

Free

# CO-OP NEWS

A PUBLICATION OF NORTH COAST CO-OP



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

## LETTERS TO THE EDITOR

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

## Letter from the Editor

by Laurie Talbert, Marketing & Membership Director

**IT HIT ME AT ARTS ALIVE!** in Eureka last month just how much North Coast Co-op is a part of the fabric of our community. It started with a tap on the shoulder and a conversation with a Co-op member whom I'd met at a local event a couple of weeks earlier. A few minutes later, I gave a nod to another member I spotted across the gallery at the Morris Graves Museum, then had the realization that the Celtic band playing featured the musical talents of yet another Co-op member, and employee! Just a year and a half after arriving in Humboldt County and still shy of a year as Marketing & Membership Director for the Co-op, it is rare for me to venture out without recognizing or chatting with a Co-op member, and not just in the aisles of the stores.

The members I am most likely to recognize and converse with are the members who are able to attend Co-op events. Many of the participants at the Vision & Goals Kick-Off the Co-op hosted in

early March were also at the Annual Membership Celebration & Meeting in October, while other members regularly attend board and committee meetings. I'd love to meet all our members one on one, but I know that attending meetings isn't an option for everyone. And members certainly don't need to give up a weeknight to be engaged in the Co-op or share their ideas. In fact, members have a great opportunity to share their vision of the Co-op in this edition of *Co-op News*.

What more can the Co-op do for you, for other shoppers and for the community at large? Your answers to this, and other survey questions on page 25 will give the Co-op the valuable feedback it needs to develop a five-year strategic plan that truly reflects the interests of our members and community. As Co-op members, we are 18,000 strong and can be a powerful voice in the future of the Co-op. Please take the time to be heard, and I hope to meet you soon! ■

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Cover Photograph by Zev Smith-Danford

# Board Votes to Put Eureka Remodel on Hold

by Melanie Bettenhausen, General Manager

**AT MY RECOMMENDATION**, the board voted to put an indefinite hold on the Eureka remodel that was slated to begin in January 2018. As some of you have followed, this project was introduced to the membership in 2015. Time and time again, our groundbreaking date has been pushed back. Most recently, we were not able to start in January because there were delays in getting our health department permit. Once we had that resolved, our equipment financier backed out at the eleventh-hour in February. When we finally got them back on board in March, they had doubled their rate. With new, unacceptable terms and eroding cash, the remodel just doesn't pencil out at this time.

This is a big disappointment to many employees and will be a disappointment to many of you who were excited about our proposed new offerings. Never fear, our co-op is resilient! Within an hour of breaking the news to our Department Heads, several came forward with exciting new ideas for meeting the needs of our members and shoppers in the absence of a remodel. In addition, much of what we paid for and had already gotten out of the remodel had to do with consultants and the knowledge they imparted. Our Deli team is ready to move forward with new training programs and even some new menu items, within the limitations of our current production spaces. For instance, they have already rolled out a new grab-n-go pizza program in Eureka that has been very popular. Made in-house from scratch with our own sourdough crust, homemade organic sauce and fresh, organic toppings that are local when available, these pizzas are a refreshing alternative—especially the one with kale, mushrooms and white sauce!

We have been putting off many preventative maintenance repairs and delaying the replacement of failing equipment, both of which were major components of the remodel. The management team has developed a plan to address these issues for the short term, in anticipation of picking up the remodel in April 2019 (this would need re-approval by the Board of Directors). We also added labor

*“Never fear, our co-op is resilient! Within an hour of breaking the news to our Department Heads, several came forward with exciting new ideas for meeting the needs of our members and shoppers in the absence of a remodel.”*

in anticipation of the remodel, mostly in the Deli, and have worked creatively to ensure we can bring our labor costs down without laying anyone off. Increasing sales is the best way to mitigate this, so thank you for shopping the Co-op!

One of the biggest impacts to our financial situation is ongoing health care expenses. We are self-insured, meaning that every claim is paid by the Co-op, minus the portion our employees pay. We spent more than one million dollars alone in fiscal year 2018, with \$700,000 of that hitting in the first quarter. The board will be reviewing proposals for better cash management in relation to health care expenses in the coming months. While reducing expenses is part of the objective, another part is reducing the fluctuations in our profit and loss statement as well as our balance sheet from quarter to quarter. It is pretty frustrating to increase sales, reduce expenses and hit targets for key indicators such as Cost of Goods and Labor, just to have it undermined by unpredictable health care costs.

We have been devoting our attention and resources to the Eureka remodel for so long that the current management team does not know what it is like to operate without it hanging over their heads. This relatively new team has done an amazing job of getting settled into their positions and taking on this project. I am excited to see what will happen now that they are bit more seasoned and will have more time to devote to daily operations. Please let me know how you think they are doing.

Really, our success as the Co-op depends on all of you. We appreciate your continued patronage and commitment to this 45-year-

old institution! If you have questions or concerns regarding the remodel, please don't hesitate to contact me at (707) 822-5947 ext. 220 or gm@northcoast.coop. I really enjoy talking to you all when I get chance—I was recently lamenting to our Board President Colin Fiske that since taking the General Manager position (previously I was Marketing & Membership Director for the Co-op), I haven't had much time to interact with members. I miss that aspect of my previous work and would like to make it a higher priority in the coming year. I'd love to know what format would work for you. Maybe "Coffee with the GM", a special invite to brunch or a quarterly open forum? I'm open to ideas. I'm looking forward to connecting soon! ■

**We Need Member Input**  
Please take the Vision & Goals Member Input Survey on page 25!  
.....  
You will be entered to win one of five \$50 Co-op gift cards!  
.....



# 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!

April  
4

May  
2

June  
6



# Springing Into Membership Benefits

by Jules Katz, Membership Coordinator

**IT'S SPRING! IN THE COLDER MONTHS**, members told us they discovered this great additional benefit of putting the North Coast Co-op member card to good use—scraping morning frost off a windshield. Hopefully we won't need this for at least another eight months, but there are other ways you can use your card!

At participating businesses in our Business Partner Program, Co-op members receive special discounts! Try a new activity like jiu jitsu, feel good with a massage or stretching through a yoga session, get discounts on some new spring gear or clothing, and surprise someone with a spring bouquet from one of our listed florists. Our website has a complete list of participating businesses and their discounts. Or, pick up a Business Partner Program flier at Customer Service in the stores.

Below are all the other great benefits of being a North Coast Co-op member—thanks for being a part of our family! Let us know if you have any questions or comments about your membership via [membership@northcoast.coop](mailto:membership@northcoast.coop). We love hearing from you! ■



### 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.

## Membership Benefit Checklist

- ✓ A 5% Member-Owner Appreciation Discount on one transaction of your choice each month.
- ✓ Member-only sales throughout the store.
- ✓ Receive a Patronage Refund when declared by the Board of Directors. Patronage Refunds are a form of profit sharing that is a result of a profitable fiscal year.
- ✓ Member-only coupons and monthly in-store giveaways.
- ✓ Exclusive discounts from local businesses participating in our Business Partner Program.
- ✓ Serve on our Board of Directors or one of its standing committees.
- ✓ One vote in all matters submitted to the membership, including Board of Director elections.
- ✓ Attend our Annual Membership Celebration & Meeting in October.
- ✓ Enjoy *Co-op News*—a quarterly publication with special member-only coupons and stories containing financial, operational, nutritional and food safety information.
- ✓ Receive notifications when items that you've purchased have been recalled.
- ✓ Cash personal checks for up to \$60 above the amount of purchase.
- ✓ Cash government and payroll checks for up to \$1,000 (based on cash availability).
- ✓ Receive refunds on products without a receipt.

Join our mailing list to get member news, ways to save, and events delivered straight to your inbox at [www.northcoast.coop/connect](http://www.northcoast.coop/connect).



# Quarter Fourth Board Meeting Recaps

## January, February and March board meetings

by Leah Stamper, Board Secretary

**WITH BUDS SWELLING ON THE FRUIT TREES** and thoughts of local tomatoes and summer peaches creeping into my dreams, it's time for the quarterly board report.

### PRODUCT DISCUSSION

During member comment period at the Board of Directors meeting in January, one member in attendance mentioned concern about Humboldt Creamery products being of lower quality than they used to be. General Manager Melanie Bettenhausen said the Co-op is aware there had been recent problems with products, particularly relating to the heavy cream. Due to poor road conditions and product being transported a longer distance, she said, there has been trouble with heavy cream being turned into butter by the time it is placed on the shelves.

This conversation highlights some of my favorite parts of being a board member—we talk about transportation concerns, the definition and importance of “local,” and how these ideas directly and indirectly impact the environment through their production, transport and consumption. We could easily fill several board meeting agendas with just the details of these issues. Member input is vital to our process and we appreciate member involvement in all forms.

At the March meeting, we touched on concerns regarding Ben and Jerry’s ice cream testing positive for glyphosate, and strategies

for educating members and shoppers about potential issues like these. This discussion will continue at Member Action Committee meetings.

### CO-OP ACCESS PROGRAM

The Member Action Committee reported that the Co-op Access Program is continuing with all currently enrolled members, and there will be no new enrollments until there is a report and evaluation of the pilot program.

