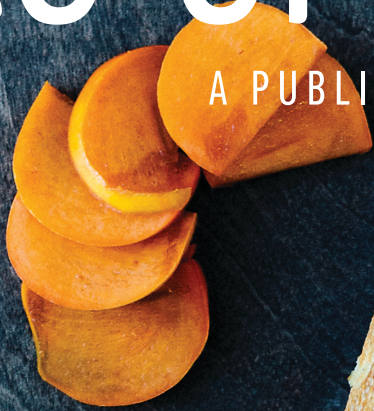


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CO-OP NEWS

A PUBLICATION OF NORTH COAST CO-OP



WINTER 2018 • ISSUE 103



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

LETTERS TO THE EDITOR

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

Letter from the Editor

by Laurie Talbert, Marketing & Membership Director

INPUT FROM OUR MEMBERS keeps North Coast Co-op in tune with the needs of our members and community. From the products we offer on our shelves and the bags we use at check out, to selecting the nonprofits we support with the Cooperative Community Fund, members have the opportunity to play a role in all that we do.

This winter, North Coast Co-op begins an extensive remodel of the Eureka store. The decision to undertake the project was driven, in large part, by your member comments about what is and isn't working in the store. You told us the store is too dark, the floor plan isn't intuitive, you want more choices in the deli, more registers and more spots to sit and eat. The Co-op is so excited to bring you all that, and more, when the remodel is complete. Members are continuing to contribute to the remodel plans by giving us feedback on some of the new menu items we are planning for the deli. You are the Co-op and we want to hear from you about all that we do, not just on the big stuff. There are ways to get involved all year long:

- Share your comments and ideas in the stores at Customer Service or with a comment card.
- Join us at Co-op board meetings, held on the first Thursday of every month at 6pm. You'll get updates on the status of the Co-op and projects in the works. And there's a member comment period at every meeting. If you can't make it to a meeting, you can always send your comments as letters to the board.
- Participate on a board committee. Come once to share a new idea, or take a seat at the table every month to get involved in member initiatives. The Member Action Committee plans member events and opportunities for member engagement. The Earth Action Committee focuses on environmental and sustainability measures at the Co-op. For a schedule of committee meetings visit the calendar on page 6.
- Write a letter to the editor. Your thoughts will be shared with our community in the next edition of *Co-op News*. ■

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Cover Photograph by Zev Smith-Danford

Planning for the Year(s) Ahead

by Melanie Bettenhausen, General Manager

I AM LOOKING FORWARD TO ENTERING 2018 with a full Management Team and a perpetually improving financial bottom line. Getting to this point has not been easy, and it has happened rapidly and on the fly; in other words, we spent more time in 2017 being reactive and managing emergencies—a state I personally don't care for—rather than being proactive in creating the Co-op we want. I prefer to have the time and space to create a collective vision, establish goals for reaching that vision, and set measurable objectives for achieving our goals. In a hectic business environment, this can feel nearly impossible, but in a cooperative business model, it is imperative.

Over the years, I have been involved in two strategic planning sessions for the Co-op, each resulting in a five-year strategic plan. We are finishing the fourth year of our current strategic plan, which runs from 2014-2018, and are writing our budget and operational plan for the final year (Fiscal Year 2019, which runs April 2018 through March 2019) and gearing up to begin the process for our next five-year strategic plan. Just the words “strategic planning” can create anxiety in those who have done it before, possibly not so successfully at other organizations. We prefer to call it visioning and goal setting for our beloved Co-op.

Strategic planning really means asking ourselves where we are going and where we want to be in five, ten, fifteen or more years from now. Do we want to have two locations (or maybe more)? What kind of employer do we want to be (socially responsible)? What does it look like when we say, “make membership more meaningful” (patronage refunds)? What will our priorities be in environmental responsibility (solar panels)? What level of profit do we need to achieve in order to realize our vision (2% net income)? In many organizations, this is something that happens in a room with top leadership, but in a co-op, we ask these questions of our

membership first.

In March, we will be hosting a vision and goals kick-off meeting and inviting you to share your vision for the Co-op. You will be able to nominate yourself or other members to participate in the ensuing Vision & Goals Committee that is formed. Staff will gather member input at our stores, on our website, through the mail and at monthly Member Action Committee meetings through mid-May to inform the Vision & Goals Committee's work on a draft strategic plan for 2019-2023.

It will be my job to write the strategic plan and present it to the Board of Directors at their July meeting, but I won't be able to do it without the collaboration of a handful of members. We aim to have three board members, three general members and three staff members on the committee. Keeping it small will allow us to get a strategic plan finalized for presentation to the membership at our Annual Membership Celebration & Meeting in October. I hope you will consider joining this critically important work group. Our Marketing & Membership team will be sharing the details about the vision and goals kick-off event in stores, on our website and more—keep an eye out!

