

WINTER 2020 • ISSUE 111

Free

# CO-OP NEWS

A PUBLICATION OF NORTH COAST CO-OP



## INSIDE

Annual Membership  
Meeting Recap p. 5

2020 Shopper Survey p. 17

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All articles, columns and letters are the expressed opinion of the author and not of North Coast Co-op.

## 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.

# Letter from Editor

by Alex Villagrana, Marketing and Membership Manager

WELCOME TO ANOTHER ISSUE of Co-op News—it's been a while! There have been a few changes around these parts, so it's taken some time to roll out our winter edition. A lot has happened since our Fall 2019 issue, so you'll find plenty of updates herein.

### Some notable mentions:

Our Annual Membership Meeting was held in October and was well attended, despite coming at the heels of the first Public Safety Power Shutoff. October also saw not one, but two elections within our doors. The first was our general election where our membership voted for three open Board of Director seats. Members also voted to choose which local organi-

zations would be recipients of our Seeds for Change register round-up program, which has since launched in January.

*"There have been a few changes around these parts, so it's taken some time to roll out our winter edition. A lot has happened since our Fall 2019 issue, so you'll find plenty of updates herein."*

November saw the arrival of our new General Manager, Sean Nolan. Sean comes to us from another co-op in Washington. I would like to welcome Sean, and I look forward to seeing the new and exciting ideas

he brings to the Co-op. Learn more about Sean in his General Manager statement on the page 3.

Lastly, in this issue you will find the return of our shopper survey. Part of serving the community is knowing the changing wants and needs of our community members. After first conducting this survey in 2015, we are once again asking the community for feedback to better help us understand where we should focus our efforts and which direction we should move going forward. Comparing the answers to those from five years ago should prove interesting, so please keep an eye for the results in a future issue.

Cheers! ■

# INSIDE

- |         |                            |         |                                |
|---------|----------------------------|---------|--------------------------------|
| 2       | Letter from the Editor     | 15      | French-Style Leek & Onion Soup |
| 3       | From the General Manager   | 16      | Meyer Lemon Focaccia           |
| 4       | Member Survey Responses    | 17 - 21 | 2020 Shopper Survey            |
| 5       | Annual Membership Meeting  | 22 - 23 | Local Producer Feature         |
| 6 - 7   | Board Meeting Recaps       | 24 - 25 | Know Your Neighbors            |
| 7       | Meet the New Board Members | 26      | From the Archive               |
| 8       | Member Feature             | 27      | Preparedness & Wellness        |
| 9       | Local Produce Guide        | 28      | Financials                     |
| 10 - 11 | Seeds for Change           | 29      | Co-op Kids                     |
| 12      | New Necessity Tax          | 30      | Meet the Co-op Team            |
| 12      | Co-op Bike Kit             | 31      | Co-op Calendar                 |
| 13      | Sustainability Snapshot    | 31      | Member Survey                  |

# Meet Our New General Manager

by Sean Nolan, General Manager



I AM HONORED and thrilled to be joining the North Coast Co-op team as General Manager. I have been working in food co-ops for nearly 10 years and have enjoyed getting to know every aspect of

how a co-op is run. I have worked in many different roles within food co-ops, from cashier to grocery clerk to buyer, and most recently as a sales manager at Central Co-op in Seattle, Washington.

I love food co-ops. I love the concept that an otherwise unremarkable business model — a grocery store — can be re-envisioned as template for how any business can operate with considerations beyond profitability. A food co-op is more than just a place to buy groceries; co-ops build community, bolster local economies, and promote sustainable food systems. I like to imagine that by modeling a grocery store in this way, we are saying to other businesses: “if we can do it, so can you!”

For me, co-ops are also about the love of food. Food has an

amazing ability to bring people together and serve as a catalyst

*“A friend of mine, who has lived his whole life in Humboldt, refers to North Coast Co-op simply as ‘Co-op’ (as in, ‘I’m going to Co-op’), like he is speaking of a dear old friend. I always found this hilarious and charming, but I get it now.”*

for social connections. The idea of paring food with community is at the core of the human experience, and co-ops provide a cru-

cial outlet for this type of interaction with food. Personally, I have always enjoyed cooking (and eating!) and sharing food with friends and family, and shopping at the co-op has always been an important part of that.

I haven’t been at North Coast Co-op for very long, but I have so far been extremely impressed with what a fantastic co-op this is, and what an important role it plays in this amazing community. A friend of mine, who has lived his whole life in Humboldt, refers to North Coast Co-op simply as “Co-op” (as in, “I’m going to Co-op”), like he is speaking of a dear old friend. I always found this hilarious and charming, but I get it now. That is what this Co-op is for Humboldt — a dear old friend — and I’m just excited to be a part of it. ■

It's a  
win-win

- 2020 -

## SHOPPER SURVEY

We want  
to hear  
from you

Have an opinion? We're listening.

Go  
Co-op!

Take our confidential Shopper Survey on p. 17 of this publication or on our website at [www.northcoast.coop](http://www.northcoast.coop). You'll help guide your Co-op into a bright future and you have the option of entering into a drawing to win a \$100 gift card!

Take the Survey on p. 17 - or - online [www.northcoast.coop](http://www.northcoast.coop)





# Member Survey Responses

In our last newsletter we asked: Have you changed your food shopping habits based on the social or environmental impacts of the food's ingredients? If so, which ingredients? Over 50 members responded with profound and conscious decisions. Here is a snapshot of what your fellow members had to say:

"Not so much ingredients as packaging – working on making yogurt and I have mesh bags for produce. I buy more organic than I used to and coffee that is shade grown."

— Andrea

"I bring a container to buy tofu from the deli in Arcata. It feels like I am getting more for my money and no plastic! I buy beverages in glass or cans only. Once again, no plastic! Yay!"

— Honoree

"Buy fewer things and make more at home, buy fair trade, look for low/minimal packaging, buy bulk if available, do not buy cleaners/hygiene products unless nontoxic (check EWG website), buy only organic, buy few processed foods. Avoid palm oil, carageenan, non-organic and GMO foods. Coffee is shade grown and eggs that are organic and free range. Check the Cornucopia score cards!"

— Robert

"Yes, I avoid buying food with palm oil as an ingredient. Although I am aware that some palm oil is sustainably harvested, most is not!"

— Olivia

"I've tried to eat more local food because of the costs of importing food, especially produce."

— Jacquelyn

"My habits have changed to mainly focus on locally sourced ingredients and produce (honey, local jams, local breads, dairy, local beer and wine.) They are also based on what I can get from bulk bins, allowing me to re-use containers including non-food items such as shampoo."

— Lara

"Yes. I avoid palm oil and sugar."

— Dominic

"I stopped buying dole, del monte, and Chiquita bananas due to unfair working treatments in Ecuador. I also stopped buying cocoa that is not fair trade due to child labor and palm oil containing products due to deforestation in the Amazon."

— Alexis

"Yes, one of the ingredients I try to avoid is palm oil. I try to get local options whenever possible as well as shop seasonally."

— Jenna

"Is packaging an ingredient? I've definitely changed my habits to eliminate packaging – yay bulk!"

— Lauraine

"Yes – no plastic, all organic, bulk where available, local where available, plant based (mostly), organic/wild caught poultry and fish."

— Barbara

"Yes – paying closer attention to growing and manufacturer place of origin."

— Kelly

"Yes, I only buy bulk when possible. I don't buy anything over packaged and only buy organic. I also grow my own greens plus some vegetables. I always have my own bag for groceries and take a box rather than a bag."

— Alyssa

"Yes – avoiding palm oil and corn syrup..."

— Mark

"Yes – No GMO's! Careful to read all labels :)"

— Bonnie

"I have. I'm vegan due to the irreversible social and environmental impacts that meat and dairy farming cause."

— Anna

"Always looking for bio—soaps that don't encroach on Gorilla habitat – Does "cruelty free" mean it's not from palm oil plantations?!"

— Maisy

"No."

— Mike

"Yes, I try to buy mostly local produce."

— Zoe

"I don't buy Eden Foods. I always buy local produce/meat. Only organic. I don't buy Co-op soups with sugar in the ingredients. We reuse all plastic bags."

— G.

*Disclaimer: The views and opinions expressed in these published survey responses are those of individual member-owners and do not necessarily reflect the official policy or position of the North Coast Co-op. The publishing of these responses is not meant to malign anyone or anything, but rather to give voice to our diverse membership. ■*

## We want to hear from you!

All members who responded were entered into a drawing for a \$35 gift card. If you would like to participate in the next member survey question and be entered into a drawing see page 31.

# Annual Membership Meeting a Success

by Margaret Sataua, Membership Coordinator

I WOULD LIKE TO THANK all Co-op members who attended our 2019 Annual Membership Meeting held in October. It was a pleasant afternoon where we enjoyed tasty refreshments in the company of fellow member-owners. It was also an unusual weekend, as our community was unwinding from the electricity deficiency that occurred only days earlier. To our relief, the lights were on and the coffee was hot at the Bay-side Community Hall. Ninety-seven people were in attendance, representing 74 memberships.

## Some topics of conversation included:

- Initiatives to boost employee morale and where the employee experience may be lacking
- The complexity of sustainable energy sources and how they can be utilized at the Co-op
- Ways members can collaborate to stay prepared and connected in times of emergency
- Gratitude for the work and positive contributions of Co-op employees, especially during the power outage

There were a lot of great ideas shared and it was uplifting to hear messages of support for my co-workers.

Membership events don't begin and end with the Annual Membership Meeting. For those of you who are interested in starting emergency preparedness networks within the Co-op community, I invite you to attend our Member Action Committee meetings, where you can share your ideas with other members, mobilize and initiate positive change in your community. You can find the monthly Member Action Committee meeting dates on page 6 of this issue or on our website calendar. [www.northcoast.coop/calendar](http://www.northcoast.coop/calendar)

**Top:** Representatives of the 2020 Seeds for Change recipient organizations. **Center:** Members enjoy an organic and fair trade buffet. **Bottom:** Board President & Treasurer James Kloor addresses the Membership.

Photos by Zev Smith-Danford





# Third Quarter Board Meeting Recaps

## October, November, December board meetings

by James Kloor, Board President and Treasurer

THE LAST THREE MONTHS on the North Coast have been pretty wild, to say the least. We've had numerous power outages, transition among leadership (both board & staff), and through it all the Co-op has continued to be a beacon of community resilience and cooperative principals.