### COOPERATION HUMBOLDT

We had a special presentation at the February board meeting from David Cobb and Tamara McFarland from Cooperation Humboldt, which is a new non-profit organization that intends to work to develop a solidarity economy across the north coast. Cooperation Humboldt has many goals that overlap and interact with the values and goals of the Co-op and we look forward to working together in some capacity.

### DECISION MAKING

Another conversation at the February meeting was about how the board makes decisions. Per our bylaws, the board functions by majority, so in instances where we do not all agree, the board may take a stance that not all individuals agree with. Our job is to represent the interests of you, the members, and we don't always concur on what that is. This is

another opportunity for me to point out that your input as a member is vital to us serving you well as board members.

### PURCHASING POLICY

A discussion we had at the February meeting was regarding the quality of ingredients in the deli. As you have hopefully heard, the Co-op has a purchasing policy that is being integrated into purchasing decisions at the stores. This is an ongoing process and conversation and we will continue to communicate as the process evolves.

### BYLAWS EDITS

At the March board meeting, the board approved of bylaws edits recommended by the Policies and Procedures Committee to clarify that you must be at least 18 years old to be a Co-op member and that any individual may only hold one membership. The Nominating Committee also recommended updating the Board Policy Manual to more clearly define the timeline in which a board applicant can contest exclusion from running for the board.

And with that, we are a quarter of the way through 2018. I am looking forward to snap peas, asparagus, spring greens and your continued and growing participation in the Co-op democratic process! ■

**BOARD OF DIRECTORS & COMMITTEE MEETINGS**

**April Meetings**  
Board of Directors Meeting  
**April 5** • 6pm, Ten Pin Building

**Member Action Committee**  
**April 11** • 5:30pm, Ten Pin Building

**Earth Action Committee**  
**April 11** • 6:45pm, Ten Pin Building

**Nominating Committee**  
**April 25** • 6pm, Ten Pin Building

**May Meetings**  
Board of Directors Meeting  
**May 3** • 6pm, Ten Pin Building

**Member Action Committee**  
**May 9** • 5:30pm, Ten Pin Building

**Earth Action Committee**  
**May 9** • 6:45pm, Ten Pin Building

**Finance Committee**  
**May 10** • 6pm, Ten Pin Building

**Policies and Procedures Committee**  
**May 16** • 5:45pm, Ten Pin Building

**Nominating Committee**  
**May 23** • 6pm, Ten Pin Building

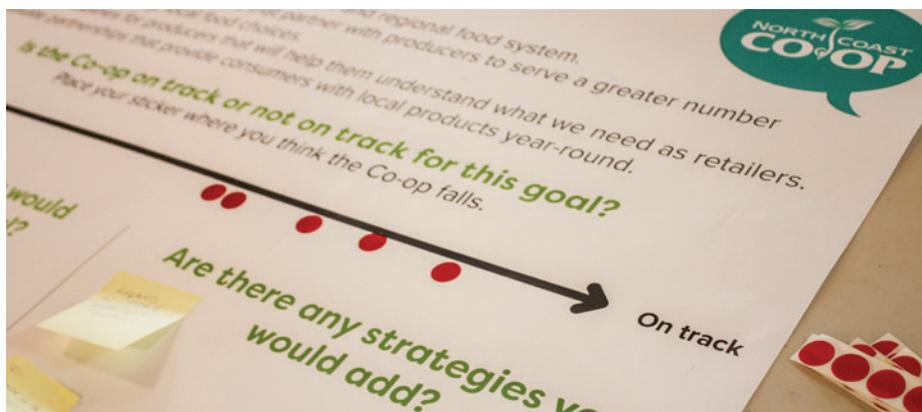
**June Meetings**  
Board of Directors Meeting  
**June 7** • 6pm, Ten Pin Building

**Member Action Committee**  
**June 13** • 5:30pm, Ten Pin Building

**Earth Action Committee**  
**June 13** • 6:45pm, Ten Pin Building

# Strategic Planning Continues With Member Input

by Colin Fiske, Board President



**MORE THAN 15 MEMBERS OF THE CO-OP** devoted hours of a sunny Saturday afternoon to evaluate and discuss the direction our co-op should be heading at the Vision & Goals Kick-Off. It was the first of many steps to writing the Co-op's Strategic Plan, and the next step involves you: our members at large.

A strategic plan is simply a set of goals, a set of strategies to focus attention on those goals, and a list of actions to achieve the goals. This plan will guide the Co-op's projects and activities for the years 2019-2023. In many organizations, this is something that happens in a room with top leadership. In a co-op, our members participate every step of the way.

At the Kick-Off, our members evaluated our current strategic plan goal areas to determine if the Co-op is on-track or not on-track for achieving the current goal strategies. Members were also able to state what might be missing from our current goal areas and express additional goal areas they thought should be included in our next strategic plan.

A major outcome of the Kick-Off was the democratic selection of three Co-op members (Courtney Augustus, David Cobb and Roger) who volunteered to be on the Vision & Goals Committee, which is responsible for helping create a draft vision with goals and objectives and represent the membership throughout the strategic planning process.

The next step for writing a draft of the strategic plan is up to you—our members! We want to know how ALL our members feel about the direction the Co-op should be going in the next five years. Please take our Vision & Goals Survey on page 25 and return it to the stores. If you are unable to make it to the store, you can take the survey online at [www.northcoast.coop/survey](http://www.northcoast.coop/survey).

'Democratic Member Control' is one of the seven Cooperative Principles that guide all cooperatives to be the successful, grassroots organizations they are. By voicing your opinion and participating in the strategic plan process, you are helping North Coast Co-op live up to these great ideals—now and into the future. ■

## Please Join Us!

Members are encouraged to attend the Member Action Committee meetings on April 11 and May 9 at 5:30pm at the Ten Pin Building, 793 K Street in Arcata, to brainstorm and discuss their visions and goals for the future of the Co-op.

# 2018 STRATEGIC PLANNING TIMELINE

## APRIL & MAY

### MEMBER INPUT GATHERING

Staff will collect feedback from members and compile it for the Vision & Goals Committee to review.

## JULY

### BOARD MEETING

The General Manager and Vision & Goals Committee will present a draft strategic plan to the board for discussion and feedback.

## OCTOBER

### ANNUAL MEMBERSHIP CELEBRATION & MEETING

The board will present the final strategic plan to the membership for adoption.



# What is your favorite Earth Day activity?



**“Remembering the first Earth Day.”**

-Linda Gleye, McKinleyville.  
Member for forever (31 years)!



**“Play everywhere fun.”**

-Miguel Bracho, Arcata.  
Member for 2 months!



**“Being alive!”**

-Juliet Smith, Arcata.  
Member for 13 years!



**“Seeding, transplanting, and most of all, harvesting from my home garden. Spring veggies are the best!”**

-Julian Palmisano, Arcata.  
Member for about 8 months!

**“Hiking, watching my creative daughter make things out of recycled materials, making herbal medicine elixirs.”**

-Yemaya Kimmel, Bayside.  
Member for 10 or so years!



**“Spending the day barefoot in nature.”**

-Elena McCauley, Arcata.  
Member for 2 months!

# Local Produce Guide April | May | June

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



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

<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
Beet Varieties			●	Wild Rose Farm Willow Creek Farms
Fennel		●	●	Flora Organica
Kohlrabi Varieties			●	Rain Frog Farm

<i>Lettuce</i>	April	May	June	Farm
Butter Varieties			●	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>... 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
Sunflower Shoots		●	●	Feral Family Farm
Wheatgrass	●	●	●	Feral Family Farm

Weather may affect produce availability

## Where's your farmer?

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

# Sustainable Celebrations

## Tips for hosting earth-friendly events

by Jolie Harvey, Outreach Coordinator

**THE CO-OP STRIVES TO ACHIEVE** zero waste at our annual events and in-store demonstrations by providing non-bottled beverages, reusable serving ware, minimal packaging and reduced-resource-use from decorations to food choices. To continue giving back to the earth, we've put together some guidelines to help you have an earth-friendly event in your own home!

Join us at  
our next  
sustainable  
event!

See calendar  
on page 31.

1. **Send e-vites.** Save energy and paper by sending invitations via email or text. If you do send cards, look for 100% post-consumer recycled paper at the Co-op.
2. **Choose nature.** Use plants or seasonal produce for table décor. You can give them away as gifts to guests, too.
3. **Utilize utensils.** Choose non-disposable plates and utensils or ask guests to bring their own. If you don't have enough, see if you can borrow from a friend! Mix-and-match cloth napkins and tablecloths are inexpensive at thrift stores.
4. **Make a menu.** Highlight fresh, in-season and local foods on the menu. Local and in-season means great taste, less travel time and carbon footprint to the store, and brings awareness to the bounty of our local fare.
5. **Label bins.** Parties are a great time to start a compost pile—just set aside a separate bin for everyone's food scraps. If you already have one, make sure guests know which waste goes where with clear labels including recycling and trash.
6. **Create a leftover station.** Invite your guests to bring their own containers to take home remaining eats.
7. **Clean up.** Use natural, eco-friendly cleaning products – a simple solution of vinegar, baking soda, and water can make clean up easy.



# Co-op Recertifies as Organic Grocer

by Alisha Hammer, Merchandising Manager

**LAST NOVEMBER**, the Co-op had its annual organic inspection with California Certified Organic Farmers (CCOF). Thanks to the cooperation of every department at the Co-op, we heard back from CCOF and as of February, North Coast Co-op is officially a certified organic grocer for the twelfth year in a row!