Our current strategic plan has been very helpful in guiding our operations and our governance work. If you haven't read it, it is available on our website. The main goal areas are: Develop Our Local Foodshed, Invest in Our Future, Educate and Advocate, Enhance the Co-op Experience, and Promote Environmental Responsibility. I look forward to hearing what you all think we should be focused on in the next chapter of our Co-op. Happy New Year! ■

2018 STRATEGIC PLANNING TIMELINE

MARCH

VISION & GOALS KICK-OFF MEETING

» Join us at a kick-off meeting to share your vision for the Co-op

» Nominate yourself or other members to participate on a Vision & Goals Committee

APRIL & MAY

MEMBER INPUT GATHERING

Give your feedback in the stores, on our website, through the mail and at monthly Member Action Committee meetings through mid-May

JULY

BOARD MEETING

Attend the July board meeting to hear the board discussion on the goals drafted by the Visions & Goals Committee and the Co-op's General Manager

OCTOBER

ANNUAL MEMBERSHIP
CELEBRATION & MEETING

Join fellow members in our annual member celebration and participate in the adoption of the strategic plan

Setting New Goals and Celebrating Progress



by Kiya Villarreal, Sustainability Coordinator

AS WITH MOST SUCCESSFUL PROJECTS, the magic is always in the details. To succeed in the Co-op's larger plan of environmental responsibility, as outlined in our 20-Year Statement of Sustainability, we must meticulously track operational details and purchases. The data produced is a necessary, perfect resource for setting new goals and celebrating progress.

One of our goals is for the Eureka remodel project to result in zero environmental impacts, including waste, energy, water, and greenhouse gas emissions (for more details on the remodel, see page 21). We developed a Net Zero Impact Plan to measure these impacts over a five-year period from the date of completion. Data is a major part of the Net Zero Impact Plan—historic and current operational data is being collected.

Along with tracking what we bring in, we must also track what we send to waste streams. There are essentially three waste streams we are interested in tracking: landfill-bound waste, recyclables, and compostables. Within these categories we can create smaller sub-categories such as donated foods, donated supplies, post-consumer compostables, and even livestock feed. By getting creative and connecting with our community, the Co-op can often find a second use for waste which ultimately minimizes what ends up going into our landfill waste stream.

WHERE WE'RE AT

The Co-op currently collects data for past energy use, water use, waste generated, waste diverted, food saved by donation, compostable material, durable container use, and disposable container use. We depend on our local community to creatively reuse the items we are done using, so we donate our supply of outdated pin buttons and old vinyl banners to local organizations, instead of tossing them in a trash compactor. We also share our supply of packing peanuts and ask our vendors to help us minimize excessive packaging by considering the types and amounts of packaging they send in our orders.

When creative reuse has been exhausted, we look towards our partnership with the

Local Worm Guy to compost what can't be reused, but can be composted.

It is very important to note that not everything can be composted. Only food scrap, food soiled paper, or certified compostable materials made from PLA or "bio-plastics" can go in our compost bins. Items made with PET plastics and linings made from petroleum resins may look similar but can never be composted by us. Our compost is hand sorted multiple times to reduce the chance of plastic contamination from these items.

At the Co-op, we not only sell many of our products in certified compostable cups and containers, but most importantly, provide the actual composting service. Through the tri-sorting bins found in front of our stores, we are able to collect our customers' compost as well as our internal compost of inedible food scrap made during bakery and prepared foods production, and paper napkins from handwashing. We even have compost bins in our employee breakroom!

Check out the graph below to see how the Co-op compost story is being written!

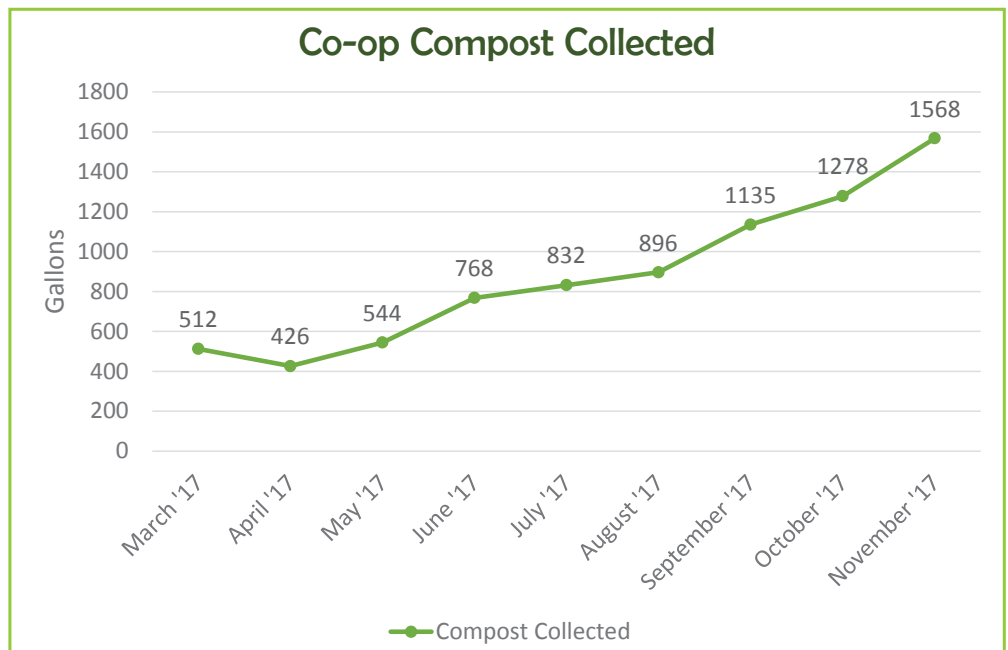
WHERE WE'RE HEADED

We are focused on sharing our data with our members as well as updating them on

progress we are making. A comprehensive sustainability report will become a regularly released item. We are looking forward to creating even more compost-sorting education opportunities both internally for our staff and externally for all our shoppers. Sorting our compostable items properly is integral to a successful Co-op compost story.