### ANNUAL MEMBERSHIP MEETING

In October we hosted our Annual Membership Meeting, filling up the Bayside Grange. I love the Annual Membership Meeting as it's one of the few times we, the board, really get to interact with a lot of members, at one time. We had a robust member comment period, with lots of great feedback. The issue that was first and foremost on everyone's minds were the very recent Public Safety Power Shutoff (PSPS) events that swept through Humboldt County. Next year I look forward to shaking up what we do at the Annual Membership meeting — stay posted and come prepared to learn new things about our Co-op and discover new ways to flex your membership muscles.

### PUBLIC SAFETY POWER SHUTOFF EVENTS

In October and November, the Co-op faced two planned power shutoff events. The first was incredibly difficult to plan for, with less than 48 hours' notice — we lost a lot of product. Staff had to throw out food that farmers and producers poured their hearts and souls into, and while not a devastating event financially (our insurance covered the bulk of product loss), it hurt in other ways. The Co-op strives to be a triple bottom line business, not just focused on profits, but the people and planet as well. Events like the PSPS forced grocery stores across Northern California to lose atrocious amounts of products — due to lack of refrigeration and proper storage conditions. With the second set of planned power outages staff made it a goal to not lose any product. They pulled it off and managed to save nearly everything. Hats off to an amaz-

ing staff who worked around the clock to not only save product, but to serve our community in a time of need.

### NEW GENERAL MANAGER

The Board of Directors hired Sean Nolan as our new General Manager. He comes to us from Central Co-op in Washington and started the second week of November. Melanie Bettenhausen saw the Co-op through some trying times, I'm grateful for her time with the Co-op. I am curious to see how we grow / change / evolve under Sean's leadership. Sean's quickly grabbing hold of the reins — attended his first Board Meeting in December and has been attending lots of committee meetings. Welcome aboard Sean — we're lucky to have you!

### Q2 FINANCIALS

Quarter 2 Financials were presented at the November Finance Committee Meeting, and at the December Board meeting. For folks who haven't had a chance to review them — Q2 showed a slight loss of \$9,222. That's following positive incomes in the prior 3 quarters. Year to date we are still showing a positive net income right around \$55,000. Cash has held steady, even with the large C share repurchases that we have been carrying out since last fall. Staff is doing an impressive job maintaining / spending down inventory, as well as keeping expenses within our means. I look forward to seeing how the stores did over the holidays as Q3 is usually our strongest quarter.

### NEW BOARD MEMBERS & OFFICERS

Our new Board members are Roger and Laura Wright serving as General Member Directors, and Kirsten Lindquist serving as an Employee Director. Roger shared that he wants to continue prioritizing the removal of plastics from our stores, he would like to see more worker participation, and help the Co-op find its footing in these uncertain times of power shut offs. Laura has a strong back-

## BOARD OF DIRECTORS & COMMITTEE MEETINGS

### February

#### Board of Directors Meeting

**February 6** • 6pm, Arcata Community Center (321 M.L.K Jr. Parkway Blvd)

#### Member Action Committee

**February 12** • 5:30pm, upstairs in the Arcata Store (811 I Street)

#### Earth Action Committee

**February 12** • 6:45pm, upstairs in the Arcata Store (811 I Street)

#### Finance Committee

**February 27** • 2pm, Eureka Chamber of Commerce Headquarters (612 G Street, #101)

### March

#### Board of Directors Meeting

**March 5** • 6pm, Jefferson Community Center (1000 B Street, Eureka)

#### Member Action Committee

**March 11** • 5:30pm, upstairs in the Arcata Store (811 I Street)

#### Earth Action Committee

**March 11** • 6:45pm, upstairs in the Arcata Store (811 I Street)

#### Policy and Procedures Committee

**March 18** • 6pm, upstairs in the Arcata Store (811 I Street)

#### Nominating Committee Meeting

**March 26** • 6pm, upstairs in the Arcata Store (811 I Street)

### April

#### Board of Directors Meeting

**April 2** • 6pm, Arcata Community Center (321 M.L.K Jr. Parkway Blvd)

#### Member Action Committee

**April 8** • 5:30pm, upstairs in the Arcata Store (811 I Street)

#### Earth Action Committee Meeting

**April 8** • 6:45pm, upstairs in the Arcata Store (811 I Street)



[Continued from page 6]

ground in sales and is passionate about good food, cares deeply about the ethics of food sourcing and in finding ways to support our local community. Kirsten has been deeply involved in our Co-op, attending most (if not all) of the board meetings over the past year. Kirsten has worked with many other Co-ops and brings with her a level of care and responsibility that will help guide this board to make decisions best for the members.

And finally – the Board did shake up the Offi-

cer slate a bit. The current officers are as follows:

**James Kloor** — President & Treasurer

**Colin Fiske** — Vice President

**Laura Wright** — Secretary

**Kirsten Lindquist** — Nominating Committee Chair

**Roger** — Earth Action Committee Chair

**Cheri Strong** — Earth Action Committee Chair

## UPCOMING MEETINGS

Check out the calendar section of the Co-op News [p. 31] to discover how you can get involved. We have Member Action Committee, Earth Action Committee, Nominating Committee, and Policies & Procedures meetings that may pique your interest in the next few months.

Thank you for your commitment to our Co-op, and for being a part of our North Coast community. ■

# Meet the Newly Elected Board of Directors



**Kirsten Lindquist**

Employee Director

Term: 11/2019 - 11/2022

I AM AN EAST COAST TRANSPLANT who has slept in 44 states and have only been in California for eleven years, the last six in Humboldt, where I hope to stay for good. I love co-ops, and this is the seventh co-op I have been a member of and the third that I have worked at. Working at co-ops is my fourth and hopefully final career path, having dabbled in academe, national and state politics, as well as being a food entrepreneur. In my free time I can be found running my dog at the beach and in the forest, or watching great films. Cooking for others and enjoying with friends is one of my greatest joys. I look forward to serving the co-op community as a member of the board. ■



**Roger**

General Director

Term: 11/2019 - 11/2022

I AM AN OLD-COMER TO THE ARCATA CO-OP, having been involved since around 1977. Probably the most useful thing I can share is I am very available to promote your ideas and desires to sustain our Co-op. My phone number is 444-9901 and I'm in the Arcata Co-op most every day, on my evening transition from work to home. I encourage you to reach out to board members, store workers and your fellow members to keep us going well. ■



**Laura Wright**

General Director

Term: 11/2019 - 11/2022

HAVING GROWN UP IN A SMALL, remote town outside of Antwerp, Belgium I was no foreigner to the do-it-yourself / local concept. At the age of 13, we moved to the central valley of CA – culture shock maximus. Midway through high school, my mother commented that I belong in Humboldt – not knowing what a “Humboldt” was we took a road trip. I fell in love. In 2007 I moved to Humboldt County where I attended HSU and was lucky enough to find my now-husband. Supporting local businesses and agriculture is something I hold near and dear to my heart. The sense of community in this county is amazing and I'm thankful to be a part of it. I look forward to sharing this passion of supporting local community by serving on the board of the North Coast Co-op. Thank you for the opportunity. ■

WE ASKED OUR MEMBERS:

# What's Your Favorite Rainy Day Activity?



"Reading, preferably in front of a fireplace."

**NERISSA, KNEELAND | MEMBER FOR 7 YEARS.**



"Staying home cooking and reading."

**SHEILA, EUREKA | MEMBER FOR 5 YEARS.**



"Make home-made soup with yummy stuff from the Co-op!"

**CINDY, EUREKA | MEMBER FOR 2 YEARS.**



"Baking with my daughter and getting cozy by the fire."

**KALA, EUREKA | MEMBER FOR 9 YEARS.**



"Binge watch 'The Last Kingdom' for the n<sup>th</sup> time."

**ROBERT, ARCATA | MEMBER FOR 4 YEARS.**



"Agate hunting. Jumping in muddy puddles."

**LAURA WITH DAUGHTER EMILY, ARCATA  
MEMBER FOR 29 YEARS.**



"Snuggling while smelling homemade soup and bread in the oven (made with Co-op ingredients) to share."

**MORIAH, EUREKA | MEMBER FOR 3 YEARS.**

## WIN A GIFT CARD!

The first six members to answer our featured question in our stores and let us take their picture receive a \$10 gift card. Look for our tables in Arcata and Eureka this spring — you could be featured next!



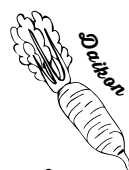
# Local Produce Guide January | February | March | April

<i><b>Fruit</b></i>	Jan	Feb	Mar	April	Farm
Kiwifruit	●	●	●		Pierce Family Farm

<i><b>Greens</b></i>	Jan	Feb	Mar	April	Farm
Assorted			●	●	Earthly Edibles
Spinach				●	Wild Rose Farm

<i><b>Herbs</b></i>	Jan	Feb	Mar	April	Farm
Cilantro				●	Wild Rose Farm

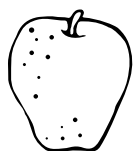
<i><b>Mushrooms</b></i>	Jan	Feb	Mar	April	Farm
Lions Mane	●	●	●	●	Mycality Mushrooms
Oyster				●	Mycality Mushrooms
Shiitake	●	●	●	●	Mycality Mushrooms



<i><b>Root Veggies</b></i>	Jan	Feb	Mar	Apr	Farm
Beet Varieties	●	●	●	●	Wild Rose Farm
Daikon Radish	●	●	●		Willow Creek Farms
Leeks	●	●	●		Pierce Family Farm / Rain Frog Farm
Parsnips	●	●	●		Willow Creek Farms
Rutabaga	●	●	●		Willow Creek Farms

<i><b>... and more</b></i>	Jan	Feb	Mar	Apr	Farm
Artichokes			●	●	Earthly Edibles
Asparagus				●	Henry Rose
Cabbage Varieties	●				Willow Creek Farms
Wheatgrass	●	●	●	●	Flying Blue Dog Farm

\* Weather may affect produce availability

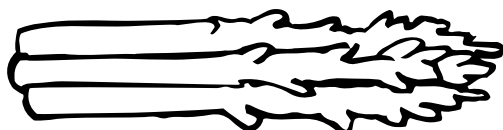


## What it Means to be Certified Organic

North Coast Co-op was the first food co-op on the west coast to be certified organic. We've maintained that certification since 2006. Organic certification means that our staff are

trained to maintain the integrity of the organic product they are handling. We ensure organic and conventional products never touch or "co-mingle" on a retail display or in back stock storage. When we sanitize a surface that touches food—like cutting boards, sinks, and knives—we are required to completely remove any sanitizer residue and to document when we do so. A third-party certifies that we maintain compliance with organic regulations. They audit our procedures, operations and inspect our stores every year before renewing our certification.