Ensuring organic integrity is a complex, multi-step process. First, everyone who works at North Coast Co-op is fully trained on what constitutes a certified organic product. Each staff member signs an affidavit stating they have read and understand the definition of certified organic.

In addition, all staff members who work in departments that handle organic produce are trained to maintain the integrity of the organic product they are handling. We ensure organic and conventional products never touch or are comingled either on a retail display or in storage. When we sanitize a surface that touches food—cutting boards, sinks, knives—we are required to completely remove any sanitizer residue and document when we do so.

We also maintain extensive records (our certification binders are massive!). We keep updated copies of organic certificates from all vendors that sell us organic products. We also fully detail our “Organic System Plan” which includes things like how each department handles organic products, what approved pest control practices we have in place, as well as examples of price signs we use to represent organic products to our shoppers.

We can only be a certified organic retailer if we are accredited by an independent third party certifying agency. The certifying agency we choose is California Certified Organic Farmers. Like all certified farmers or certified food makers, we pay the certifying agency to audit our operation and declare we have complied with organic regulations. CCOF schedules an organic inspector to visit our stores once a year and the inspector thoroughly reviews all of the ways we maintain organic product integrity. The inspector then reports back to CCOF. Once CCOF is certain we are maintaining that integrity, they renew our certification.

With the assistance of the Co-op’s Merchandising team, CCOF toured both stores last November to ensure that we are storing organ-

ic and non-organic items properly, asking staff what procedures they take to safeguard that there is no comingling of organic and non-organic produce. Our staff were able to respond to their questions easily, demonstrating the organic handling practices training they have received. CCOF also looked over our organic certificate supplier binder to make sure that we have over 100 current organic certificates and organic system plan summaries on file.

Organic production uses sustainable practices that, once established, are relatively self-perpetuating and long-term solutions including building healthy soil naturally, using biological methods to control pests, and maintaining humane conditions for livestock. While most food travels many miles and changes hands multiple times before it reaches our plate,

organic systems are transparent. Production and delivery records known as “audit trails” are documented, inspected and audited by third-party organic certifying agents to ensure organic producers adhere to organic standards. International organic imports must have international certifying agents that use the same criteria all over the world that meet or improve on qualifying certification standards.

Organic is also non-GMO. Because Genetically Modified Organisms (GMO) crops are prevalent in the United States food supply, organic farmers must take extra steps to ensure their organic crops are not inadvertently contaminated by GMOs. These efforts are verified by their inspector each year. Methods used include buying non-GMO seeds from reputable distributors and testing them before planting, timing their planting to prevent cross-pollination with neighboring GMO crops, preserving a “buffer zone” of uncultivated land around the perimeter of the farm, and documenting cleaning of farm equipment. Certifiers accredited by the U.S. Department of Agriculture (USDA) conduct periodic residue testing to further verify organic food does not contain prohibited substances, including GMOs.

While this organic certification process can be arduous and expensive, it is worth it to maintain the trust of our shoppers and promote a sustainable, transparent and ecologically sound system of food production that harvests abundant, nutritious, delicious food. ■

“ CCOF schedules an organic inspector to visit our stores once a year and the inspector thoroughly reviews all of the ways we maintain organic product integrity. ”

A woman with short brown hair, wearing a yellow shirt and a floral apron, is focused on filtering a golden liquid through a white cloth into a glass measuring cup. She is using a large metal spoon to press the cloth. In the background, there are stainless steel pots on a stove and a window with a view of a bright outdoor scene. A circular graphic containing text is overlaid on the right side of the image.

**Local Love:**  
Cultured Life Food

Kate Brown, owner of Cultured Life Food,  
makes three flavors of ghee in Trinidad.

by Rebekah Staub, Marketing Communications Specialist

**IF THE WARM, POWERFUL SMELL OF BUBBLING BUTTER** isn't the first thing to reach your senses when you enter the commercial kitchen in Trinidad Town Hall, it's the warm, powerful spirit of the butter bubbler herself.

"I grew up in southern Georgia," Kate Brown says as she stirs three steaming pots of golden liquid with a long metal spoon. She's wearing a pink polka dot apron with flowers on it. "Butter, salt and pepper was what my mom and my grandma raised me on."

Kate is the owner of Cultured Life Food, a local company that uses ingredients from Humboldt and Del Norte counties (or as Kate says, ingredients that are "locally sourced from people I know") to make her products. She makes three flavors of organic ghee, which is made when water and insoluble fat has been cooked off or taken away from butter. What's left, besides an amazing liquid of golden bliss, is soluble animal fat that provides our bodies with essential fatty acids.

Kate also makes organic gomasio, a macrobiotic finishing product from Japanese cuisine, made with toasted sesame seeds, sea salt from Pacific Flake, a local salt maker in Eureka, and seaweed from Rising Tide Sea Vegetables. Kate says you could have it on top of rice, beef, fish, or vegetables. "I use it on top of oatmeal."

When Kate moved to Humboldt County 20 years ago, she started working with Rhonda Beck at Beck's Bakery, learning about small food production. When she thought about what she could do that made sense for her, she says, it was ghee.

"I love this area for being so forgiving and so experimental," Kate says. "I get to work with people from Humboldt and Del Norte counties. They're really hardworking, authentic people, and I really appreciate that a lot."

The cream Kate uses to make her ghee comes from Rumiano Family Farm, California's oldest family-owned cheese company. Their production style of butter leaves a lot of fat, she says, which is ideal for ghee making. Kate says Humboldt County is also ideal for ghee making for a lot of reasons—there are five different pasture grasses here that are loaded year-round with vitamins and minerals for the Jersey cattle, which are high dairy fat cattle.

Kate picks up cream and brings it to Trinidad, where she rents the commercial kitchen space. It takes ten hours to make ghee from 40

pounds of butter.

"I didn't want to make it a top-shelf product, meaning I wanted it to be accessible to all," she says. "When someone says, 'I have that at home, that's on my counter!' that just makes me really misty, because that's so personal."

Ghee is more versatile than butter because it has a high smoke point (it can be heated up to 485 degrees) and people who are lactose or casein free can eat it, but you should check with your doctor first. It can also be eliminated through the liver. Out of the three flavors of ghee she makes (turmeric black pepper, plain, and salted), Kate says the plain is her favorite.

"I like it because it's so versatile," she says. "You can use the other ones for anything too, but I use the plain ghee for baking things, for sautéing things." (She also puts it in her oatmeal.)

In addition to her gomasio and all ghee flavors from Cultured Life Food, Kate makes quinoa flour with quinoa grown from Wild Rose Farms in Blue Lake. All of her products are available at both Co-op locations. Kate says when she thinks of stores to sell to, she thinks of co-ops. ("I like the people that go to co-ops. That feels good to me.") And, after receiving many orders from Oregon and Washington, Kate is considering expanding into a larger production space.

"You can serve forever," Kate says. "And food is a good way to do that. We're hungry forever." ■



# Spring's Featured Produce: Asparagus

by Joey Beasley & Paul Wright, Produce Department Heads

**WHEN FIRST PLANTED**, asparagus seeds can take two to three years to be ready for harvest, but their versatility make this perennial plant well worth the wait. Whether boiled, roasted, fried, steamed, marinated, pickled or raw, asparagus is loaded with many vitamins, minerals and prebiotic fiber that is good for large intestine health. And, because asparagus emerges from the ground to grows to a harvestable size, asparagus doesn't carry much of a pesticide load, if any.