While composting, creative-reusing, and recycling is wonderful and helps minimize waste streams, we also are developing more ways to reduce the amount of waste generated in the first place. This means focusing on bulk, local items, durable container use, and even changing the way we receive local products. While we have always welcomed our customers to use durable containers, we want to take it further by celebrating and incentivizing the use of durables and reusables across all departments store wide!

I would like to extend a sincere thank you to all of our employees, members, and shoppers who take the time to participate in new sustainable programs, as well as those who ask questions and offer suggestions about how we can continue on the journey to a zero-waste future and a more sustainable Co-op. ■





NEW MEMBER BENEFIT!

Available Now!

MEMBER-ONLY SALES!

Special pricing on select products exclusively for our North Coast Co-op members.



Sale sign pictured is an example, product and price is subject to change.

Member-only sales are just one of the many benefits of investing in North Coast Co-op!

We Own It!

NORTH COAST
CO-OP
Member-Owner

For more information on how to join, visit www.northcoast.coop or stop by Customer Service.

Quarter 3 Board Meeting Recaps

Board report summary for October, November and December board meetings

by James Kloor, Board Treasurer

ANNUAL MEMBERSHIP MEETING

We had a great turn out at the Annual Membership Meeting in October, with over 120 attendees, as compared to 100 last year. Our board president Leah Stamper reminded all in attendance that our cooperative is more than a grocer—we're an institution committed to our values of self-help, self-responsibility, democracy, equality, equity and solidarity. In the tradition of our founding members, we believe in the ethical values of honesty, openness, social responsibility and caring for others. A special thanks to Roger for emceeding the event, as well as all the Co-op staff who helped organize and run the event.

FISCAL YEAR 2017 AUDIT

In November, the Finance Committee met with Wegner CPAs, auditors who work with over two hundred co-ops, a third of which are food co-ops, to discuss the audit of Fiscal Year 2017 (April 2016-March 2017). Overall, at the close of Fiscal Year 2017, there were more assets than liabilities. There was also plenty of cash to pay bills. It was the conclusion of Wegner CPAs from the audit that the Co-op is in good standing financially to take on a large project, such as the Eureka store remodel.

PATRONAGE REFUND

As reflected in the audited financials, the Co-op ended Fiscal Year 2017 with a net profit loss of \$12,358. Contrasting this with Fiscal Year 2016 (April 2015-March 2016), which showed a net profit of \$532,524, it's clear Fiscal Year 2017 wasn't as profitable as the previous year. Without a positive net profit due to health care expenses costing higher than expected and money spent replacing failing equipment, the board has decided there will be no patronage refund disbursed this year. It should be noted that the Finance Committee continues to recommend to the board a 2% dividend payout for C-share members.

EUREKA STORE REMODEL

One of the ways the Co-op is positioning itself to increase profits is the Eureka store remodel. The board has been presented feasibility studies, proformas, evaluations and more, all of which point to increased profits and healthier financials. But the Eureka store remodel goes beyond the financial benefit to our members. It will provide healthy, convenient and reasonably priced prepared foods options, with an emphasis on local, organic ingredients and responsible packaging. The entire store will receive a revamp, including product movement, lighting improvements, and much more (see page 21-24 for more details).

EARTH ACTION COMMITTEE

Earth Action Committee (EAC) continues to discuss the Arcata parking lot. EAC is looking at ways our parking lot can be more bike and pedestrian friendly, and how we can decrease our reliance on automobile transportation, and better utilize our current space. This may not sound incredibly exciting, but the EAC is coming up with some amazing ideas, and working to improve something we all interact with when we visit the Arcata store.