Simply put, we are the only store in the region that guarantees the integrity of your organic apples, broccoli, avocados, and everything else in our Produce departments from the truck to your basket. ■



## Where's your farmer?

Little River Farm  
*in Bayside*

Mycality Mushrooms  
*in Fairhaven*

Earthly Edibles  
*in Korb*

Pierce Family Farm  
*in Orleans*

Flying Blue Dog Farm & Nursery  
*in Willow Creek*

Wild Rose Farm  
*in Blue Lake*

Organic Matters Ranch  
*in Eureka*

Willow Creek Farms  
*in Willow Creek*

Henry Rose  
*in Orleans*



# Seeds for Change Round Up — A New Way to Give

by Emily Walter, Administrative Assistant

LONGTIME NORTH COAST CO-OP MEMBERS remember a time when there was a long list of non-profit organizations at each register to choose to donate an additional 1% of your purchase to. The Register Donation program was an easy way for shoppers to donate to the organization of their choice. That giving program was replaced with a program where you could round up your purchase for the Co-op's Cooperative Community Fund, from which the Co-op grant funds to local organizations. If you're like me, perhaps you miss getting to choose who you are donating to, which is why we recently let members have a say in our new donation round-up program called Seeds for Change.

Local non-profits applied to participate in August, and members-owners voted in October, choosing nine recipients for the 2020 Seeds for Change Round-up program. Members chose Hospice of Humboldt, Zero Waste Humboldt, Friends of the Dunes, Northcoast Environmental Center, Area 1 Agency on Aging, Community Alliance with Family Farmers, Arcata House Partnership, North Coast Regional Land Trust and Redwood Coast Village. Additionally, three months will be dedicated to the Co-op Pumpkin Patch, Co-op Month Twin Pines Fund and Food for People.

Starting January 1, you can

round up your purchase each time you shop. All funds donated at the register are given directly to the recipient organization at the end of each month. The inau-

*“Local non-profits applied to participate in August, and members owners voted in October, choosing nine recipients for the 2020 Seeds for Change Round Up program.”*

gural Seeds for Change Round-up recipient during the month of January was Hospice of Humboldt. Hospice of Humboldt has been providing heartfelt end of life care and grief support services to all who need them in our community for 40 years. Hospice envisions a community in which no one dies alone or afraid, and all who grieve are comforted. When you round up at the register during January, you are helping support the free services and programs Hospice provides to their patients, their families, and the community. All Hospice grief support groups are offered at no cost and are open to the entire community.

Zero Waste Humboldt is the February round-up recipient. Their mission is to reduce waste, including material reuse, recycling and composting. Their top priority is proactive waste prevention strategies to reduce

waste generated in the first place. In 2020, Zero Waste Humboldt is initiating an ongoing Zero Waste training clinic and certification program for businesses, schools and large outdoor events. Funds raised at the register in February will help with waste training and reducing the proliferation of single-use products and packaging — especially plastics.

Rounding out the first three months of the Seeds for Change program is Friends of the Dunes during the month of March. Friends of the Dunes is dedicated to conserving the natural diversity of coast-

ities. These programs benefit youth and other members of the community by providing free opportunities to get outside and learn about the natural world we share.

The Co-op's Cooperative Community Fund (CCF) isn't going away, we are simply growing our opportunities to give. We will continue increasing our CCF fund through paper bag sales and direct donations. The Co-op will continue a granting program to local nonprofits from our CCF fund in addition to the Seeds for Change program.

I hope you will join me in supporting the Seeds for Change recipient organizations and their efforts to improve our communities by rounding up each time you are at the register. Simply ask

*“I hope you will join me in supporting the Seeds for Change recipient organizations and their efforts to improve our communities by rounding up each time you are at the register.”*

al environments in Humboldt County through community supported education and stewardship programs. Funds raised from Seeds for Change will be used to support free environmental education and stewardship programs, including guided walks, field trips for school kids and coastal restoration activ-

your cashier to “round up” when you're checking out. For example, if a purchase is \$10.75 and you rounded up to \$11.00, the remaining \$0.25 would be donated to that month's organization. It's that easy and yet quite powerful when all those small donations of change are added up at the end of the month. ■



# Seeds

## FOR CHANGE

### Round-up Program

### Plant the seeds for a better community!

Round up your purchase to the nearest dollar at the register to benefit a valued community organization.

Organizations rotate monthly. Upcoming featured organizations include:

#### JANUARY



Provides heartfelt end of life care and grief support services to all who need them; including support groups for youth and the entire community.

#### FEBRUARY



Funds raised will go to support the reduction of single-use products and packaging – especially plastic. Promotes waste prevention, reusable materials, composting and recycling.

#### MARCH



Helps protect and manage rare coastal dune habitat, and supports and encourages community involvement in environmental conservation efforts.

#### APRIL



Promotes the understanding of the relations between people and the biosphere and to conserve, protect and celebrate terrestrial, aquatic and marine ecosystems of northern California and southern Oregon.

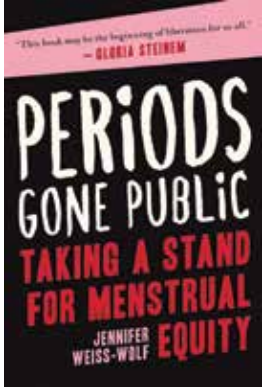
**visit us online to see the full list of 2020 recipients:**

[www.northcoast.coop/good\\_stuff\\_we\\_do/seeds\\_for\\_change](http://www.northcoast.coop/good_stuff_we_do/seeds_for_change)



## Necessity Tax

by Kiya Villarreal,  
Sustainability Officer



**YOUR SHOPPING TRIPS MAY BE** positively affected by the new necessity tax-exemptions taking effect in 2020. The exemptions now cover all menstrual products and

child diapers. There currently is not a universal tax-related definition of what is considered a necessity good, thus necessity tax exemptions vary by state. We would like to acknowledge California for creating a more realistic definition of the word “necessity” that includes diapers, which are needed by all children for years, and menstrual products including tampons, pads, menstrual sponges and menstrual cups, also regularly needed for a considerable portion of a menstruating persons’ life. You may be surprised to learn 34 states still tax menstrual products as a luxury good.

We should note that these California tax exemptions are currently only valid for a 2-year period. The new tax exemptions are in effect as of January 1. To learn more about the campaigns to permanently stop menstrual products being taxed as a luxury good, visit [www.periodequity.org](http://www.periodequity.org).

For lengthier reads, check out this book list provided by the independent editorial site Book Riot <https://bookriot.com/2019/06/18/books-about-periods/> ■

# Introducing Our New Bike Kit

## We’re happy to introduce our new bike kit!

Our bike kit provides tools and locks on loan. Free to all members, the bike kit is intended to encourage and support members who choose bicycling as their means of transportation to our stores.

## How does it work?

The bike kit includes a lock, pump, tire levers and patch kit. Any Co-op member can use the bike kit for up to an hour while shopping at the Arcata store. Members can check out the bike kit at customer service after filling out the bike kit form and liability waiver.

**BIKE LOCK & PUMP RENTAL**

**A MEMBER BENEFIT**

The Co-op is pleased to offer a bike lock and pump loan as a benefit to our members who bicycle to our location as a means of transportation. The North Coast Co-op is not responsible for any damaged, lost or stolen property.

**RENTAL AGREEMENT:**

I agree to return the bike lock within 1 hour of checkout in the condition in which I received it. I understand that the North Coast Co-op is not responsible for the safety of my belongings and is not liable for any lost or stolen property.

Signed: \_\_\_\_\_
Member #: \_\_\_\_\_
Date: \_\_\_\_\_

All bike supplies are purchased from our valued business partner Adventure’s Edge. Business partners are local businesses around town that offer discounts to Co-op Members. Learn more about them on the Membership Benefits page of our website. The bike kit is currently only available for loan at the Arcata store, but is coming soon to the Eureka store.

Share your feedback! We will use member feedback to help inform our selection of future bike equipment for the Eureka location. We’re currently exploring options for a public access installed Air Pump too! ■

# Sustainability Snapshot

by Kiya Villarreal, Sustainability Officer

Community connections are vital, and a strong community network is a reliable and supportive one. The Co-op makes daily donations to local food pantries and meal delivery programs. These donations are possible because of the reliable pick up drivers from Arcata House Partnership and Food For People. We all work together to ensure food gets into the hands of those in need as quickly as possible to ensure people get fed and minimal food is wasted.

Whatever we can't donate to our local food banks gets transferred to become the next best use, such as compost or animal feed to ensure food waste doesn't end up in a landfill. For the year of 2019, we had a monthly average of 7,122 pounds of inedible organics (eggshells, coffee grounds etc.) and compostable materials sent to become compost. This is an incredibly effective way the Co-op takes charge of minimizing landfill waste. We will continue to explore more ways that resources can be spared and waste reduced—from all aspects of our operations. This of course extends to our members, shoppers and community.

In the summer issue of the *Co-op News*, I told you to expect to learn more about the concept of "eco-grief" and what we can all do to avoid feeling stunned by it. This is near and dear to my heart, but also completely in line with what cooperatives stand for—as they inherently challenge notions of traditional, exploitative capitalism. As written in the Co-op's Mission and Values, we

support "products which are environmentally sound and socially responsible, which support our local community and economy, and which meet the needs of our members." This is the Co-op, our member-owners and community striving to be better, more resilient and tread more lightly.

I first heard of Eco-grief from HSU professor Dr. Sarah Jaquette Ray, who credits the original framework to Heidi Hutner. I

ry for the planet and our future on it, the humblest solution is action. I may not be cured, but I feel restored when I take part in building a stronger more resilient community. Dr. Sarah Jaquette Ray has described this as "collective efficacy" and "effective resilience". So yes, participate in your community, attend a beach cleanup, plant a tree, but also advocate for local. Advocate for real sustainable organic foods.

less waste by showing real-life examples already used in our stores—and many of our homes!

During the last two weeks of August, we hosted our Third Annual Strawless Summer giveaway to encourage and thank our shoppers for choosing durables.