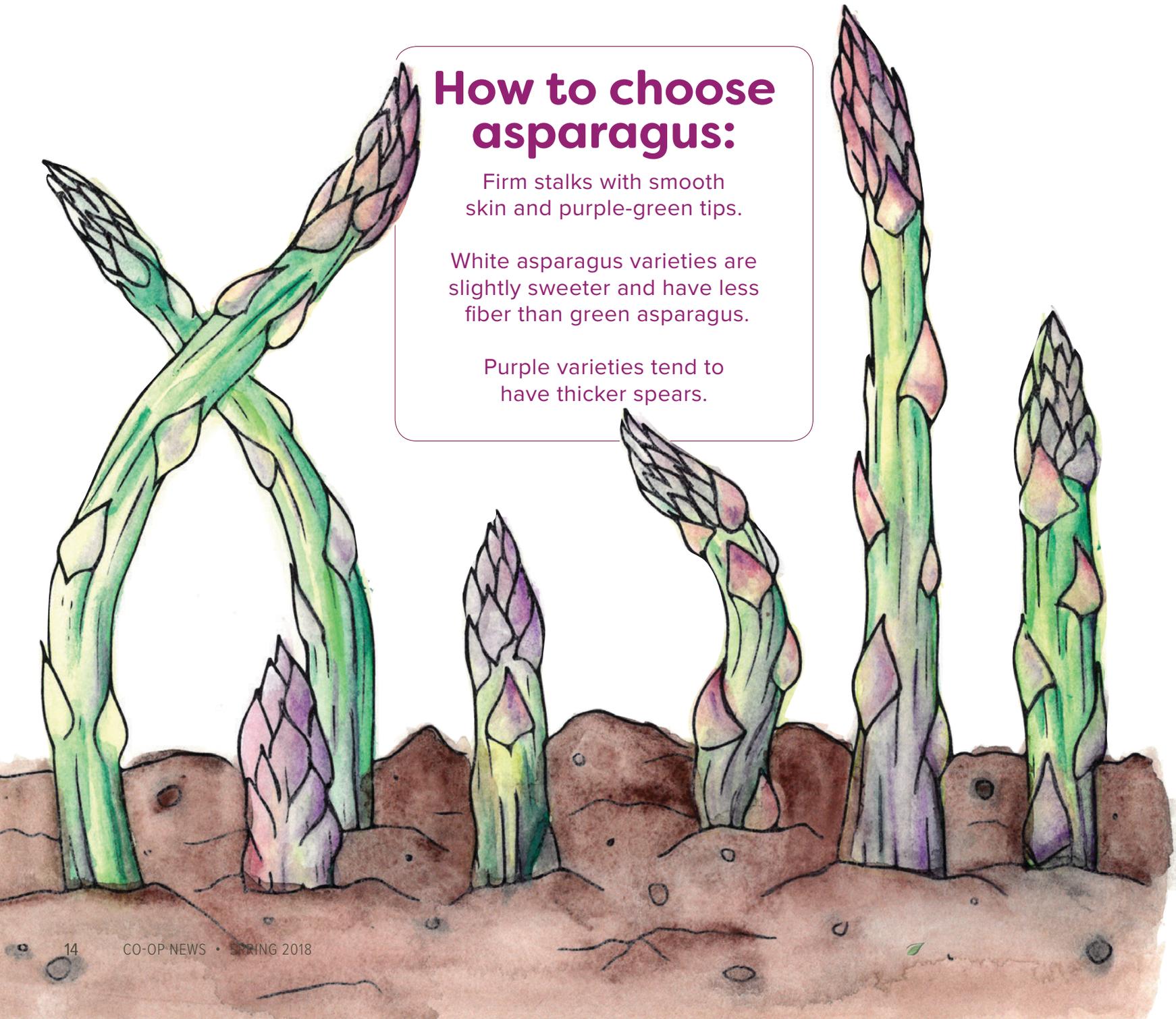
Lucky for us, we have a local farmer, **Henry Rose** in Orleans, who grows asparagus and spring is the prime time to reintroduce these veggies into your diet and dishes (like our pickled asparagus recipe on the next page).

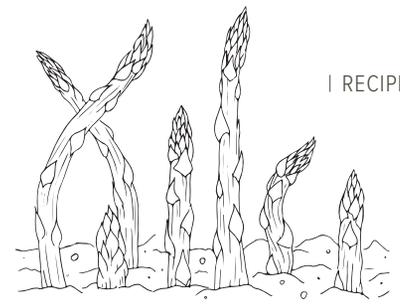
## How to choose asparagus:

Firm stalks with smooth skin and purple-green tips.

White asparagus varieties are slightly sweeter and have less fiber than green asparagus.

Purple varieties tend to have thicker spears.





# Spring Pickling With Asparagus

by Ellie Christensen, Demo Coordinator

## Supplies

- 1-gallon jar with lid (cleaned and sterilized)
- Strainer and sterile towel
- Cheese cloth (optional)

## Ingredients

- 4 pounds fresh asparagus
- 2-4 grape leaves (available in jars in the Grocery Dept.)
- 1 medium yellow or white onion, peeled and sliced
- 1-2 knobs of ginger, roughly chopped (about 1-2 inches)
- 1-2 knobs of turmeric, roughly chopped (about 1-2 inches)
- 1 bunch tarragon
- ½ teaspoon summer savory\*
- 2 Tablespoons fennel seeds\*
- 2 Tablespoons coriander seeds\*
- 1 teaspoon peppercorns\*
- 1 teaspoon brown mustard seeds\*
- 3-5 garlic cloves or 2 Tablespoons garlic flakes\*
- 2 Tablespoons unrefined sea salt\* (we used Pacific Flake, the only local sea salt)
- 1 gallon filtered water, plus more to top off jar as needed
- 2 Tablespoons plain, dairy-based yogurt whey\*\*

\*Available in the Bulk Dept. in both stores!

\*\*Yogurt whey is the liquid that forms on top of yogurt. One quart of plain, dairy-based yogurt can usually yield 2 Tablespoons of whey. You can also strain yogurt in a cheese cloth to separate the whey.

## Instructions

1. Rinse and dry asparagus and trim ends. (You will want spears to be an inch shorter than jar.)
2. Pack grape leaves in bottom of jar. Add onion, ginger and turmeric.
3. Pack asparagus into jar, heads at the top, by lying jar on its side, stacking asparagus with a sprig of tarragon every few spears, until all are lying in jar.
4. Add summer savory, fennel seeds, coriander seeds, peppercorns, mustard seeds and garlic.
5. In a large pitcher, mix sea salt into filtered water. Add yogurt whey and mix again.
6. Pour salt water over asparagus until everything is well submerged.
7. Screw lid on very loosely and store in a cool, dry place, checking daily to make sure spears remain under water. Add more filtered water as needed.
8. After five days have passed, you can taste your spears, or keep them fermenting up to 14 days before moving the jar to the fridge where the asparagus will keep for up to three months.



# Staff Picks: Spring Spots & Snacks

Spring is here, and it brought longer days, more sun and blossoming landscapes with it. To take full advantage of the change in season, members of the Co-op team share their go-to spots when the weather gets warmer, and the tasty treats they take with them.



**Briana**  
Wellness Dept. Head, Arcata

**Spots:** Trinidad, Luffenholtz, Houda Point, College Cove!

**Snacks:** Vanilla trail mix from Bulk, Yerba Mate, oranges and apples.



**Vince**  
Store Manager, Arcata

**Spots:** Mattole Road (starting at the Big Tree Parking Lot in Petrolia)!

**Snacks:** Lavender melon kombucha from KeVita and Lara Bars, especially the blueberry one.



**Jose**  
Meat Cutter, Arcata

**Spots:** Lady Bird Johnson Grove!

**Snacks:** Santa Cruz Apple Sauce Pouches.

**Drake**  
Senior Deli Clerk, Arcata

**Spots:** Redwood Park in Eureka!

**Snacks:** Clif Bars and Lara Bars.



**Janet**  
Cashier, Arcata

**Spots:** Trinidad Head, the forest, beach, anywhere outside to walk my dog!

**Snacks:** Cashews, apples and bananas—fruit and nuts.





**Drew**  
Senior Front End Clerk, Eureka

**Spots:** Ma-le'I Dunes!

**Snacks:** An apple or Probar Bolt, the caffeine candy.



**Ken**  
Wine & Beer Dept. Head, Eureka

**Spots:** Samoa Beach!

**Snacks:** Dr. Becker Blue Sky Soda and the paleo granola from Bulk to put in yogurt.

**Sue**  
Senior Grocery Clerk, Eureka

**Spots:** The river!

**Snacks:** Fruit, grapes, usually blueberries—things that are easy to eat and you don't have to peel. And cheese puffs and Caldera Mosaic IPA.



**Jess**  
Cheese Dept. Head, Eureka

**Spots:** The beach and inland to the river!

**Snacks:** Bitchin' Sauce with a soft cheese and a baguette.



**Fernando**  
Deli Clerk, Eureka

**Spots:** Centerville Beach in Ferndale!

**Snacks:** Party stuff—hot dogs, carne asada, cookies.

**Mark**  
Grocery Dept. Head, Arcata

**Spots:** The Marsh and the Community Forest!

**Snacks:** Perfect Bars, a banana or apple, and Organic Recharge or the Acai Berry Function Organic Energy drinks.





# Embracing the Ways to Save

by Rebekah Staub, Marketing Communications Specialist

**THE CO-OP OFFERS ALL OUR CUSTOMERS**—not just our members—helpful discounts on anything from wine and wellness items to every-day staples and local products. These deals are listed on handouts in our stores, on our website at [www.northcoast.coop/deals](http://www.northcoast.coop/deals), and are labeled on our shelves for all to see!



## Organic Produce Specials

**For all shoppers!**

Fresh, organic produce sales every week.

## Member-Only Sales

**For Co-op members!**

Special pricing on select products for members only.



## Co+op Deals

**For all shoppers!**

Biweekly deals and specials on popular products in our Co+op Deals Sales List, with even more on our shelves!

## Shop Local

**For all shoppers!**

The best deals on local vendors in our biweekly sales flyer.



## Co+op Basics

**For all shoppers!**

Basic, every day food and household items at discounted prices.

## Member-Only Coupons

**For Co-op members!**

Exclusive savings published in *Co-op News* each season. (See page 29 for this season's exclusive deal!)



## Monthly Member Discount

**For Co-op members!**

Co-op members receive **5% off** their entire purchase once a month on the shopping trip of their choice!

## Case Orders

**For all shoppers!**

Place an order for a case of product and receive a **10% discount**. (Discount does not apply to case orders of items already on sale.)



## Ground Beef

**For all shoppers!**

Purchase 10 or more pounds of Humboldt Grass-fed Beef ground beef and receive a **10% discount**.

## Senior Discount

**For all shoppers!**

Seniors 60 and better receive a **5% discount** every Tuesday.



## Wine

**For all shoppers!**

We offer a discount of **10%** on six bottles of wine, and **15%** on twelve bottles of wine. Mix and match.