PLEASE JOIN US

Members are encouraged to attend board meetings, which are held the first Thursday of every month at 6pm, at the Ten Pin Building on the south corner of K and 8th Street in Arcata. Agendas are posted one week prior to the meeting and can be found in both stores, requested at Customer Service or read online along with past board meeting minutes at www.northcoast.coop. ■

January Meetings

Board of Directors Meeting

January 4 • 6pm, Ten Pin Building

Member Action Committee

January 10 • 5:30pm, Ten Pin Building

Earth Action Committee

January 10 • 6:45pm, Ten Pin Building

Policy and Procedures Committee

January 17 • 5:30pm, Ten Pin Building

Nominating Committee

January 25 • 6pm, Ten Pin Building

February Meetings

Board of Directors Meeting

February 1 • 6pm, Ten Pin Building

Finance Committee

February 8 • 6pm, Ten Pin Building

Member Action Committee

February 14 • 5:30pm, Ten Pin Building

Earth Action Committee

February 14 • 6:45pm, Ten Pin Building

Policy and Procedures Committee

February 21 • 5:30pm, Ten Pin Building

March Meetings

Board of Directors Meeting

March 1 • 6pm, Ten Pin Building

Member Action Committee

March 14 • 5:30pm, Ten Pin Building

Earth Action Committee

March 14 • 6:45pm, Ten Pin Building

Policy and Procedures Committee

March 21 • 5:30pm, Ten Pin Building

Kloor & Strong Stay on Board, Bylaws Amendment Passes

by Colin Fiske, Board President

VOTING IN THIS YEAR'S ELECTION ended on Oct. 25 and the Nominating Committee, which oversees all elections, counted the ballots the next day.

Two board seats were on the ballot this year—one general director and one employee director. Cheri Strong, who was chosen for one of the two employee board seats in an employee election earlier this summer, was confirmed by the membership with 346 votes. James Kloor was elected to the other board seat with 334 votes. Both Cheri and James are current board members, and we're excited to continue working with them for the next three years.

The other item on this year's ballot was a proposed bylaws amendment pertaining to the Co-op's membership rules. The amendment passed with 242 votes, about two-thirds of the votes cast. Effective January 1, 2018 new applications and member materials will reflect the change to single-person membership. From that point forward, new memberships at the Co-op will only be allowed to have one member each. Existing memberships with more than one member will have

the opportunity to make the transition to single-person memberships, but will be allowed to keep their current arrangements if they choose to do so. Existing memberships will not be able to add additional members to their memberships.

Instead, all memberships will now be able to designate a "household shopper" to shop at the Co-op using their member number. However, household shoppers will not be members and will not have any of the rights of members, such as voting or closing the membership.

Single-person membership offers a number of important advantages. Perhaps most importantly, it means that each member gets exactly one vote in elections (instead of some members having to split votes with other members on a multiple-person membership). Single-person memberships also ensure that the Co-op knows exactly who has the right to make decisions about the membership, as well as receive patronage refunds and C-share dividends.

In other words, single-person memberships are more democratic, fair, and a lot less

confusing for everyone involved. However, the board recognizes that many of our members have had multiple-person memberships for many years, and many were explicitly told when they joined that they could list more than one person on a membership. It didn't seem fair to require these members to make the transition to single-person membership if they didn't want to. That's why the newly approved bylaws amendment allows existing members to make that choice for themselves, while ensuring that new memberships will have only one member each.

This will likely result in a slow transition to single-person memberships at the Co-op—one that may take a generation to be fully complete.

A total of 378 Co-op members voted in this election. That's a pretty good turnout compared to many of our past elections, but we could still use more participation. If you voted, thanks! If not, please consider voting next year. The Co-op is a democracy, but democracy is only meaningful when people vote. ■

2017 BOARD OF DIRECTORS ELECTION RESULTS



James Kloor
General Director
YES 334
WRITE-IN CANDIDATES 3



Cheri Strong
Employee Director
YES 346
NO 18

Bylaws: Single-Person Membership
YES 242
NO 110

What is your favorite local winter activity?



“Walking the beaches in the early mornings.”

-Amber Richards, Arcata.
Member for 1 year.



“Walking at the marsh.”

-Marjorie Ribeiro, Eureka.
Member for 8 years.



“Hiking at Samoa Beach.”

-Amy Sullivan, Eureka.
Member for 3 years.



“Hiking, playing with my grandkids, and watching old movies.”

-Melody Bigham, Eureka.
Member for 5 years.



“A cozy fire, enjoying the local product that we harvested and processed through the summer season.”

-David Lippman, Salyer.
Member for 42 years.



“Walking on trails in the area. Lately I’ve been enjoying the new trail along the waterfront.”

-Shirley Miller, Eureka.
Member for 20 years.

Local Produce Guide January | February | March

<i>Potatoes</i>	Jan	Feb	Mar	Farm
Blue	●	●	●	Warren Creek Farms
Devina	●	●	●	Warren Creek Farms
Kennebec	●	●	●	Warren Creek Farms
Red	●	●	●	Warren Creek Farms
Russet	●	●	●	Warren Creek Farms
Variety	●	●	●	Warren Creek Farms
Yellow Fin	●	●	●	Warren Creek Farms
Yukon	●	●	●	Warren Creek Farms



<i>Squash</i>	Jan	Feb	Mar	Farm
Acorn	●	●	●	Warren Creek Farms
Blue Ballet	●	●	●	Warren Creek Farms
Delicata	●	●	●	Warren Creek Farms
Kabocha Varieties	●	●	●	Warren Creek Farms
Sweet Meat	●	●	●	Warren Creek Farms
Turban	●	●	●	Warren Creek Farms

<i>Fruit</i>	Jan	Feb	Mar	Farm
Kiwifruit	●	●	●	Pierce Family Farm
Pineapple Guava	●			Claudia's Herbs

<i>Greens</i>	Jan	Feb	Mar	Farm
Assorted	●	●	●	Little River Farm
Dandelion	●			Wild Rose Farm
Mustard	●			Wild Rose Farm

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

<i>... and more!</i>	Jan	Feb	Mar	Farm
Artichokes	●	●	●	Earthly Edibles
Cabbage Varieties	●	●		Willow Creek Farms
Shiitake	●	●	●	Mycality Mushrooms
Parsley	●	●	●	Little River Farm
Wheatgrass	●	●	●	Feral Family Farm

Weather may affect produce availability

Where's your farmer?