In September, we hosted another annual beach cleanup site for the now-international Coastal Clean Up Day. We rounded the year out attending multiple parts of the Zero Waste Conference at HSU, and then hosting our own Third Annual Zero Waste Day event in partnership with the City of Arcata, Zero Waste Humboldt, North Coast Environmental Center and W.R.R.A.P.'s Bicycle Learning Center. We had plenty of awesome Co-op employees and shoppers stopping by our tent to discuss and learn about what Zero Waste truly can mean for us and our community.

Finally, we started 2020 off by attending the Climate Action Plan public workshop hosted by the County of Humboldt in partnership with the City of Eureka. It was an interactive and insightful presentation of what we as a small community can do to reduce GHG (Greenhouse Gas). The City of Eureka and Humboldt County will compile our input to come to an agreed GHG emissions reduction target. The strategies presented would not only reduce GHG but would simultaneously increase the quality of life for many Eureka residents. We will keep updating you on any progress regarding the Climate Action Plan. ■



*Items from our  
Strawless Summer  
Giveaway*

encourage anyone interested in learning more about the topic to start with these experts. I have learned from these lectures and writings, but have also experienced this condition firsthand. "Eco-grief" and the similar angst of 'climate-anxiety' are the stressful results of worrying deeply for the future of our natural world, which can include distress over extreme weather conditions of heatwaves to hurricanes, but also deep feelings of loss for heirloom foods, native plants and species. To avoid feeling stunned by wor-

Advocate for responsible production methods. Demand proper disposal practices. Demand fair-wages. And remember to go easy on yourself—this isn't a quick fix, but it is a worthy lifelong effort to do what we can with what we have (and what we know).

August was a big month for our sustainability efforts. In early August, the City of Eureka launched a Zero Waste Planning Process with a kick-off event that was well attended by our community. The Co-op was honored to participate with an educational table where we shared ways to shop with

# Featured Produce

## Leeks

Winter is the time of the hardy vegetable, and leeks stand tall in the crowd. Whether you're slicing some up for soup or serving with your favorite seafoods, leeks can add a delicious, mild flavor to your winter dishes.

### Fresh Facts

- Leeks were first cultivated in Egypt before being brought over to Europe by the Romans.
- As a member of the *Allium genus*, leeks are closely related to onions, shallots, scallions, chives and garlic.
- Leeks can often substitute onions in a recipe due to their similar, yet milder and sweeter taste. Substituting onions for leeks, however, can leave you with too strong of a flavor for your recipe.
- There are two categories of leeks: Short-season leeks planted in spring for late summer harvest that tend to be smaller with a milder flavor, and overwintering leeks grown for much longer that are hardier and stronger in flavor.
- The stalk of a fresh leek is straight but begins to round and become more bulb-like as leeks mature. The more round the bulb, the more mature the leek.
- Leeks can be stored in a refrigerator for about a week, depending on how fresh they are upon purchasing. Freezing will cause leeks to break down and increase in bitterness. Once cooked, leeks have a shelf-life of about two days.
- The main edible portion of a leek is the lower, white area of the stock, which is a result of blanching. Blanching is the process of preventing sunlight from reaching specific parts of a growing plant using various methods, such as hilling up soil around stems or growing plants in trenches and filling with soil.





# French-Style Leek & Onion Soup

## Ingredients

- 1 lb leeks
- 1 lb yellow or sweet onions
- ¼ C sherry vinegar
- 2 garlic cloves, minced
- 1 T fresh thyme, chopped
- 4 T unsalted butter
- ½ tsp sea salt
- ¼ tsp black pepper
- 4 C beef, chicken or vegetable stock
- 1 small baguette
- 1 C grated Gruyere cheese
- Fresh thyme to finish

## Instructions

1. Cut off the root ends, dark green ends, and remove the tough outer layer of the leeks. Cut in half lengthwise, rinse with cold water, and roughly chop into ½-inch pieces.
2. Cut off the root and stem end of the onions, peel, and slice in half lengthwise. Cut onions into thin strips by slicing with the grain of the onion.
3. Melt the butter in a Dutch oven or heavy-bottomed saucepan over medium heat. Add leeks and onions, stirring occasionally until golden brown, about 15 minutes. Add vinegar, and cook until almost evaporated, about 1 minute. Add garlic, sea salt, black pepper, and thyme. Stir to combine and cover halfway with a lid so steam can escape.
4. Cook, stirring occasionally, for about 45 – 60 minutes. The leeks and onions will soften completely and deepen in color. If they start to caramelize too quickly, lower the heat. Remove the lid and cook more to let some of the moisture cook off, about 10 minutes.
5. Add broth and bring to a simmer. Cook for an additional 15-20 minutes. Add additional salt and pepper to taste.
6. While the soup simmers, slice the baguette into rounds at least ½ inch thick, and toast until golden and crispy.
7. Ladle the soup into oven-safe bowls and top with toasted bread. Top with a healthy handful of Gruyere and put under the broiler until the cheese is melted and bubbling. Watch as it broils to make sure the toast doesn't burn.
8. Garnish with fresh thyme and serve immediately. ■



# Meyer Lemon Focaccia

## Ingredients

- 1 C warm water
- 1 tsp active dry yeast
- 1 tsp sea salt
- 1 T granulated sugar
- ¼ C plus 2 T extra virgin olive oil, divided, plus more for greasing
- 2 ¼ C all-purpose flour
- 1 large Meyer lemon (or two smaller ones), thinly sliced
- 2 tsp fresh rosemary
- 2 tsp flaky or coarse sea salt

Visit us online at  
[www.northcoast.coop](http://www.northcoast.coop)  
for more recipes

## Instructions

1. Add water and yeast to a medium bowl, then let sit for 1 minute to bloom the yeast. Next, add flour, granulated sugar, salt, and 2 tablespoons olive oil to the bowl. Mix with a large spoon just to blend, then cover and let rest for 5 minutes so the dough can hydrate.
2. Mix for another minute or two until the dough comes together and feels smooth. Rub a large bowl with olive oil, then transfer the dough to the oiled bowl. Cover and rest for 10 minutes.
3. Lightly oil your hands, then grab one end of the dough and gently pull to stretch it out, then fold the dough in half. Repeat the other three sides, then flip the dough over. Let rest 10 minutes, then repeat this same process 3 more times, allowing 10 minutes rest between each time.
4. After the last fold, cover the bowl and let rise until doubled in size, about 1 – 1½ hours. Alternately, you can refrigerate for up to 2 days. If refrigerating the dough, be sure to take it out about 2 hours before you want to bake it. Let it come to room temperature for about an hour before proceeding to the next step.
5. Line a sheet pan with parchment paper, then rub generously with olive oil. Place the dough on the sheet pan and gently pat into a rectangle. Cover the dough and let it relax for about 10 minutes, then use lightly oiled fingertips to press the dough out to cover the pan as best you can. If the dough is resistant, simply cover and let rest for another 5-10 minutes, then come back to try again.
6. Once the dough is stretched out, gently dimple the top with your fingertips to create little crevices. Cover and let rise for about 30 minutes to an hour, depending on the temperature of your dough and kitchen.
7. In the meantime, preheat your oven to 500° F. When the dough has puffed up, scatter the lemon slices and rosemary over the top, then drizzle with the remaining ¼ cup olive oil and sprinkle with 2 teaspoons flaky or coarse sea salt.
8. Bake for 10 minutes, then reduce the heat to 450° F and cook for another 10 minutes or until the focaccia is golden brown. Some parts might look charred while other parts look a bit underdone – this is exactly what you want.
9. Let cool for about 5 minutes, then cut into pieces and serve while still warm. ■

# 2020 NORTH COAST CO-OP SHOPPER SURVEY

THE INPUT OF OUR MEMBER-OWNERS and shoppers has always been a critical component of our Co-op's operations. The following survey is a follow-up to our previous shopper survey conducted in 2015. We're asking for your feedback so we can better understand the needs and wants of our community. The findings of this survey will help guide decisions by our management team and Board of Directors. Submitting your survey answers will also enter you into a raffle for one of five \$100 gift cards. Please return your completed survey by **April 1, 2020**.

All responses to this survey are completely confidential, and any identifying information will only be used as contact information for the \$100 gift card raffle. The results of this survey will be published in an issue of Co-op News later

this year. Thank you for your time and thoughtful responses. If you have questions regarding the use of the survey data or the survey process, please email us at [info@northcoast.coop](mailto:info@northcoast.coop).

## INSTRUCTIONS

Please fill out the entire survey on the pages below to enter to win a \$100 gift card, complete the entry form and include it with your survey. Personal information will only be used for your raffle entry. Survey boxes will be available at both our Arcata and Eureka locations at the Customer Service desk. Please fold your survey into quarters before placing it in the box. Surveys can also be folded and mailed to Attn: Membership Coordinator, 811 I St., Arcata CA 95521. Thank you for participating in our 2020 Shopper Survey.

## RAFFLE ENTRY FORM

We're giving away **\$100 gift cards** to five survey respondents! Entry is optional and any personal information will only be used for your raffle entry. This section will be detached before your survey answers are submitted for analysis. All survey answers will remain anonymous. Deadline to enter our survey raffle is **April 1, 2020**.

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

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ ZIP: \_\_\_\_\_

Email Address: \_\_\_\_\_

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

## Survey Starts Here

Keeping in mind the location you visit most, please answer the following survey questions to the best of your ability. If there is more than one adult in your household, please have the adult who is the primary food shopper complete this survey. Thank you! This survey is also available online at [www.northcoast.coop](http://www.northcoast.coop).