## Disco+ver Coupon Books

**For all shoppers!**

We offer extra discounts on items already on sale through National Co+op Grocers, issued every two months in stores.



## Wellness Wednesday

**For all shoppers!**

Enjoy **10% off** of our entire Wellness Department on the first Wednesday of every month. (That includes hair care, vitamins, supplements, cosmetics, bulk soaps and much more!)



# CCF Awards \$20,000 to Local Nonprofits and Schools

by Emily Walter, Administrative Assistant

ON JAN. 25, NORTH COAST CO-OP awarded \$20,000 to twelve local nonprofits and schools in Humboldt County through our Cooperative Community Fund (CCF).

CCF is a permanent endowment established and directed by members of North Coast Co-op since 1990. Every year, North Coast Co-op awards CCF grants ranging from \$500 to \$2,000 to projects that focus on sustainable agriculture, food security, and food nutrition and education.

In addition, CCF funds the Co-op's Pump-

kin Patch, an annual event in which more than 4,000 school children across the county take an educational field trip to a local, organic working farm to learn about food systems. Participating students leave with the pumpkin of their choice.

Administered through Humboldt Area Foundation, CCF is grown by direct contributions from community members who round up to the nearest dollar at the cash registers in Co-op stores—just say 'round it up' and the Co-op will donate the difference

to CCF. All monies from purchasing a ten-cent paper bag at checkout are also donated to CCF. In addition, tax-deductible donations to CCF can now be made online through the Humboldt Area Foundation by going to [www.hafoundation.org/coop](http://www.hafoundation.org/coop).

The Co-op is grateful to all of our community organizations for serving our community and our members and customers who round up at the register to support CCF. Together, we make a difference! ■

## 2017 Grants

- Bear River Band of the Rohnerville Rancheria, "Youth Garden Project"
- Dream Quest Willow Creek Youth Partnership, "Garden to Teen Program"
- Food for People, "Reducing Waste and Increasing Food Security through Food Recovery"
- Fuente Nueva Charter School, "School Garden Science Program and Farm to Cafeteria"
- Healy Senior Center of Southern Humboldt, "Senior Nutrition Program"
- Humboldt Area Center for Harm Reduction, "Harm Reduction Through Healthy Food"
- Humboldt Botanical Garden, "Community Outreach Vegetable Garden – Garden Tools!"
- Humboldt Library Foundation, "Nutrition Books for Children's Collection"
- Humboldt Senior Resource Center, "Local Harvest for Senior Health"
- Northern California Indian Development Council, Inc., "Annual Northwest Intertribal Gathering and Elders Dinner"
- Westside Community Improvement Association, "SEEDS After School Enrichment Program"



Grantees of the 2017 Cooperative Community Fund attended a CCF Check Ceremony hosted by North Coast Co-op on January 25, 2018.

# DIY Compost at Home

by Rebekah Staub, Marketing Communications Specialist

**COMPOST IS ORGANIC MATERIAL** that can be added to soil to help plants grow. With the help of Local Worm Guy, a family-owned business based in Fieldbrook, the Co-op responsibly disposes of organic waste generated by both our internal operations and our shoppers. But composting doesn't have to be a large-scale operation. Composting is easy and can be done at home. One of the first steps to learning how

to compost is figuring out what you're going to compost in. Even if you have small garden on your deck or a couple of beds in your backyard, making a simple compost bin out of a plastic storage bin is an easy first step to not only give your garden the best soil, but keep your kitchen scraps and carbon out of the landfill.

## Supplies

- Plastic bin with lid
- A drill
- Food or newspaper scraps
- Wire mesh (optional)

## Steps



Depending on the size of your household, the bin will fill up quickly. New materials cannot be added or the process will take longer. More than one bin is ideal.

1. Recycle or buy a plastic storage bin with a lid that is at least 18 gallons. (The lid helps keep moisture in, as well as keep animals out. It is always a good idea to secure the lid with either a large rock or a bungee cord.)
2. Drill small holes, 1-1½ inches apart, in the bottom of bin and the sides. (Aeration helps material decompose faster.) Larger holes can cause compost to spill out, as well as attract pests. If you want to prevent this, line the inside of the container with wire mesh.
3. Find a spot in partial shade outside to keep your container. Direct sun may cause excessive heat in plastic bins, and full shade may be too cool.
4. Place shredded newspaper or dry leaves on the bottom of the bin.
5. You are now the owner of your own compost bin! Not it's time to follow the Compost Guidelines—on the next page!

## Compost Guidelines

### 1. Add Materials

All compost requires three ingredients:

- Browns – dead leaves, branches, and twigs
- Greens – grass clippings, vegetable waste, fruit scraps, tea bags, and coffee grounds
- Water

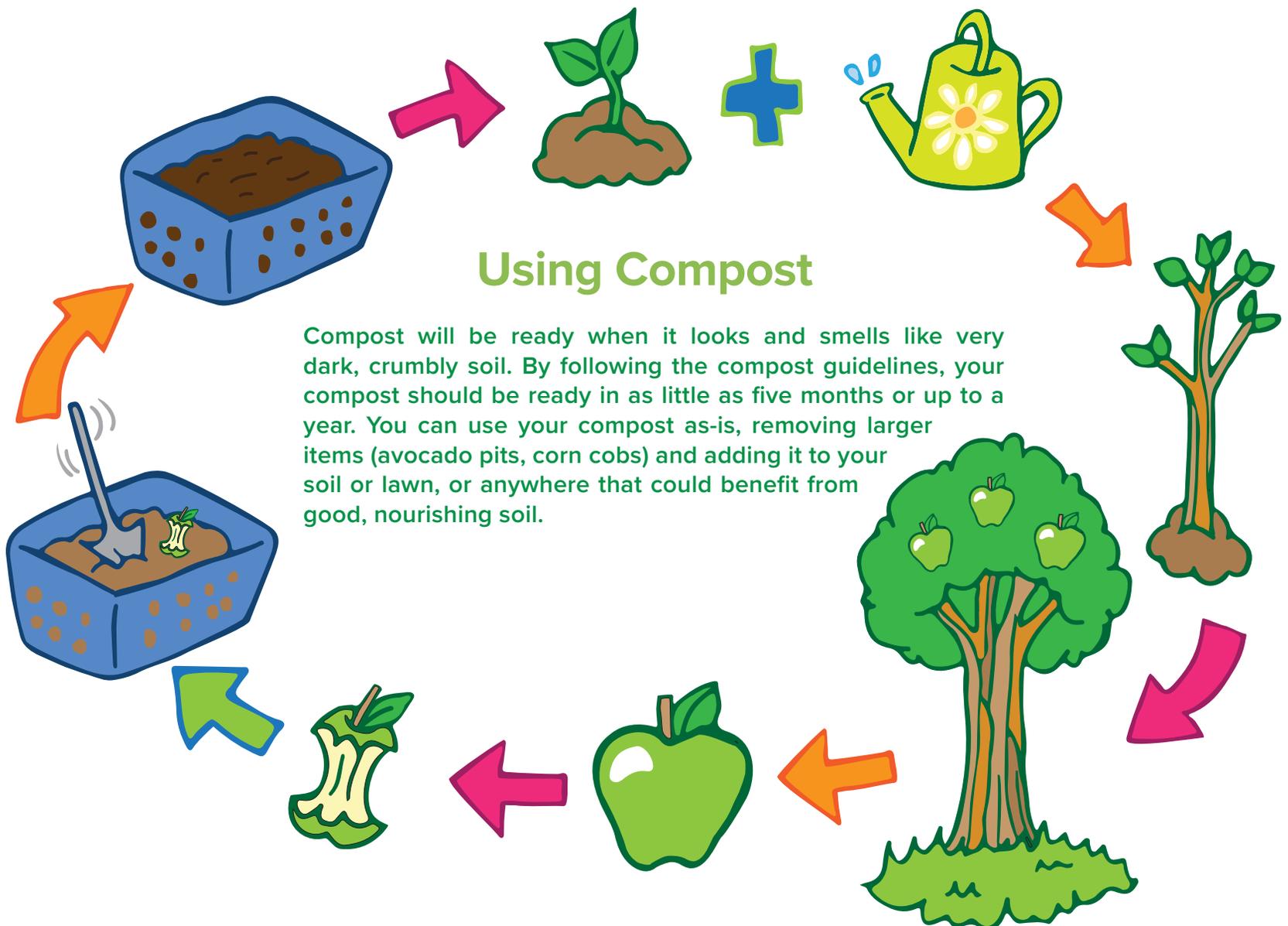
Keep a balanced mix of green and brown material (start with a ratio of three browns to one green). Too much of any one kind of material will slow down the process.

Do not compost meat or fish scraps, dairy products, oils and grease, meat or fish bones, pet wastes, or diseased plant material.

### 2. Turn and Mix

Turn your compost with a shovel or pitchfork whenever you add new materials, or every 3-4 days. Be sure to mix up the contents so that the pile gets oxygen and can break down effectively.

A compost pile needs moisture to keep the composting process active. Don't let the compost completely dry out, but don't let it get too wet—it will become soggy and smelly. (If you notice a stench, make sure you have enough browns in the pile.)



## Using Compost

Compost will be ready when it looks and smells like very dark, crumbly soil. By following the compost guidelines, your compost should be ready in as little as five months or up to a year. You can use your compost as-is, removing larger items (avocado pits, corn cobs) and adding it to your soil or lawn, or anywhere that could benefit from good, nourishing soil.