Claudia's Herbs <i>in Orleans</i>	Little River Farm <i>in Bayside</i>	Pierce Family Farm <i>in Orleans</i>	Feral Family Farm <i>in Arcata</i>
Earthly Edibles <i>in Korb</i>	Luna Farm <i>in Willow Creek</i>	Willow Creek Farms <i>in Willow Creek</i>	Warren Creek Farms <i>in Arcata</i>
Fruitwood Farms <i>in Orleans</i>	Mycality Mushrooms <i>in Fairhaven</i>	Wild Rose Farm <i>in Blue Lake</i>	

Trying something new? Ask for a sample!

Confection Perfection

Photography by Zev Smith-Danford, Graphic Design Coordinator

In 1975, the Co-op Bakery made bread and buns two days a week and had volunteers help slice and wrap bread. Today, our in-house bakery in Arcata continues to make everything from bread and pies to tarts and candy using organic sugar, whole grains and fresh ingredients.

To celebrate our continued love of baking high-quality treats from scratch for our community, we asked some of the bakery team what their favorite part of the Co-op Bakery is.

“Our team. It’s like being part of an orchestra, where we all have our individual task, but together the delicious music of food we make is amazing. It’s unfortunate that not many people are able to experience this, but for me, having a wonderful team is very motivating and our vision to continuously strive for success is one for the books.” —Phara, Bakery Clerk





“You don’t realize how cool it is to have a bakery that makes everything from scratch until you tell a room full of hungry people that you know how to make custard eclairs and lemon bars.” —Charlie, Senior Clerk/Baker

“Customer base is great. Good sense of camaraderie amongst staff” —Jan, Bakery Clerk

“All the goodies and everyone that is responsible for making them.” —Cervantes, Baker

*“Margaret.”
—Cheri, Barista*

*“English muffins. Life changing.”
—Gina, Baker*



“We had whole grain sweets way before the nation jumped on to the whole grain bandwagon —thirty years ahead of the times!” —Adrian, Baker

“I love our coworkers and our ability to come together on big projects, like the holidays, and really know our amazing product.” —Jay, Baker



“I appreciate working with a team of people who genuinely believe in what we do and who are willing to celebrate every success. Our clerks and bakers take pride in having the knowledge and skills to turn raw ingredients into edible treasures. For us, the process of creating food is just as exciting as it is to take it home and enjoy it.” —Margaret, Bakery Manager





FARM FEATURE

Wild Rose Farm



Farmer: Blake Richard
Farm name: Wild Rose Farm
Location: Blue Lake

Tell us about your farm and how it got started?
I used to work on a farm for Dennis Potter. I started renting land and did it myself.

What kinds of crops do you grow?
Cilantro, spinach, beets, quinoa, Brussels sprouts, kale, chard.

What is your favorite part about farming?
It feels really good to be a part of making the stuff you want your kids to eat when you want them to be healthy.

What about your farm are you most proud of?
I am proud of being able to give work to nice people. And then they can learn from all of my stupid mistakes.

What's your favorite crop?
Whatever one's not messing up so bad. Brussels sprouts, maybe, but I don't have a favorite.

How has working with the Co-op impacted your farm?
I love the Co-op. I really love the idea behind it, it's just great. I do all of my shopping at the Co-op in Eureka.



Top Left: A quinoa field grows at Wild Rose Farm in Blue Lake.
Right: Wild Rose Farm has sold crops like beets and kale to the Co-op for the past 24 years.



A HOPPY HOBBY

by Scott Kristic, Arcata Beer Department Head

Need a new hobby for the new year? While the Co-op's Beer Departments make grabbing your new favorite sour or cider easy, homebrewing is a historic hobby that is as much fun as it is rewarding.

Beer is the oldest recorded beverage in the world. According to papyrus scrolls around 5,000 B.C., the first beers were brewed with things like dates and pomegranates (which probably wouldn't taste that good today). Later recipes incorporated fresh barley, dried flowers, and eventually wild hops and longer fermenting times.

Creating drinkable beer is as simple as following directions, but creating an outstanding beer takes time and practice. Whether you are trying to bring back the harsher varieties of the ancient world, or need an exciting, easy way to spend 2018, the homebrew section at the Co-op in Arcata has all the equipment and ingredients you need for your homemade creations.

Scott's Tip

Keep everything clean! It could ruin whole batches—I've done it numerous times.

We have kombucha starters and cider and wine kits, too!