### 1. How much does your household spend in an average week on groceries? (select one)

- |                                      |                                      |                                     |                                     |
|--------------------------------------|--------------------------------------|-------------------------------------|-------------------------------------|
| Under \$50<br><input type="radio"/>  | \$50-\$75<br><input type="radio"/>   | \$76-\$100<br><input type="radio"/> |                                     |
| \$101-\$125<br><input type="radio"/> | \$126-\$150<br><input type="radio"/> | \$151+<br><input type="radio"/>     | Don't Know<br><input type="radio"/> |

### 2. Where do you spend most of your grocery dollars? (select one)

- |  |                                  |
|--|----------------------------------|
| <input type="radio"/> a. North Coast Co-op       | <input type="radio"/> f. Safeway |
| <input type="radio"/> b. Eureka Natural Foods    | <input type="radio"/> g. Costco  |
| <input type="radio"/> c. Wildberries Marketplace | <input type="radio"/> h. Other   |
| <input type="radio"/> d. Farmers' Markets        |                                  |
| <input type="radio"/> e. Murphy's Markets        |                                  |

### 3. Where do you regularly purchase the following types of products?

- Grocery items (cereal, juice, canned goods, etc)**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Dairy (milk, eggs, yogurt, soy, etc)**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Fresh fruits & veggies**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Frozen foods**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Meat, poultry, fish & seafood**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Deli/ready-to-eat foods**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Beer/wine**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Coffee/tea**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- Bread & bakery**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere



[ Question 3 continued from previous page ]

- j. Bulk products**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- k. General merchandise & home products**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- l. Supplements & personal care**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- m. Specialty cheeses & olive bar**  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere
- n. Other (please specify):** \_\_\_\_\_  
☐ Don't Buy ☐ Buy mostly at Co-op ☐ Buy mostly elsewhere

**4. From the list below, please choose the top five factors you consider when choosing where to shop for groceries:**

- |   |  |
|---|--|
| <input type="radio"/> <b>a.</b> Product selection/variety     | <input type="radio"/> <b>i.</b> Knowledgeable staff                      |
| <input type="radio"/> <b>b.</b> Quality/freshness of products | <input type="radio"/> <b>j.</b> Friendly/courteous staff                 |
| <input type="radio"/> <b>c.</b> Prices                        | <input type="radio"/> <b>k.</b> Availability of brands I/my family likes |
| <input type="radio"/> <b>d.</b> Location of store/convenience | <input type="radio"/> <b>l.</b> Availability of natural/organic foods    |
| <input type="radio"/> <b>e.</b> Hours of operation            | <input type="radio"/> <b>m.</b> Cooperative ownership                    |
| <input type="radio"/> <b>f.</b> Atmosphere/ambiance of store  | <input type="radio"/> <b>n.</b> Other (please specify): _____            |
| <input type="radio"/> <b>g.</b> Availability of local foods   |  |
| <input type="radio"/> <b>h.</b> Cleanliness of store          |  |

**5. How much of your grocery dollars does your household spend at North Coast Co-op in an average week?**

- |   |  |
|---|--|
| <input type="radio"/> A little (0-25%)        | <input type="radio"/> Almost all (76-100%) |
| <input type="radio"/> Some (26-50%)           | <input type="radio"/> Don't know           |
| <input type="radio"/> More than half (51-75%) |  |

**6. On average, how often do you shop at the North Coast Co-op?**

- |  |   |
|--|---|
| <input type="radio"/> More than 1/week | <input type="radio"/> Once/Month        |
| <input type="radio"/> Once/week        | <input type="radio"/> Less than 1/Month |
| <input type="radio"/> Twice/Month      |   |

**7. Please rate North Coast Co-op in terms of how well it is meeting your needs with respect to the following store characteristics:**

	Very Well	Well	Somewhat Well	Somewhat Poorly	Very Poorly	No Opinion
<b>a.</b> Product selection/variety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>b.</b> Quality/freshness of products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>c.</b> Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>d.</b> Location of store/convenience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>e.</b> Hours of operation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>f.</b> Atmosphere/ambiance of store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>g.</b> Cleanliness of store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>h.</b> Knowledgeable staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>i.</b> Friendly/courteous staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>j.</b> Availability of brands I/my family likes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>k.</b> Availability of natural/organic foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>l.</b> Availability of local foods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>m.</b> Responsiveness to customer feedback	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>n.</b> Other (please specify): _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**8. How well does the store meet your needs overall?**

- |                       |                       |                       |                       |                       |                       |                       |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Very Well             | Well                  | Somewhat Well         | Somewhat Poorly       | Poorly                | Very Poorly           | No Opinion            |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**9. Please rate North Coast Co-op in terms of how well it is meeting your needs in the following product categories:****a. Grocery items (cereal, juice, canned goods, etc.)**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**b. Dairy (milk, eggs, yogurt, soy, etc)**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**c. Fresh fruits & veggies**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**d. Frozen foods**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**e. Meat, poultry, fish & seafood**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**f. Deli/ready to eat foods**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**g. Beer/wine**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**h. Coffee/tea**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**i. Bread & bakery**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**j. Bulk products**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**k. General merchandise & home products**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**l. Supplements & personal care**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**m. Specialty cheese & olive bar**

☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**n. Other (please specify):**

\_\_\_\_\_  
☐ Very Well   ☐ Somewhat Well   ☐ Somewhat Poorly  
☐ Very Poorly   ☐ No Opinion

**10. Are you a North Coast Co-op member-owner?**

☐ Yes   ☐ No

**11. If you are a North Coast Co-op member-owner, how important are these features for shopping at North Coast Co-op?**

(If you are not a member-owner, please skip to Question #12.)

**a. Member-ownership of the business**

☐ Very Important   ☐ Important   ☐ Somewhat Important  
☐ Not Important   ☐ No Opinion

**c. Patronage refund**

☐ Very Important   ☐ Important   ☐ Somewhat Important  
☐ Not Important   ☐ No Opinion

**e. Other (please specify):**

\_\_\_\_\_  
☐ Very Important   ☐ Important   ☐ Somewhat Important  
☐ Not Important   ☐ No Opinion

**b. Member-owner specials/coupons/discounts**

☐ Very Important   ☐ Important   ☐ Somewhat Important  
☐ Not Important   ☐ No Opinion

**d. Ability to vote for board of directors**

☐ Very Important   ☐ Important   ☐ Somewhat Important  
☐ Not Important   ☐ No Opinion

**12. Please indicate the extent to which you agree that North Coast Co-op:**

	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
<b>a. Works to create a sense of community</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>b. Promotes environmental stewardship</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>c. Can be trusted to make ethical business decisions</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>d. Has a positive influence on my community</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>e. Is meaningful in my life</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>f. Has helped me become a better environmental steward</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**13. Please mark up to three social issues that you think North Coast Co-op should champion:**

- |  |  |
|--|--|
| <input type="radio"/> <b>a.</b> Promote recycling                            | <input type="radio"/> <b>g.</b> Providing education on food safety issues                            |
| <input type="radio"/> <b>b.</b> Support developing of other small businesses | <input type="radio"/> <b>h.</b> Supporting efforts to protect/improve environment                    |
| <input type="radio"/> <b>c.</b> Providing nutrition education                | <input type="radio"/> <b>i.</b> Making charitable donation to community orgs.                        |
| <input type="radio"/> <b>d.</b> Supporting other co-ops                      | <input type="radio"/> <b>j.</b> Other (please specify): _____  |
| <input type="radio"/> <b>e.</b> Supporting local, sustainable agriculture    | <input type="radio"/> <b>k.</b> North Coast Co-op should not champion social or environmental issues |
| <input type="radio"/> <b>f.</b> Addressing local hunger problems             |  |

**14. How likely is it that you would recommend North Coast Co-op to a friend or colleague?**

- ☐ Very Likely      ☐ Likely      ☐ Somewhat Likely  
☐ Somewhat Unlikely      ☐ Unlikely      ☐ Very Unlikely

**15. How would you rate your overall satisfaction with North Coast Co-op?**

- ☐ Extremely Satisfied      ☐ Satisfied      ☐ Slightly Satisfied  
☐ Slightly Satisfied      ☐ Slightly Disatisfied  
☐ Extremely disatisfied

**16. Please indicate your level of agreement with the following statements:**

	Agree	Somewhat Agree	Somewhat Disagree	Disagree
I exercise on a regular basis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutritional value is more important to me than price when buying food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic foods are very important to me and my family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proactive about my health. I buy local foods when available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I shop in places where I feel a sense of community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
As much as possible, I shop at locally owned retailers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to pay a little more for products that are produced more sustainably/with less environmental impact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I engage in activities that address political/social issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. What is your gender?**

- ☐ Male      ☐ Female      ☐ Other

**18. What is your age range?**

- ☐ 18 - 24      ☐ 25 - 30      ☐ 31 - 34      ☐ 35 - 39      ☐ 40 - 44  
☐ 45 - 49      ☐ 50 - 54      ☐ 55 - 64      ☐ 65+

**19. How long have you been shopping at the Co-op?**

- ☐ Less than 1 year      ☐ 1-3 years      ☐ 3.1-5 years      ☐ 5.1-10 years      ☐ 10.1-20 years      ☐ 20+ years

**20. How long have you been a member-owner of North Coast Co-op?**

- ☐ Not a member      ☐ Less than 1 year      ☐ 1-3 years      ☐ 3.1-5 years      ☐ 5.1-10 years      ☐ 10.1- 20 years      ☐ 20+ years

**21. Including you, how many of the following live in your household?**

	None	1	2	3+
Adults ( 18+ years old )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**22. How far do you travel (one way) to shop at the North Coast Co-op?**

- ☐ Less than 1 mile      ☐ 1-5 miles      ☐ 5.1-10 miles  
☐ 10.1-25 miles      ☐ 25+ miles

**23. What is your highest level of education?**

- ☐ a. Less than high school diploma      ☐ c. Some college/tech/trade school      ☐ e. 4 - year college degree  
☐ b. High school diploma      ☐ d. 2-year college/tech/trade school degree      ☐ f. Graduate/professional degree

**24. What is your approximate annual household income?**

- ☐ a. Less than \$15,000      ☐ d. \$35,000 - \$49,999      ☐ g. \$100,000 - \$149,999  
☐ b. \$15,000 - \$24,999      ☐ e. \$50,000 - \$74,999      ☐ h. \$150,000 or more  
☐ c. \$25,000 - \$34,999      ☐ f. \$75,000 - \$99,999



**25. Please tell us your ethnicity**

- ☐ **a.** Asian American
 ☐ **d.** Other
 ☐ **g.** Two or more/multiple race
- ☐ **b.** Black or African American
 ☐ **e.** Hispanic or Latino(a)
- ☐ **c.** White or Caucasian
 ☐ **f.** Native American/Alaskan Native

**26. What are you/your family's dietary preferences (choose all that apply)**

- |  |   |  |  |
|--|---|--|--|
| <input type="radio"/> <b>a.</b> None       | <input type="radio"/> <b>f.</b> Raw         | <input type="radio"/> <b>k.</b> Local      | <input type="radio"/> <b>p.</b> No Sulfate/Sulfites    |
| <input type="radio"/> <b>b.</b> Omnivore   | <input type="radio"/> <b>g.</b> Gluten Free | <input type="radio"/> <b>l.</b> Organic    | <input type="radio"/> <b>q.</b> No Seafood/Shellfish   |
| <input type="radio"/> <b>c.</b> Vegetarian | <input type="radio"/> <b>h.</b> GMO Free    | <input type="radio"/> <b>m.</b> Dairy Free | <input type="radio"/> <b>r.</b> Other (please specify) |
| <input type="radio"/> <b>d.</b> Vegan      | <input type="radio"/> <b>i.</b> Low Sodium  | <input type="radio"/> <b>n.</b> Nut Free   | _____  |
| <input type="radio"/> <b>e.</b> Paleo      | <input type="radio"/> <b>j.</b> Whole Foods | <input type="radio"/> <b>o.</b> Soy Free   |  |