# Ellie's Meatball Party

by Ellie Christensen, Demo Coordinator



**Moroccan Meatballs** Makes 24 meatballs

## Ingredients

- 2 pounds ground, local lamb, fresh from the Co-op's Meat Dept.
- 1 egg
- ½ cup dehydrated onion\*
- ½ cup dehydrated veggie mix\*
- 1 Tablespoon dehydrated garlic\*
- 1 Tablespoon ginger powder\*
- ½ teaspoon sweet paprika\*
- ½ teaspoon ground cumin\*
- ½ teaspoon curry powder\*
- ¼ teaspoon cayenne\*
- ¼ teaspoon ground cinnamon\*
- ¼ teaspoon ground pepper\*
- 2 teaspoons fresh cilantro, chopped
- 1 Tablespoon fresh mint, chopped
- 1 cup dried bread crumbs
- 1 Tablespoon olive oil\*

\*Available in the Bulk Dept. in both stores

## Directions

1. Combine lamb, egg, onion, veggie mix and garlic in a large bowl and mix well with hands until fully incorporated.
2. Add ginger powder, paprika, cumin, curry, cayenne, cinnamon, pepper and mix well.
3. Add cilantro, mint and bread crumbs and mix one more time.
4. Roll mixture into balls while you heat olive oil in a large skillet on medium heat.
5. Gently add meatballs to pan and allow them to brown on all sides, shaking the pan so the meatballs roll around.
6. Once browned on all sides, cover with lid and drop the heat to low, allowing meatballs to cook through, 10-15 minutes. The internal temperature of your meatball should be 165°F before serving. Alternatively, you can add your meatballs to a shallow baking dish and bake at 350°F until the internal temperature reads 165°F, about 45 minutes. If baking, a quick browning in a pan before serving is recommended.

**Cauliflower Lentil Meatballs** Makes roughly 14 vegan meatballs

**Ingredients**

- 2 cups water
- ½ cup dry red lentils (1 ½ cups cooked lentils)\*
- ½ cup cooked textured vegetable protein\*\*
- ½ cup cauliflower florets
- 1 Tablespoon dehydrated veggies\*
- 1 Tablespoon dehydrated minced onion\*
- 1 Tablespoon dried oregano\*
- Salt and pepper to taste\*
- ½ cup bread crumbs
- Olive or vegetable oil\*

\*Available in the Bulk Dept. in both stores

\*\*Textured vegetable protein, or TVP, is made with soy. If you prefer a soy-free option, double the lentils and bread crumbs.

**Directions**

1. Add 1 cup water and red lentils to a medium pot and cook on low until lentils are tender.
2. Strain lentils, saving water in a large bowl.
3. Stir textured vegetable protein into the saved water and set aside.
4. Press excess moisture out of lentils and set them aside to cool in a medium bowl.
5. Add 1 cup water to the same pot you cooked the lentils in. Add the cauliflower florets and a pinch of salt. Cook until fork-tender and strain.
6. Mix cauliflower with lentils and mash with a slotted spoon or fork until smooth.
7. Drain the textured vegetable protein very well. Squeeze as much moisture as you can out of the textured vegetable protein and return it to the large bowl.
8. Add dehydrated veggies, onion, oregano, salt and pepper to textured vegetable protein. Mix well and let sit 3-5 minutes.
9. Add cauliflower, lentils and bread crumbs to textured vegetable protein mixture and mix well by hand.
10. Form balls, 2 Tablespoons in size, and set on parchment or wax paper on a baking sheet.
11. Heat a few drizzles of olive or vegetable oil in a non-stick pan on medium low.
12. Heat half of the meatballs at a time, gently rolling them until they are well browned and heated through.



**Clementine's Polpettines** Makes 40 mini meatballs

**Ingredients**

- 1 pound 80% lean Humboldt Grassfed Beef ground beef from the Co-op's Meat Dept.
- ½ pound ground pork, fresh from the Co-op's Meat Dept.
- Salt and pepper to taste\*
- 3 Tablespoons dehydrated veggies\*
- ½ Tablespoon dehydrated minced garlic\*
- ¾ teaspoon dried oregano\*
- 1 cup plain bread crumbs
- 2 Tablespoons tomato paste
- 1 egg or 3 Tablespoons milk, milk-substitute or water
- Olive oil\*
- 12-16 ounces tomato sauce (optional)

\*Available in the Bulk Dept. in both stores

**Directions**

1. Combine beef, pork, salt and pepper well in a large bowl by hand.
2. Incorporate dehydrated veggies, garlic and oregano into meat mixture and allow to sit a few minutes.
3. Add bread crumbs, tomato paste and egg or milk to meat mixture and mix well. Allow to set again for 5-10 minutes.
4. Heat large skillet with a generous drizzle of oil to medium heat.
5. Roll mixture into balls, roughly 1 Tablespoon in size, and add to pan.
6. Once pan is full of meatballs, cook for about 15 minutes, gently shaking every few minutes to roll meatballs until they are uniformly browned.
7. Cover and lower heat, cooking an additional 20 minutes before moving from pan with a slotted spoon to drain before serving. Alternatively, you can remove meatballs once browned with a slotted spoon and add them to a sauce pot with tomato sauce of your choosing. Cover and simmer the sauce at least 20 minutes more before serving.



# Showing love for the Co-op comes in all sorts of functional, economical, and sustainable ways!



BANDANAS MADE IN THE U.S.



14 OZ. HANDLED MUGS



**New!**  
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LIGHTWEIGHT T-SHIRTS



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32 & 64 OZ. KOMBUCHA GROWLERS



**New!**  
INSULATED KLEEN KANTEENS



BPA-FREE 16 OZ. TUMBLERS & BAMBOO UTENSIL SETS

**Available in both Co-op locations!**

# Vision & Goals Member Input Survey

The input of our members is a critical component of our Co-op's operations. We are asking your feedback so that we can better represent your needs as we write our 2019-2023 Strategic Plan. As a thank you, we'll enter your name into a drawing to win one of five \$50 Co-op gift cards! All survey answers will remain anonymous.

**Survey Instructions:** Please fill out the entire survey. Member number is required. If you wish to enter to win one of five \$50 Co-op gift cards, include your name and phone number below. Survey drop-off boxes will be available at both Co-op locations. Surveys can also be folded and mailed to ATTN: Membership, 811 I St. Arcata, CA 95521. The survey is also available online at [www.northcoast.coop/survey](http://www.northcoast.coop/survey). The deadline to take our survey and enter our survey drawing is **May 13, 2018**.

1. Member Number (required): \_\_\_\_\_

2. Which of the three below do you think the Co-op should be prioritizing? (Pick one)

- Quality Products
- Patronage Refunds to Members
- Low Prices

3. Does the Co-op provide enough opportunities for members to participate in decision making about how the Co-op is run?

- Yes
- No

4. What type of growth, if any, do you envision for the Co-op? (Pick one)

- New stores in other areas
- Expansion of products
- Expansion of member services
- Support of other cooperative ventures
- None
- Other: \_\_\_\_\_



**You can also take this survey online!**

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

You will still be able to enter the raffle and your survey answers will remain confidential.

5. Check the three areas you feel are most important for the Co-op to focus on in the next five years. (Pick three)

- Promoting and Practicing Environmental Responsibility
- Maximizing Savings and Patronage Refunds to Members
- Future Plans and Growth of the Co-op
- Member Benefits and Activities
- Making Food More Affordable
- Employee Benefits and Enrichment
- Education and Advocacy about Food and Health Issues
- Community Donations and Support of Nonprofits
- Support of Local Agriculture and Food Producers
- Advocacy of Racial and Social Equity
- Investing in Facilities and Equipment

6. What do you want the Co-op to do for our:

Members? \_\_\_\_\_

\_\_\_\_\_

Shoppers? \_\_\_\_\_

\_\_\_\_\_

Local Community? \_\_\_\_\_

\_\_\_\_\_

Employee? \_\_\_\_\_

\_\_\_\_\_

Environment? \_\_\_\_\_

\_\_\_\_\_

**Thank you for participating in our Vision & Goals Member Survey!**

To be entered in the member drawing for one of five \$50 Co-op gift cards, please include:

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

Phone Number: \_\_\_\_\_



# Beginning Bike Rider Tips

by Alexis Kelso, Bike Month Humboldt Coalition

**ARE YOU BIKE-CURIOUS?** If so, May is a fantastic time to experiment with cycling because it is Bike Month Humboldt! The purpose of Bike Month Humboldt is to promote biking as a fun, efficient and safe way to fulfill daily transportation needs. There are dozens of reasons to ride bicycles for transportation—it's inexpensive, it counts as exercise, and it makes you look super cool. I understand trying new things can be overwhelming, but you don't really don't need anything special to start riding. Here are some tips I give friends who are considering getting on the saddle:

1. **Get a good lock.** It's a pretty big bummer to dust off the old steed only to have it swiped when you pop into a café for a quick refreshment. Use a quality lock and make sure you're locking the frame (not just a wheel).
2. **Use lights if you're riding at night.** Minimum requirements for night riding are a white light in front, a red reflector in the rear, and reflectors on both sides. Use a red blinking light in rear for more visibility.
3. **To helmet or not to helmet?** If you're under 18, helmet; it's the law. If you are over 18, helmet use is up to you. Personally, I helmet.