The State of Glyphosate

by Rebekah Staub, Marketing Communications Specialist

ALTHOUGH pesticides are good at what they're designed to do—protect crops from damaging infestation and disease—chemical pesticides come with a health and environmental cost. One pesticide, glyphosate, has taken the spotlight as both the world's best-selling herbicide and, in recent years, the most controversial.

Glyphosate is the active ingredient in Monsanto's herbicide Roundup, which is typically used on crops like corn, soybeans and cotton that have been genetically engineered to withstand high levels of Roundup. While the use of glyphosate continues to soar in the United States—more than 200 million pounds of glyphosate were used in the United States in 2015—recent research suggests that glyphosate contains cancer-causing properties.

The International Agency for

Research on Cancer, a branch of the World Health Organization, declared glyphosate to be a “probable human carcinogen” in 2015. Since then, numerous international disputes and multi-million-dollar lawsuits have been filed, including a case in California claiming an avocado farmer died from non-Hodgkin's lymphoma after using Roundup for years. Last July, California listed glyphosate as a carcinogenic.

Monsanto rejects the claims, noting the outcome of another program of the World Health Organization, the Joint Meeting on Pesticide Residues, that concluded glyphosate “presents a very low acute toxicity; is not associated with genotoxic effects in an overwhelming majority of studies conducted in mammals; and is unlikely to pose a carcinogenic risk to humans from expo-

sure through the diet.” In addition, two agencies in Europe have signed off on the safety of glyphosate, and the European Union voted to extend its authorization for glyphosate for five years this past November.

For the last few years, consumer and environmental groups like the Organic Consumers Association have called for the testing of glyphosate in food, because while the government routinely tests foods for a variety of pesticides, it does not regularly test for glyphosate. Traces of glyphosate have been found in numerous popular food items, including Quaker Oats, Cheerios, and Ben & Jerry's ice cream. Ben & Jerry's is not organic, but they are well-known for their stance on GMOs and environmentalism. And, according to recent studies, finding glyphosate (at

levels far below regulatory limits) in common foods like ice cream is not surprising. As the world's best-selling and most popular herbicide, human exposure to the chemical has increased about 500 percent since 1994, according to The University of California San Diego School of Medicine.

By law, organic foods cannot be produced using genetic engineering or toxic pesticides, such as glyphosate. North Coast Co-op is an active supporter of the Just Label It campaign, a national coalition of more than 650 organizations, which calls for the mandatory, federally-enforced labeling of GMO foods. Our members and customers who wish to avoid GMO foods and the pesticides they are engineered to withstand can also look to food items in our aisles with USDA Certified Organic labels. ■



Here's to Health

Our favorite immune boosters for cold and flu season

by Briana Contreras, Arcata Wellness Department Head

• NutriBiotic Nasal Spray Plus

Grapefruit seed extract nasal spray.
"Spray is very easy to use, lubricates dry nasal passages with grapefruit seed extract and herbs including peppermint oil."

• Host Defense MyCommunity

This product, (in capsule or liquid extract) contains 17 mushroom species.
"This blend of mushroom extracts has helped me numerous times during cold and flu season by either helping me keep the illness at bay or by shortening the duration of my illness. A good one to have in your cabinet for cold and flu season."

• Source Naturals Wellness Formula

Herbal defense complex.
"Lots of Co-op staff use this product at the first sign of a cold."



• Umcka Cold Care

Cold remedy soothing syrup.
"Overall cold remedy for multiple cold symptoms that has worked for many as the cold has progressed."

• Shire City Herbals Fire Cider

Apple cider vinegar and honey tonic.
"It can be used several ways including for hangovers, as a daily immune booster, for sore throats, salad dressings, and it even repels wolves (according to the fire cider shot glass)."

• WishGarden Herbs Kick-Ass Immune

Front line immune defense and immune system booster.
"This herbal extract has a great blend of herbs formulated to bolster immune system function and help fight off colds, coughs and flus. It's a good one to have during the cold and flu season."

Winter's Featured Produce: *Beets*

by Joey Beasley & Paul Wright, Produce Department Heads



Gold

Sweeter, not as earthy.
Smaller in size.



Red

Earthy.
Paired best with bright,
sweet, and fresh flavors.



Chioggia

Especially sweet.
Requires less cooking time.

For the past 24 years, **Wild Rose Farm** in Blue Lake has provided the Co-op with these three varieties of beets. If you already love to cook with these earthy root vegetables, or you're new to the idea of their bright-colored flesh, beets continue to show an increasing number of health benefits and, at the Co-op, travel less than 20 miles to get to the store and into your belly.

How to choose beets
firm with smooth skin
and dark leafy tops



EUREKA STORE REMODEL



Excitement Builds as Eureka Remodel Nears

by Melanie Bettenhausen, General Manager

In June 2017, our Board of Directors committed to renovating the Co-op's store in Eureka. After study, reflection and engagement of members and employees, our final vision for the Eureka remodel project has emerged and we are excited to share the details with you, as construction is expected to start at the beginning of the new year!