**27. How important are the following criteria when considering products for you and/or your family?**

	Very Important	Important	Somewhat Important	Not Important	No Opinion
Locally grown/produced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Certified Organic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independently owned/produced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainably grown/produced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural ingredients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair Trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-GMO Project verified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Humanely raised (meat/poultry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grassfed/Pastured (meat/poultry)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wild/Line caught (fish)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify) _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**28. Which North Coast Co-op location do you shop at most? Choose one:**

- ☐ Arcata
 ☐ Eureka
 ☐ Equal

**What is your favorite thing about the North Coast Co-op? (If your response is specific to only one location, please indicate Arcata or Eureka.)**

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**What would you most like to see changed at the North Coast Co-op? (If your response is specific to only one location, please indicate Arcata or Eureka.)**

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## LOCAL PRODUCER FEATURE

# Ewe So Dirty



*Left: Jaime and Ben Cohoon visit with a few of their favorite creatures.*

**THERE'S SOMETHING** about knowing where the products you buy come from. In every issue of the Co-op News, we spotlight one of our local producers and learn about how their products get from their farm to our shelves. We met with Jamie Cohoon of Ewe So Dirty to talk sheep, soap and her other wellness products.

### **How did Ewe So Dirty get started?**

I have a skin condition, so I can't use regular over-the-counter products — it makes my skin blister. From that came

first the soap, which I use lamb fat from our processing of meat. I also can't use lotions or shampoos, so everything I make is what I use for myself. I figured if it works for me, hopefully it would work for someone else. That was my goal, to just be helpful to my community.

### **What types of products do you sell?**

I make soaps, lotions, salves and tinctures. I also make pain products, beard conditioners, oils, and I sell lamb, beef and mustard. And of course, wool.

### **What kind of animals do you have on your farm?**

We raise sheep. We have Romney, Dorset, Cormo, CVM (that's a fun one). I raise some Down sheep that are a thicker wool, and then I raise some finer wool sheep where the wool feels nicer against your skin. I love Romney, it's my favorite thing in the whole world to spin, as opposed to the fine wools that are spider webby. But it makes a super wonderful yarn. Our sheep are very spoiled, and we don't use dogs. We use treats to manage our animals.



Farmers / Business Owners: Jaime & Ben Cohoon

Location: Fortuna • Acres: 24

*Interview and photos by Alex Villagrana,  
Marketing & Membership Manager*

We have donkeys that are our livestock protection animals, because we've had problems in the past with all kinds of different predators: dogs, mountain lions, coyotes, bears, and the donkeys protect our sheep. Their names are JJ and Mocha.

**What is your favorite part about making your products?**

My favorite thing to make is soap because you can be creative. You can make it different every time, and it doesn't ever have to be the same.

Some people are confused sometimes and they come to my booth and they're like "well, the soap looked weird last time, it was blue and now it's green", and it's just because I got crazy and decided to make it with spirulina instead of something else. You can make it pretty, and that's fun for me. With other things you follow a recipe like making bread —you don't ever go away from that recipe because you want it to be the same every time — whereas with soap, you can make something fun with it.

**How has working with the Co-op impacted your business?**

Oh, I love it. I feel so blessed; the Co-op is a huge part of my business, and it makes me feel like it's approval. I have a lot of customers [ at the farmers' market ], a lot of kids from the college that love our stuff and they're here all the time, but if in the winter time, when people don't want to come out in the weather, the Co-op has given me the ability to still serve my customer base, which I am really grateful for. I feel blessed to be there. It's a treasure. ■



# Know Your Neighbors – Disaster Response Involves Everyone

by Emily Walter, Administrative Assistant

DO YOU KNOW YOUR NEIGHBORS? Whether you are new to your neighborhood or have lived there for 25 years, knowing your neighbors has always been an important part of a healthy community. During a crisis, it becomes invaluable because, after a disaster occurs, it's the people closest to you who can help most immediately.

I'm sure many in this community agree that the Co-op is a good neighbor. On Oct. 9, 2019 when power was shut off to all of Humboldt County, and much of California, we were reminded that the Cooperative Principle of Concern for Community includes simply being a good neighbor and staying open when the power is out. Because even without power, we all still need nourishing food and basic supplies—and, of course, community. Thanks to the preparedness of Co-op staff, both of our stores remained open during recent power outages, providing a space for people to use free Wi-Fi and charging stations, access current information, and connect with other community members—all while sipping hot beverages.

For me personally, these power outages were great practice to see how prepared I was for a large disaster scenario where I may be on my own and without power for a week or more. Following these power outages, I took note of what worked well and areas I need to focus on to improve my preparedness.

One thing that really worked

for me was my community—as in my neighbors. I'm fortunate to be a neighbor of longtime Co-op member Lin Glen. She has taken the lead role in organizing our neighborhood to prepare for emergencies at a grassroots level. It is well documented that neighborhoods that are prepared for emergencies and disaster sit-

*“... when power was shut off to all of Humboldt County, and much of California, we were reminded that the Cooperative Principle of Concern for Community includes simply being a good neighbor and staying open when the power is out.”*

uations save lives, reduce the severity of injuries, and minimize property damage. Working together as a team improves quality of life within a community.

We call my neighborhood group a “pod.” Within the group, we have learned that we can rely on each other during the hours or days before medical, police, or utility responders arrive following a disaster. Because I love my neighborhood pod so much, I want to share more about it to encourage you to start one in your own neighborhood. I asked my neighbor Lin to share her experience organizing our pod:

“Blue Lake's neighborhood emergency preparedness 'pods' started about five years ago when local volunteer Dot Campbell held a community meeting in Blue Lake. A few people volunteered to work as pod leaders in their neighborhoods and the pods were born. We used forms to share contact information; some

that could affect our neighborhood, taking part in California's annual Shakeout and, after the power shut-offs, learning about the safe use of generators and electrical power inverters.

I think everyone says the best thing about the pods has been getting to know our neighbors better and working together on emergency preparedness goals so we all feel safer and more connected—potlucks are great too!

Many people will say they already know their neighbors, but it makes a huge difference when neighbors share important contact information, when they add their neighbors as cell phone contacts for quick responses to emergencies and when they get together regularly to plan and practice what they'll do to help each other in an emergency, BEFORE it happens.”

I agree with Lin that being part of a pod has really connected our neighborhood. It feels comforting to know you can rely on your neighbors for help. Plus, neighborhood preparedness really works. When the power was out in late November, we were able to rotate a generator between multiple households to keep refrigerators cold, even when two of the households were out of town. We shared information about which stores were open (the Co-op was!), and we helped each other out by doing shopping for each other to reduce trips and the use of limited car fuel.

## ORGANIZING

Organizing a neighborhood can take a bit of effort, but I hope you can see that it is well worth it. Here are some basic steps to start your own neighborhood preparedness group:

- **Decide which families to include:** Consider which houses are close together and which neighbors you already know. You don't have to include all the neighbors—people need to trust everyone in the group with their personal information.

- **Choose a meeting date:** Take flyers to each house and personally invite people.

- **Collect contact information:** Choose a personal information form that includes the names of everyone in each home, phone numbers and emails, addresses, work/school locations, number of pets, etc.

- **Get to know each other:** Have a social potluck to form or strengthen neighborhood bonds and help people feel more comfortable interacting and sharing information.

- **Consider a skills/resources meeting:** Find out what resources are available to be shared with the group. Are there members with medical skills or special knowledge? Does anyone have access to wood heat or a generator to share? Would they be a warming center in prolonged power outage in winter?

- **Have an emergency kit meeting:** Create an opportunity for everyone to assess the readiness of their supplies.

- **Research and gather additional information:** Contact your local police department or sheriff for emergency preparedness resources that could be helpful. Some preparedness neighborhood groups also incorporate Neighborhood Watch information into their groups. You can also contact your local Community Emergency Response Team (CERT) leader for resources by emailing [humboldtcert@gmail.com](mailto:humboldtcert@gmail.com).

## RESOURCES

There are endless online resources about preparedness. Here are three Lin and I recommend starting with:

- **'Map Your Neighborhood'** can be a good resource. This website has links to many things you can use to organize your neighborhood, including step-by-step planning, worksheets and a series of videos. [islandcountywa.gov/DEM/Pages/Map-Your-Neighborhood.aspx](http://islandcountywa.gov/DEM/Pages/Map-Your-Neighborhood.aspx)

- **Ready.gov** has all the resources you need to make individual, family and neighborhood planning. <https://www.ready.gov/plan>