4. **But traffic!** First, try planning a route down streets with less traffic. (The route you drive may not be the same route that is comfortable for riding.) There are often side streets that parallel busier roads.

Second, there are two key things to keep in mind when riding in traffic—be visible and be predictable. Ride where drivers can see you and ride in a straight line. Obey signs and traffic signals. Use arm signals to indicate turning or slowing, as indicated in the graphic below. Do not ride on sidewalks. Drivers can't see you behind parked cars, and they are not expecting something at bike speeds to be crossing driveways and intersections in the pedestrian area. Do not weave in and out of the parking lane. Do not ride the wrong direction (drivers turning right at driveways and intersections are not looking right and could pull out into you).

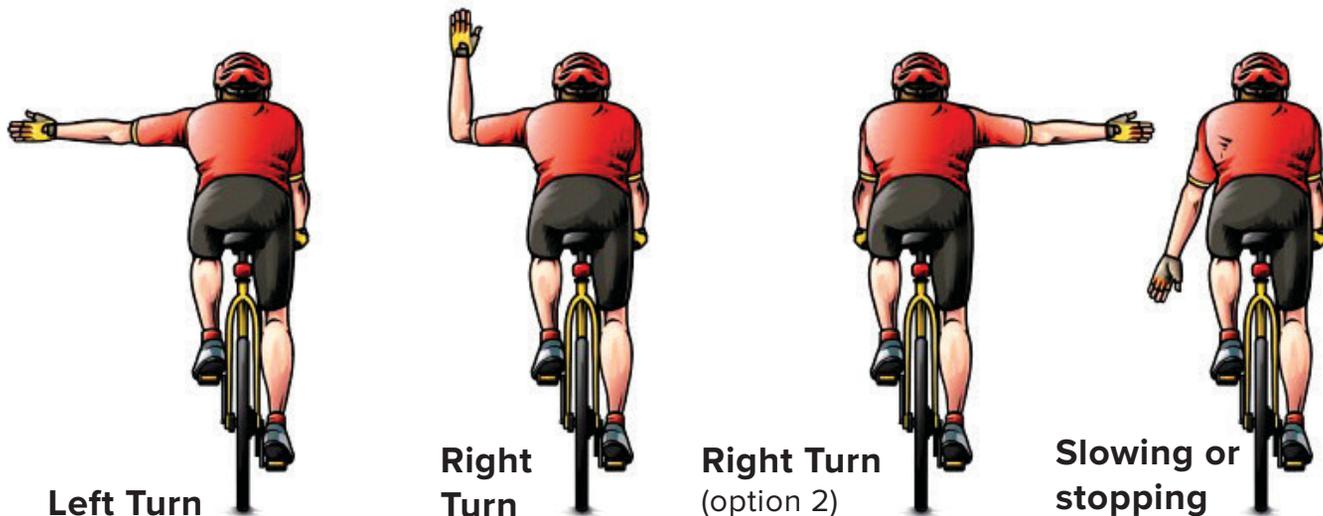
Here are some great Bike Month Humboldt group rides planned for trying out cycling and getting comfortable riding more often. Check out the full calendar of rides and more information on [humbike.org](http://humbike.org). I hope to see you out there this year! Happy riding!

- Gain confidence riding in traffic and prepare for Bike Month by attending a Confident Cycling Clinic on April 29.
- Take the whole family out to bike Newton B Drury Parkway on May 5 or participate in the Farm Tour portion of the Tour of the Unknown Coast on May 19. These are scenic and stress-free ways to practice riding on streets.
- Having bike trouble? Come to one of the Bike to Work Day rallies (May 10 in Arcata and May 17 in Eureka) to get a free tune-up from a local bike shop. Bonus: the Co-op will be providing yummy snacks! ■



Joel, bulk buddy and mango guy from the North Coast Co-op in Arcata at the Bike to Work Day Noon Rally in 2017.

## Bike Hand Signals for the Road



# 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!

Enter to win at both Co-op locations: **May 1 - May 31**



## Bike Month Humboldt Calendar

**Saturday, April 28:** Rhody Parade Synchronized Bike Riding. Contact [music2here@gmail.com](mailto:music2here@gmail.com) for info.

**Sunday, April 29:** Confident Cycling Clinic, Eureka. Contact (707) 269-2061 for info.

**May:** Humboldt Bike Challenge via Love to Ride 2018. Visit [www.lovetoride.net](http://www.lovetoride.net) for info.

**May:** Community Bike Kitchen Open Hours, 1000 B Street, Eureka. Tuesdays and Wednesdays from 6-8pm. Contact (707) 269-2061 for info.

**Every Wednesday in May:** Wheel-in Wednesdays. Group commuter rides from Arcata to Eureka. Meet at North Coast Co-op in Arcata. Group leaves at 7am. Contact (707) 441-5574 for info.

**Wednesday, May 2:** Redwood Coast Mountain Bike Association Pints for Non-Profits, Mad River Brewery, Blue Lake.

**Saturday, May 5:** Newton B. Drury Parkway through Prairie Creek State Park is closed to cars.

**Saturday, May 5:** Historical Eureka Bike Tour, 3-5pm. Contact (707) 445-6397 for info.

**Monday, May 7:** Ride for Reading, from Jefferson Community Center to Alice Birney Elementary, Eureka. Contact (707) 362-1131 for info.

**Tuesday, May 8:** Film Screening: Ovarian Psycos, The Siren's Song Tavern, Eureka, 6pm. Contact (707) 269-2061 for info.

**Tuesday, May 8:** Eureka Transportation Safety Commission, Eureka City Hall Council Chambers, 3:30pm.

**Wednesday, May 9:** Bike to School Day! Walk & roll events at many schools across the county. For more info, contact your school.

**Thursday, May 10:** Arcata Bike to Work Day. Energizer Station from 7-9am at North Coast Co-op in Arcata and Bike to Work Day Noon Rally at 12pm on the Plaza.

**Sunday, May 13:** Pancake Ride. Friendly ride from Arcata Plaza to Blue Lake for the Pancake Breakfast at the Mad River Grange. Meet in Arcata Plaza at 9am. Contact (707) 444-8208 for info.

**Tuesday, May 15:** Arcata Transportation Safety Committee, Arcata City Hall Council Chambers, 4:30pm.

**Thursday, May 17:** Eureka Bike to Work Day. Energizer Station from 7-9am at North Coast Co-op in Eureka and Bike to Work Day Noon Rally at 12pm at Old Town Gazebo. 'Minimal mass' ride through Old Town Eureka following rally.

**Saturday, May 19:** Pancake Ride. Friendly ride to the Pancake Breakfast at Dows Prairie Grange. Meet at 8:15am on the Arcata Plaza or at 9am at Hiller Park on the Hammond Trail. Contact (707) 441-5574 for more info.

**Saturday, May 19:** Tour of the Unknown Coast in Ferndale, including Family Fun Ride. Visit [www.tuccycle.org](http://www.tuccycle.org) for more info.

**Sunday, May 20:** Scavenger Hunt Ride at Old Town Eureka Gazebo. Contact (858) 274-4478 for info.

**Sunday, May 27:** Pancake Ride. Friendly ride to the Trinidad Pancake Breakfast. Meet at 8:15am Arcata Plaza or 9am Hiller Park on the Hammond Trail. Contact (707) 444-8208 for info.

**May 26-28:** Kinetic Grand Championship. Visit [www.kineticgrandchampionship.com](http://www.kineticgrandchampionship.com) for info.

**Saturday, June 2:** Bike Camp Out at Patrick's Point. Contact (858) 274-4478 for info.

For more Bike Month events, visit [humbike.org](http://humbike.org)!

# Third Quarter Financial Statements

by Brandy Cogburn, Controller

**WE HAVE FINISHED CLOSING THE THIRD QUARTER** of our FY18 (Fiscal Year 2018\*). Combined sales for Arcata and Eureka were at \$8,896,784 for the third quarter, bringing the year-to-date sales to \$26,671,058. The sales are currently above FY17 year to date by \$74,415.

In the third quarter, we had \$112,094 higher payroll and benefits than was reported for the third quarter of FY17, due to the new hires for the Deli in Eureka, in preparation of a store remodel. The General and Administrative expenses were down by \$20,200 and the occupancy expenses were relatively close

to FY17, with an average of 3.9% decrease from this time last year. The Net Income for the end of the third quarter for FY18 was down from FY17, due to the increase in new employee hires.

Our Current Owner Shares value has grown by \$54,356 since last year at third quarter end! This is the growth of equity investment from new and current member-owners purchasing shares and investment C-shares. While becoming a member-owner is only a one-time membership share investment of \$25, we encourage fur-

ther investment. Member-owner investments allow us to operate without relying on a bank for loans, make improvements to our facilities, fulfill our mission and meet the objectives of our Strategic Plan.