Over the years, we have heard from our members that our Eureka store is dark, the layout is confusing, it's hard to find information about products, and they want more environmentally responsible packaging options. They have also stated that they want more prepared food options. We have heard from employees that they need a safer work environment, more training and better tools to do their jobs. Additionally, we are perpetually repairing and/or replacing equipment which disrupts their ability to do their work.

By engaging in a full-store remodel, our store in Eureka will be a high-functioning, financially healthy store that allows us to better align with our reputation as a socially and environmentally responsible community organization. A full store remodel will:

- Increase production, variety and quality of in-house prepared foods
- Improve working conditions for employees
- Improve customer flow and shopping experience
- Increase sales by a minimum of 10% the first year
- Reduce costs associated with equipment failure and injuries
- Provide opportunities to meet our triple bottom line goals (people, planet, profit)

Our Deli (which will be expanding by 330%) will provide new, healthy, convenient and reasonably-priced food options, with an emphasis on local and organic ingredients. We will be introducing responsible packaging and dine-in options, and the dietary needs of our customers will be in the forefront of our recipes. We will expand our employee areas, including the breakroom, to provide a safe and efficient working environment, with an emphasis on product knowledge, skill development and career advancement that leads to reduced stress and increased employee retention. The entire layout of the store will shift (see new floor plans on page 22-23), ensuring each department is more organized and the overall shopping experience is more intuitive.

Continued on page 24

"By engaging in a full-store remodel, our store in Eureka will be a high-functioning, financially healthy store that allows us to better align with our reputation as a socially and environmentally responsible community organization."



EUREKA STORE REMODEL



EUREKA STORE REMODEL



More space –

wine, craft beers, and ciders, all in one spot!

More attractive meat & seafood counter –

prepackaged meats and a visible production area!

New cheese island –

more tasting opportunities and more specialized service!

Three times the Deli –

pizza, burritos, tacos, hamburgers, specialty sandwiches, sushi and more!

New salad and hot bar –

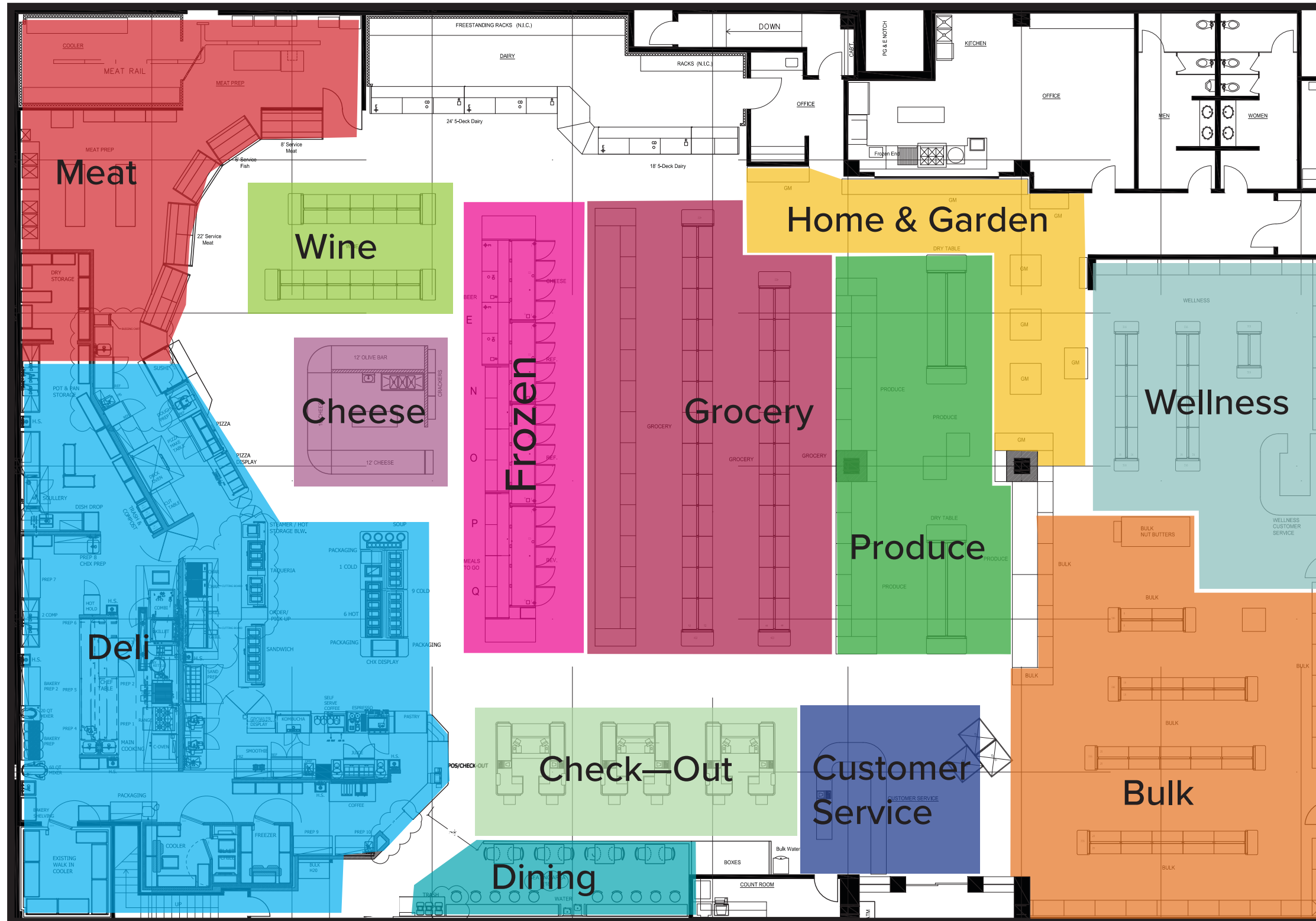
added choices and more dietary options!