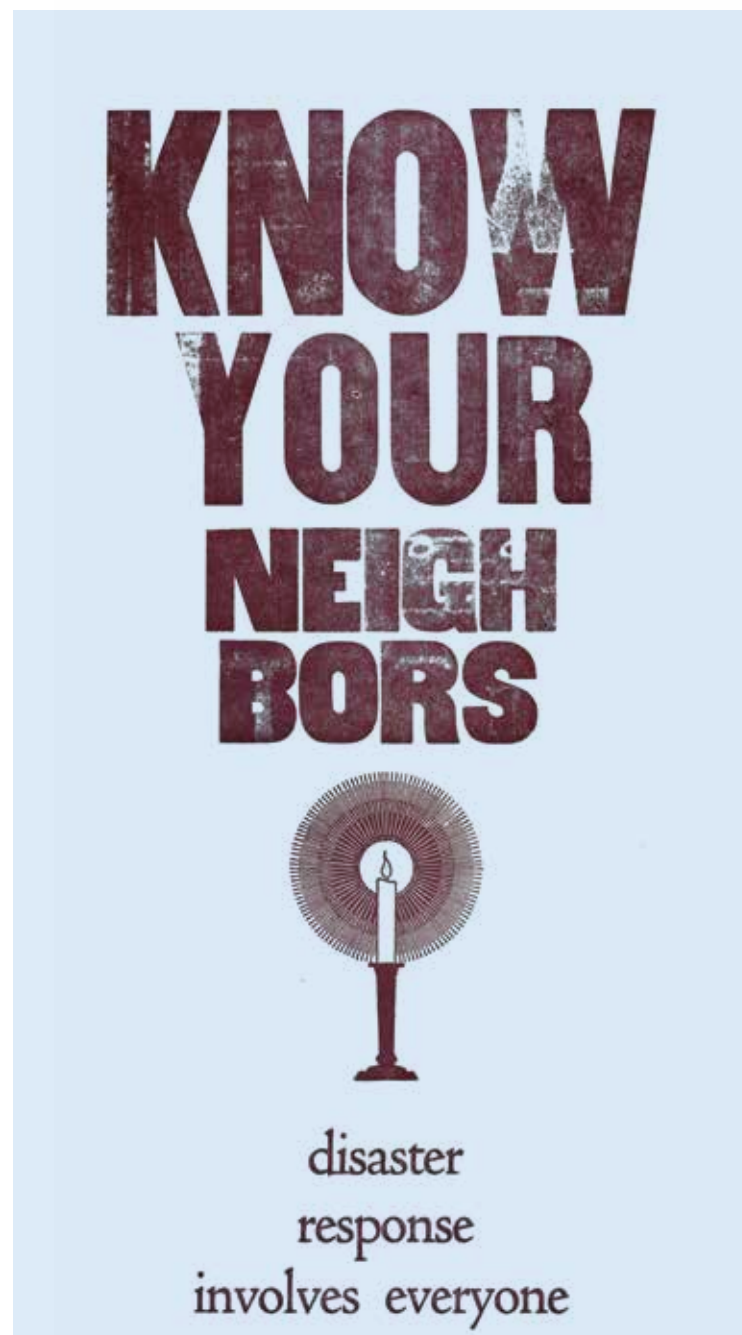
- **Living on Shaky Ground** is a great locally-developed resource for being prepared for earthquakes and tsunamis. <http://www2.humboldt.edu/shakyground/>

I understand being prepared can feel overwhelming, but you don't have to have it all figured out. Just focus on one aspect at a time. Being even a little prepared is better than not being prepared at all. If you aren't ready to

launch a neighborhood group, start by simply getting to know your neighbors better. Research shows that people who know and trust their neighbors are more likely to report higher rates of health and well-being than those who do not. And don't forget, it's a lot easier to ask to borrow

an organic onion—or whatever it is that you are out of while making dinner—if you already know your neighbor.

Disaster response involves everyone. The better prepared you are, the better you can help yourself and others. It's never too late to get to know your neighbors. ■



Artwork by Carissa L. Clark

Article from Our January 2007 Newsletter

# The Board Decides No More Live Lobster.

by Mo Burke, Board President



I've been asked to say more about the recent board decision to stop selling live lobster at the Eureka Store. I understand there are questions about how to interpret this foray into merchandising and whether this decision is indicative of the board's perception of its continuing role in store operations.

Simply said, it means the Co-op will not sell live lobsters or buy them to cook on-site for sale. It does not mean the board will be deciding what products to carry in either store. It does not mean the Co-op will stop selling live shellfish or cooked crab. It does not mean that we will stop selling products that are made out of state, out of the country or in Maine. It is also not a comment on the decision to install the tank in the first place. It simply means that as a policy we will no longer sell live lobsters or participate in cooking them.

Why individual board members supported this motion, I cannot say. But I can say such a motion is unique in my memory.

So why lobsters? There are a number

of arguments. We heard about ethical treatment of animals, with focus on the starvation of lobsters on the way to the kitchen. We heard a lot about democracy. The board did not speak to the philosophy behind the decision. I can tell you, however, that no

other issue in my 16 years as a member/owner of the Co-op has elicited such an outcry from our fellow members.

And speak out they did. Approximately eighty members came to a Annual Meeting, one chilly Sunday in October. When polled, ONE member supported the tank. At the board

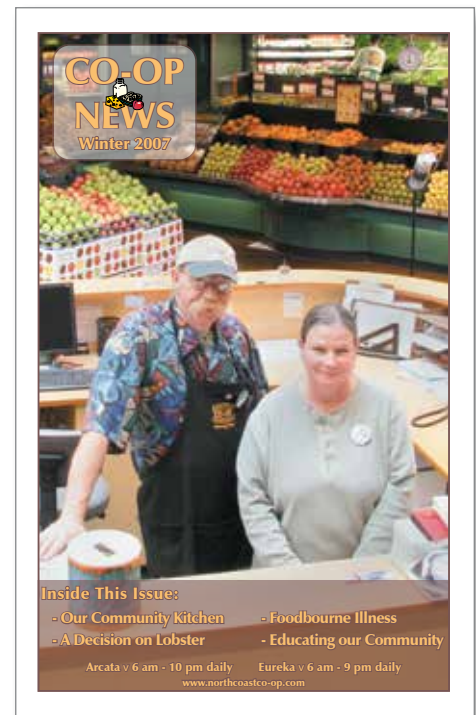
meeting, maybe 35 people squeezed into the Arcata Hotel conference room, and ZERO supported the tank. Of the 97 members who commented to the Eureka Store Managers for the "Lobster Log," 95% opposed the selling of live lobsters. We heard stories of owners boycotting the Co-op, withdrawing shares and investments. I can not say that there are a number of people who have to express something before the board will act, but I do know that listening

to owners and staff members is not going to stop.

On a related note, an owner called me irate about the board decision and related the following story: He was elated about getting to have lobster almost every Friday and asked an employee if they'd always be there, are they seasonal, and the like. The reply was "Oh yeah. They're selling, were making a profit and that's the bottom line here". I can see how that message may have gotten through, but if there is any broader message coming out of the lobster decision, it is that making money is far from the Co-op's ONLY goal.

This board considers co-operative values, from community ownership to informed choice, to be the Co-op's competitive advantage. Values are, after the bull market for organics slows, both our history and our future. We need not agree, but we can build a tent large enough to serve us all.

**Simply said,  
it means the Co-op  
will not sell  
live lobsters or  
buy them to cook  
on-site for sale.**



Inside This Issue:

- Our Community Kitchen
- Foodbourne Illness
- A Decision on Lobster
- Educating our Community

Arcata v 6 am - 10 pm daily Eureka v 6 am - 9 pm daily  
www.northcoastco-op.com

Article from the January 2007 issue of the Co-op News



# Be Prepared

**Everyone needs a little extra care sometimes. Be prepared for any occasion with items from North Coast Co-op.**



## FIRST AID KIT

Preparing a First Aid Kit for potential disasters and other emergencies is one of the first steps to ensure you can weather a crisis safely and comfortably. At North Coast Co-op, we have a variety of life-saving and pain-relieving items to help you be prepared for potential disasters and other emergencies. From ear candles and soap to bandages and bandanas, all of the items in our First Aid Preparedness Guide are available at both of our store locations, and any one of them could be invaluable to your safety.

**Suggested Items:**

- ✓ Hand sanitizer
- ✓ Gauze/medical tape
- ✓ Band-Aids
- ✓ Cotton pads/Q-tips
- ✓ Spray bottles
- ✓ Rubbing alcohol
- ✓ Hydrogen peroxide
- ✓ Witch hazel
- ✓ Sewing kit
- ✓ Matches/candles
- ✓ Ear candles
- ✓ Rubber bands
- ✓ Gloves
- ✓ Bandanas
- ✓ Bug spray
- ✓ Protective eyewear
- ✓ Aspirin
- ✓ Ace bandage
- ✓ Antiseptic wipes
- ✓ Tweezers
- ✓ Soap
- ✓ Water
- ✓ Flashlight
- ✓ Cold pack
- ✓ Disposable gloves
- ✓ Scissors

## HERBAL APOTHECARY

Herbal medicine and its practitioners have used natural remedies to heal people in first aid circumstances since there have been injuries to treat. At North Coast Co-op, we have a variety of natural options to help treat unpredictable moments. From oils and salves to formulas and gels, all of the items in our Herbal Apothecary Guide are available at both of our store locations, and any one of them could help you heal in a trying time.

**Suggested Items:**

## IMMUNE BOOST

- Echinacea
- Wellness formula
- ESSIAC tea/ capsules
- Clove oil

## CLEAN CUTS/BURNS

- Healing herbal salve
- Lavender hydrosoul
- Azomite Clay
  - also good for digestion

## COLD & FLU FIGHTERS

- Elderberry syrup
- Kick-Ass biotic
  - herbal “antibiotic”
- Propolis throat spray

## ANTIFUNGAL & FUNGUS FIGHTERS

Silver ointment gel  
Tea tree oil

## DIGESTION

Activated charcoal  
Peppermint tincture

## BRUISES/MUSCLES/JOINTS/ BONES

Arnica  
Comfrey cream

## STRESS

### Bach rescue remedy

## RASHES

## Calendula

## LUNGS

Eucalyptus oil  
Wish Garden's Deep  
Lung tincture

## TOPICALS

Aloe gel  
Healing salve  
Witch hazel

# Second Quarter Financial Statement

by Barney Doyle, Controller

NORTH COAST CO-OP CLOSED FISCAL QUARTER 2 (FY20) on September 28, 2019. Combined sales in the first quarter for the Arcata and Eureka stores were \$8,339,645, compared to \$8,529,789 in Q2 FY19.

**Year to year:** Second quarter FY20 sales were down <\$190,014>, a 2.2% decrease, compared to the first quarter of Fiscal Year 2019 (FY19) and Cost of Goods Sold were slightly less (62.7% compared to 63.6%), with a slightly higher gross margin (\$3,114,761 vs \$3,102,568). All of Total Payroll (\$2,203,888 vs \$2,417,097), General & Admin Expenses (\$504,356 vs \$622,255) and Occupancy Expenses (\$433,981 vs \$444,073) were lower in the first quarter FY20 compared to FY19, (\$3,142,255 vs \$3,483,424) due to the

ongoing personnel reductions/attrition, moving out of the Ten Pin Building, and overall cost-cutting. The result was a smaller Net Income Loss of <\$9,222> for the first quarter of FY20, versus a Net Income Loss of <\$392,914> for Q1 FY19. The Co-op's Total Assets were less at the end of fourth quarter FY20 compared to FY19 by <\$452,096>, primarily due to lower Cash on Hand <\$225,868>, and lower Inventory by <\$106,318>. Current Owner Shares decreased by <\$372,858> compared to first quarter FY19, primarily due to moving C Share Purchase Requests from Member Equity to Current Liabilities (per the yearly audit).

