri Strong
Board Vice Chair & Employee
Director

Robert Donovan (not pictured)
Board Member

Want to Get In Touch?

Come to a board or committee meeting (schedule on page 16), or email board@northcoast.coop.

The management team loves hearing from members, too! Drop us a line with a letter to co-opnews@northcoast.coop. You can also always come into either store to speak to a manager, or write a comment for our in-store comment board.

Stay connected to your co-op with our email newsletter. Visit www.northcoast.coop/co-op_news/stay_connected to sign up!

Calendar of Co-op Community Events

April

March 24 & April 7 HSU Spring Preview. This on-campus open house is for HSU applicants and newly admitted students. The Co-op will be on-hand sampling our Deli food, handing out Co-op branded swag and answering questions. More information at www2.humboldt.edu/springpreview

April 1 SCRAP Humboldt Rebel Craft Rumble, 4th annual. This fundraiser involves teams competing in a live crafting competition, plus food and drink specials. Tickets will sell out, so get yours now. More information at scraphumboldt.org/programs/rebel-craft-rumble

April 11 Redwood Jazz Alliance Concert Series, David Berkman Quartet. Pianist, composer and educator, David Berkman is an important part of the New York jazz scene. Fulkerson Recital Hall, HSU at 8pm. More information at redwoodjazzalliance.org/2016-17.html

April 14-23 Humboldt Green Week, 11th annual.

This event showcases local businesses, supports nonprofits and celebrates a passion for gardening, the arts and live music. Events and locations throughout Humboldt County. More information at humboldtgreenweek.com

April 28-29 2017 CA Co-op Conference. This conference celebrates cooperatives! Through workshops, speakers and tours attendees can help strengthen and expand the cooperative movement. More information at cccd.coop/events/2017-california-co-op-conference

April 19-25 Godwit Days Spring Migration Bird Festival. This exciting week-long festival includes a wide array of activities including: field trips; workshops; lectures and much more. More information at godwitdays.org

April 22 Zero Waste Shopping at the Co-op from 10am-2pm. Join us at the Arcata and Eureka stores on Earth Day for a fun and informative in-store event in collaboration with Zero Waste Humboldt

and Humboldt Green Week. Learn useful tips for saving money while shopping the aisles. Don't forget to bring your own reusable containers, so we can show you how to get the proper tare weight. Free.

April 25 Aged to Perfection, KEET TV's live on-air wine auction. This is an opportunity to bid on fine wines from our local vintners to around the world, as well as wine tours, vacation rentals and much more. The Co-op is donating wines picked by our Wine Department. More information at www.pbsnorthcoast.org/index.php

April 29 Tri-County Independent Living Humboldt Pie, 10th annual. This annual fundraiser benefits persons with disabilities in our community. Enter the home-baked pie contest, pie eating contest of just stop by this family friendly event for pie. Make sure to get a slice of the North Coast Bakery pies. More information at www.tilinet.org

May

May 11 Energizer Station at the Arcata Co-op, in celebration of Bike to Work Day. May is Bike Month Humboldt, stop by the Arcata store from 7-9am. The Co-op will be supplying coffee and snacks to morning bike commuters. Adventure's Edge will be on hand for bike checks and questions. More information at humbike.org

May 13 National Association of Letter Carriers' Food Drive. 'Stamp Out Hunger' and support our local food bank, Food for People. Drop off non-perishable food in the collection barrels at either store location. More information at www.nalc.org/community-service/food-drive

May 14 Atalanta's Victory Run & Walk, in partnership with Six Rivers Running Club. This all women's event has a 2-mile or 5-mile (certified 8K) option

with your choice of individual, stroller, 2 Generation or 3 Generation categories. Proceeds from this event are shared with the Humboldt Breast Health Project, local running groups, and schools. Register by May 1 to avoid additional fees. More information at www.atalanta-run.com

May 18 Energizer Station at the Eureka Co-op, in celebration of Bike to Work Day. May is Bike Month Humboldt, stop by the Eureka store from 7-9am. The Co-op will be supplying coffee and snacks to morning bike commuters. Adventure's Edge will be on hand for bike checks and questions. More information at humbike.org

May 31 Bear Rivers 2017 Health Fair. Join us at this family friendly event from 11am-2pm at the Bear River Recreation Center in Loleta. Co-op Out-

reach staff will be on hand to provide information and answer questions about the Co-op and healthy living options. More information at www.unitedindianhealthservices.org

May 31-June 4 Pony Express Days, hosted by the McKinleyville Chamber of Commerce. This fun family friendly community event includes a chili cook-off, pancake breakfast, parade & festival and so much more. More information at mckinleyvillechamber.com/pony-express-days

Deadlines & Reminders

May 12 Atalanta's Victory Run & Walk pre-race day packet pick-up and late registration in front of the Arcata Co-op location from 3-6pm

June

June 4 Humboldt Tri-Kids Triathlon, 27th annual. The Humboldt Tri-Kids Triathlon is for kids ages 7-18. Participants get to swim, bike and run their way to the finish line. More information at trikids.com

June 9 "Wild World of Sports", St. Joseph Hospital Foundation Annual Dinner and Auction. Show your support for the SJH Cancer Program

by attending this event. Plus, you can bid on the Co-op donated silent auction gift basket. More information at www.stjoehumboldt.org

Lemonade Day This free, annual community-wide event is a way to empower today's youth to become tomorrow's entrepreneurs. To set up a Lemonade Stand at either Co-op store location, please contact Jolie Harvey at 443-

6027 ext. 433

Movies in the Park This family friendly-event is presented by the Humboldt-Del Norte Film Commission. Enjoy fresh non-GMO popcorn provided by the Co-op. More information at www.filmhumboldt.org/news/movies-park

New Member Benefits, Coming to a Co-op Near You!

We're excited to announce that we will be expanding our member benefits in the coming months. In fact, our new Business Partner Program launches on April 15 (see page 9)!

Keep an eye out for member-only
Coupons • Discounts • Giveaways

We appreciate our members every single day,
and want you to feel the love.

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



ARCATA LOCATION

811 I St., Arcata • (707) 822-5947
Open daily: 6am to 9pm
Vincent Graves-Blandford, Store Manager
vincentgravesblandford@northcoast.coop

EUREKA LOCATION

25 4th St., Eureka • (707) 443-6027
Open Daily: 6am to 9pm
Alanna Cooke, Store Manager
alannacooke@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