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 our Membership Coordinator at (707) 822-5947 ext. 234. We currently pay an Annual Percentage Rate (APR) of 2%. ■

\*April 2017—March 2018

## North Coast Cooperative, Inc. Unaudited Financial Statements

### Income Statement

Quarter 3 Ending December 23, 2017  
Fiscal Year 2018

<b>Net Sales Revenue</b>	<b>8,896,784</b>
Costs of Goods Sold	5,434,477
<b>Gross Margin</b>	<b>3,462,306</b>
Payroll & Benefit Expenses	2,267,517
General and Administrative Expenses	389,109
Occupancy Expense	399,544
<b>Total Operating Expenses</b>	<b>3,056,171</b>
<b>Net Income from Operations</b>	<b>406,135</b>
Other income (expense)	9,772
Total Income Taxes	900
<b>Net income (Loss)</b>	<b>416,807</b>

### Balance Sheet

Quarter 3 Ending December 23, 2017  
Fiscal Year 2018

Assets:	
Current Assets	3,142,205
Property and Equipment	2,949,065
Other Assets	567,767
<b>Total Assets</b>	<b>6,659,038</b>
Liabilities:	
Current liabilities	1,833,677
Long Term Liabilities	64,000
<b>Total Liabilities</b>	<b>1,897,667</b>
Member Equity:	
Current Owner Shares	3,656,112
Retained Earnings	1,105,259
<b>Total Member Equity</b>	<b>4,761,371</b>
<b>Total Liabilities and Equity</b>	<b>6,659,038</b>

# Co-op Kids Corner } Activity Contest {

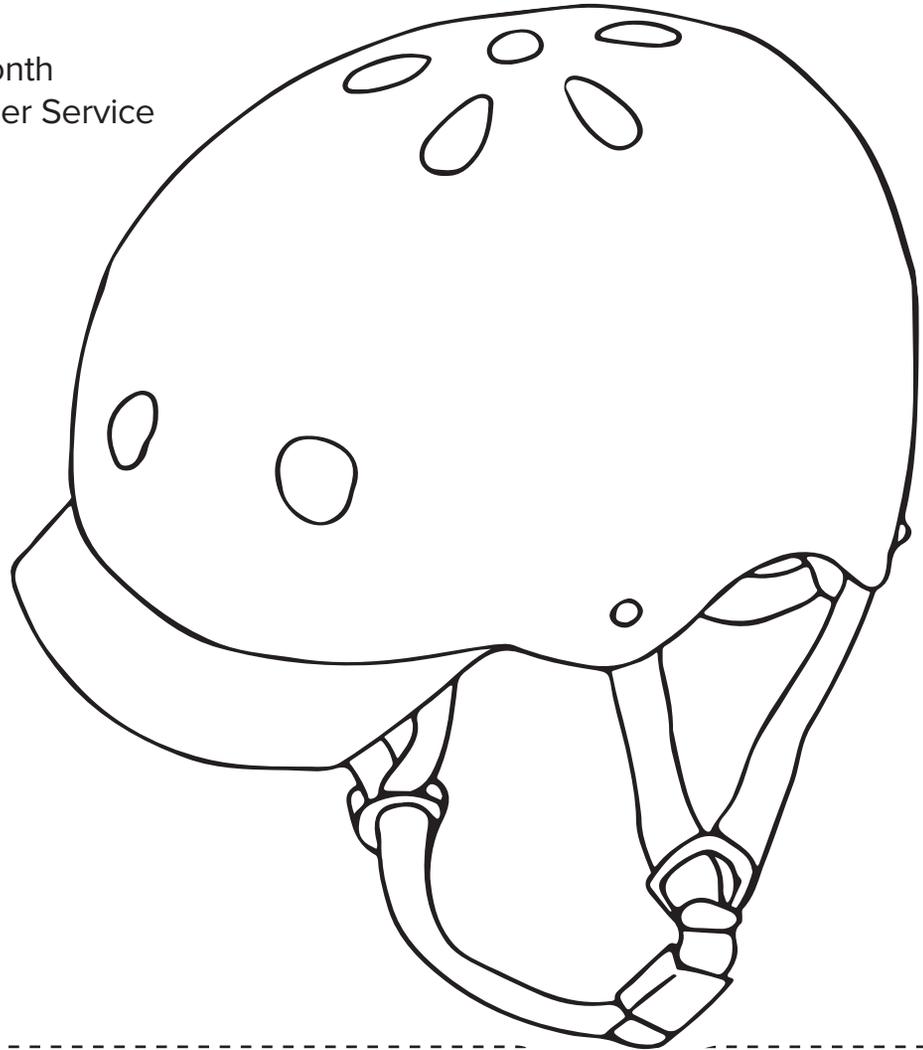
Enter our Co-op Kids Activity Contest for a chance to win a **\$10 Co-op Gift Card** and a **Co-op Kids lunch box!**

Decorate the helmet for bike month and turn your entry in at Customer Service at either Co-op location by **June 15.**

One winner from each age group will be drawn!

### Age groups:

- 5 years and under
- 6 - 12 years old



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

Phone Number: \_\_\_\_\_

Age: \_\_\_\_\_

Congratulations to **Julia** for winning the Winter Co-op Kids Contest!



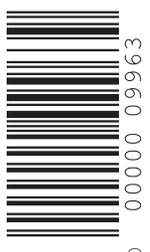
## Member-Only Coupon

expires 6/30/18

10%  
OFF  
of purchase

MEMBER NUMBER \_\_\_\_\_

Single purchase only; coupon may only be used by North Coast Co-op members; limit one coupon per membership; coupon available while supplies last  
**Coupon expires 6/30/18.**



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

# North Coast Co-op Management Team



**Melanie Bettenhausen**  
General Manager



**Brandy Cogburn**  
Finance Controller



**Jason Davenport**  
IT Manager



**Lauren Fawcett**  
Food Service Director



**Vince Graves-Blandford**  
Arcata Store Manager



**Alisha Hammer**  
Merchandising Manager



**Alanna LaBelle**  
Eureka Store Manager



**Travis Morgan**  
Facilities Director



**Michelle Sanders**  
Human Resources  
Director



**Laurie Talbert**  
Marketing & Membership  
Director

# North Coast Co-op Board of Directors



From left, clockwise

**Ed Smith**  
Employee Board Member

**Colin Fiske**  
Board President

**James Kloor**  
Board Treasurer

**Cheri Strong**  
Employee Director

**Leah Stamper**  
Board Secretary

**Mary Ella Anderson**  
Board Member

**Robert Donovan** (not pictured)  
Vice President

**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)

## April

**April 4 Wellness Wednesday** All Co-op members and customers are invited to enjoy 10% off their entire Wellness Department purchase today, and every first Wednesday of the month, at North Coast Co-op.

**April 13-22 Humboldt Green Week** Join a week of gatherings to celebrate our environment, support the local economy and promote

music, art, and solutions through action.

**April 18-24 Godwit Days** This week-long festival celebrates spring bird migration with field trips, workshops, lectures and much more.

**April 24 KEET TV Wine Auction** Bid on wine packages for our local public television station. The Co-op is donating wines hand-picked from

our Wine Department staff, who will be on-air to describe their flavors!

**April 29-30 2018 California Co-op Conference** This year's conference will be held in San Diego. Conference workshops reveal how cooperatives revitalize and fortify local economies by creating jobs, housing, and locally-owned businesses.

## May

**May 4 Wellness Wednesday** All Co-op members and customers are invited to enjoy 10% off their entire Wellness Department purchase today, and every first Wednesday of the month, at North Coast Co-op.

**May 10 Arcata Bike to Work Day Energizer Station & Noon Rally** In the morning, the Co-op in Arcata will be supplying coffee and snacks to morning bike commuters. At 12pm, we will be at the noon rally to do giveaways and snacks

before the group bike ride through town.

**May 13 Atalanta's Victory Run & Walk** In partnership with Six Rivers Running Club, this women's only walk or run is held on Mother's Day and features 2-mile and 8-kilometer courses. Registration is available at [www.atalanta-run.com](http://www.atalanta-run.com).

**May 17 Eureka Bike to Work Day Energizer Station & Noon Rally** In the morning, the Co-op

in Eureka will be supplying coffee and snacks to morning bike commuters. At 12pm, we will be at the noon rally to do giveaways and snacks before the group bike ride through town.

**May 30-June 3 Pony Express Days** A McKinleyville celebration that was established in 1968. This week-long event includes a cook-off, dance, parade, festival, games, and more!

## June

**June 3 Humboldt Tri-Kids Triathlon** For kids ages 7 to 18. Participants get to swim, bike and run their way to the finish line and go home with a medal, flowers, goodies, a T-shirt, a tired body, and a boosted self-image.

**June 6 Wellness Wednesday** All Co-op members and customers are invited to enjoy 10% off their entire Wellness Department purchase today, and every first Wednesday of the month, at North Coast Co-op.

**June 16 Oyster Festival** A celebration of north coast culture where chefs, merchants, volunteers, and guests revel in award-winning oysters and other tasty non-oyster delicacies, local beverages, live local music, and art on the Arcata Plaza.

**We ♥ Our Members Giveaway every month!**

Look for the box at Customer Service while you shop to win free stuff each month, only for members!



**Enjoy exclusive discounts and deals at local businesses as part of our Business Partner Program!**

[www.northcoast.coop/business-partner-program](http://www.northcoast.coop/business-partner-program)



# Staying Connected

Join thousands of subscribers who get the latest news about the Co-op!



 News & Updates



 Classes & Events



 Food Recalls



 Ways to Save



 Board & Membership News

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



## ARCATA LOCATION

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

## EUREKA LOCATION

25 4<sup>th</sup> 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