**Quarter to quarter:** Second quarter FY20 sales decreased from First quarter FY20 by

<\$160,063>, a 1.9% decrease. Cost of goods for Q2 was higher than Q1 (62.7% vs 62.3%) resulting in a lower gross margin by <\$94,197>. With slightly lower Payroll and Payroll Taxes <\$40,906> and Benefits costs up by +\$15,480, the Co-op showed a net income loss of <\$9,222> and when added to the Q1 profit of \$64,873, the Net Income for FY20 Year-to-Date is +\$55,561. As previously stated, the Co-op recently raised the Dividend Rate from 2.00% to 2.65% and we will hopefully see more members increase their investment in the Co-op. Please call our Membership Coordinator at 707-443-6027 ext. 434 if you are interested in becoming more invested in the Co-op. ■

## North Coast Cooperative, Inc. Unaudited Financial Statements

Fiscal Year 2020 • Quarter 2 Ending September 28, 2019

### Income Statement

Quarter Ending September 28, 2019  
Quarter 2, Fiscal Year 2020

<b>NET SALES REVENUE</b>	<b>8,339,645</b>
Cost of Goods Sold	5,224,884
<b>GROSS MARGIN</b>	<b>3,114,761</b>
Payroll & Benefit Expense	2,203,888
General & Admin Expense	504,356
Occupancy Expense	433,981
<b>TOTAL OPERATING EXPENSES</b>	<b>3,142,225</b>
<b>NET INCOME FROM OPERATIONS</b>	<b>(27,464)</b>
Other Income (expense)	18,242
<b>NET INCOME (LOSS)</b>	<b>(9,222)</b>

### Balance Sheet

Quarter Ending September 28, 2019  
Quarter 2, Fiscal Year 2020

<b>Assets:</b>	
Current Assets	1,949,261
Property & Equipment	3,114,371
Other Assets	750,856
<b>Total Assets</b>	<b>5,814,489</b>
<b>Liabilities:</b>	
Current Liabilities	2,387,844
Long Term Liabilities	218,292
<b>Total Liabilities</b>	<b>2,606,136</b>
<b>Member Equity:</b>	
Current Owner Shares	3,152,703
Retained Earnings	55,650
<b>Total Member Equity</b>	<b>3,208,353</b>
<b>Total Liabilities and Equity</b>	<b>5,814,489</b>

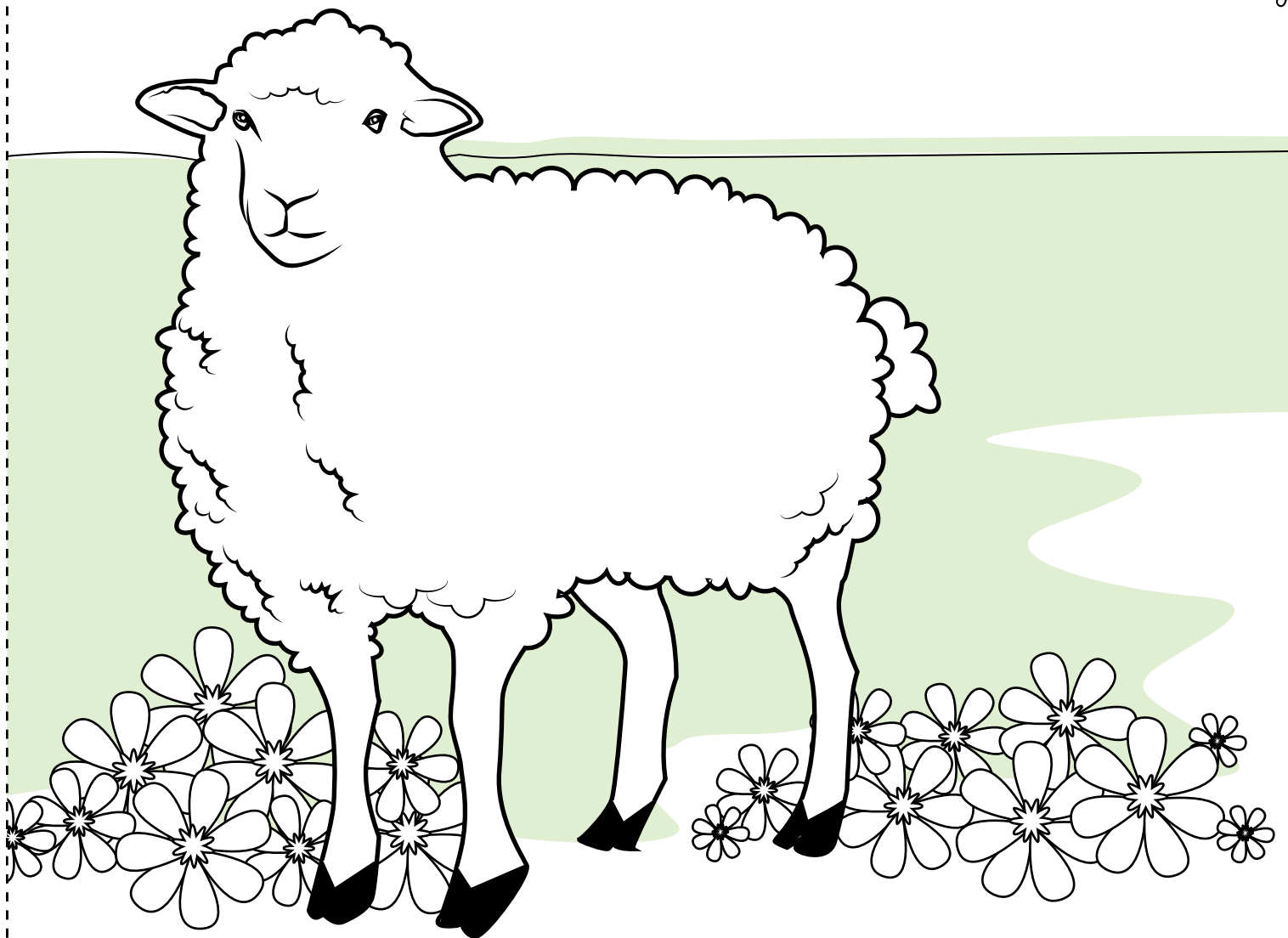
Learn more about local  
producer, Ewe So Dirty, on p. 22

# Co-op Kids Corner

Enter our Co-op Kids 'Ewe So Dirty' Coloring Contest for a chance to win a **\$10 Co-op Gift Card** and a **Co-op Kids lunch box!** Return completed coloring sheet to Customer Service at either Co-op location by **March 31** 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: \_\_\_\_\_



## North Coast Co-op Board of Directors



**James Kloor**  
Board President  
& Treasurer



**Colin Fiske**  
Vice President



**Leah Stamper**  
General Director



**Cheri Strong**  
Employee Director



**Kirsten Lindquist**  
Employee Director



**Laura Wright**  
Board Secretary



**Roger**  
General Director

## North Coast Co-op Management Team



**Sean Nolan**  
General Manager



**Jason Davenport**  
Director of Technology



**Barney Doyle**  
Controller



**Lauren Fawcett**  
Food Service Director



**Larry Hupp**  
Purchasing Director



**Alanna LaBelle**  
Operations Director

### We love to hear from you!

Whether you have a product recommendation or a comment about our stores, there are many ways to let us know:

**ARCATA**  
(707) 822-5947

**EUREKA**  
(707) 443-6027

[info@northcoast.coop](mailto:info@northcoast.coop)

You can also come to either store to speak to Customer Service or write a comment for our in-store comment board.

# Calendar of Co-op Community Events

[www.northcoast.coop/calendar](http://www.northcoast.coop/calendar)

## February

**All month** **Seeds for Change.** Round your purchase up to the nearest dollar to donate to this month's recipient, **Zero Waste Humboldt.**

**February 5** **Wellness Wednesday.** Everyone is invited to enjoy 10% off the entire Wellness Department.

**February 20** **Redwood Jazz Alliance.** Rudy Royston's Flatbed Buggy 8pm at Morris Graves Museum of Art.

## March

**All month** **Seeds for Change.** Round your purchase up to the nearest dollar to donate to this month's recipient, **Friends of the Dunes.**

**March 4** **Wellness Wednesday.** Everyone is invited to enjoy 10% off the entire Wellness Department.

**March 9** **Redwood Jazz Alliance.** Reverso: A Chamber Jazz Ensemble 8pm at Arcata Playhouse.

**March 28** **Humboldt Permaculture Guild Seed, Plant and Scion Exchange.** Free event featuring plants, workshops, music, food and more.

## April

**All month** **Seeds for Change.** Round your purchase up to the nearest dollar to donate to this month's recipient, **North Coast Environmental Center.**

**April 1** **Wellness Wednesday.** Everyone is invited to enjoy 10% off their entire Wellness Department purchase.

**April 2** **Arcata Chamber of Commerce** April Mega Mixer. Hosted this year by Arcata Veterans Hall. This annual event highlights local home-based businesses and businesses without a store front.

**April 15 – 21** **Godwit Days.** This week-long festival celebrates spring bird migration with field trips, workshops, lectures and much more.

**April 11** **Plaza Easter Egg Hunt.** Free family friendly event on the Arcata Plaza for kids ages 2 to 10. Hosted by American Legion Arcata Post 274, Arcata Chamber of Commerce and Boy Scout Troop 9.

**April 26 - 27** **CCCD Co-op Conference.** This year's conference will be held in Sacramento. Conference workshops reveal how cooperatives revitalize and fortify local economies by creating jobs, housing, and locally owned businesses.

**April 22** **Earth Day.** Co-op events TBA.



## Member Survey Win a \$35 gift card!

**Q: How do you prepare for power outages?**



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

**Member #:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_

**Enter by March 31, 2020.**

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. One entry per member. Co-op employees and their families are not eligible to win. Responses may be published in a future newsletter.



# Wellness Wednesday

All Co-op members and shoppers  
receive **10% off** the entire Wellness  
Department, every first Wednesday of  
the month at North Coast Co-op.

FEB	MAR	APR
5	4	1



#### ARCATA LOCATION

811 I St., Arcata • (707) 822-5947  
Open daily: 6am to 9pm

#### EUREKA LOCATION

25 4th St., Eureka • (707) 443-6027  
Open Daily: 6am to 9pm

#### THE COOPERATIVE PRINCIPLES:

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

#### SHARING THE LOVE

Before recycling this copy of Co-op News, please pass it along or share it with a friend or neighbor.