More express registers –

one at the Deli and two at the front of the store!

Better parking lot –

repaved with improved safety and outdoor seating!



New paint and refinished flooring –

improved lighting and a brighter floor!

New Wellness Department –

with a specialized customer service area!

New produce cases –

complete with misters, under natural light with a farmer's market feel!

New Bulk counter –

with a new customer service counter and easier-to-navigate aisles!

New Customer Service counter –

more specialized service!

New dining areas –

additional seating indoors and out!

Greener practices –

with more energy-efficient display cases, light fixtures, and an overall goal of zero-waste!



EUREKA STORE REMODEL

Continued from page 21

We have also heard concerns about the environmental impact of the remodel. We have developed a Net Zero Impact Plan which includes tracking construction waste and making efforts to divert landfill, in addition to initiatives that will offset our increased carbon footprint. The plan will be implemented over five years, and we recently hired a Sustainability Coordinator to keep us on track.

Our environmental actions during the remodel will be carried into the newly renovated store and beyond. The Deli will encompass earth-friendly options wherever possible, including to-go packaging that is either compostable or reusable. The Deli will also emphasize freshly-cooked food from local and organic producers that can be enjoyed in durable containers on site (we'll wash the dishes for you) or taken home in reusable containers for a deposit. With our new tri-sorting waste bins placed at multiple locations, you'll be able to sort trash according to compost, recycling or landfill, but we'll be emphasizing the reduction of waste overall with our new packaging options.

The expected cost of the remodel is roughly \$5 million, with much of the cost attributed to the Deli expansion, equipment that needs to be replaced regardless, and another chunk for infrastructure that needs to be addressed. By including these capital expenses in the remodel proposal—replacing condenser and refrigeration lines, new paint, new flooring, redesigning the parking lot, moving the trash compactor—we will be able to prevent catastrophic equipment failure, with the added savings of making these upgrades to infrastructure while the store is already disrupted by changes that will directly increase revenue and improve the shopping experience (with a new condenser, your ice cream will not be iced over).

According to a third-party market study, when it comes to the economic, market, and financial feasibility, the remodel project is rated

a “low risk”, meaning our current financial position is strong, the market demand exists, and the economic outlook for Eureka is good.

Even though the entire store layout will be reconfigured over the next six months, our project manager has developed the construction process to be completed over six phases that will keep each department in business for the duration of the construction work. Our plan ensures our store will remain open during the process, with work zones clearly marked, much work taking place over night, plenty of space available for shopping, and staff always available to help or answers questions.

If you have questions or comments regarding the remodel, don't hesitate to contact me at (707) 822-5947 ext. 220 or gm@northcoast.coop. ■



The North Coast Co-op Deli bakes a kale and mushroom pizza in the oven, one of the new items in the expanding deli.



Members of the Co-op Management Team and Project Manager John Vieira discuss new menu signs for the Deli, which will be expanding by 330%.



Hibiscus Peach Tea

by Ellie Christensen, Demo Coordinator

Just because it's winter doesn't mean it can't taste like summer! This refreshing tea is made from organic fruit juice and antioxidant-rich hibiscus tea, and makes four 12-ounce servings—a sweet surprise for your family and friends any time of the year.

Ingredients

24 ounces hot water

10 hibiscus tea bags (we used Hibiscus Heaven from the Eureka Bulk Department)

Sugar or agave to taste

24 ounces Bionaturae Peach Nectar

Lemon (optional)

Instructions

1. Bring water to boil in a pot or kettle.
2. Pour boiling water over the tea bags in a heat safe bowl or add the tea bags to the pot.
3. Stir in sugar or agave until dissolved while the water is still hot.
4. Steep and allow to cool for roughly 30 minutes.
5. Remove tea bags and add cooled tea to a 2-quart pitcher or container.
6. Add Peach Nectar and stir to mix.
7. Serve over ice with lemon slices.

Winter Beet Torte

by Ellie Christensen, Demo Coordinator

INGREDIENTS

- | | |
|---|---|
| 8 ounces fresh, red beet puree (about 3 medium beets) | 2 teaspoons espresso powder* |
| 6 cups water* | 1 cup sifted Beck's whole wheat pastry flour* |
| 2½ cups honey granules (or 1¼ cups sifted white sugar)* | 1¼ teaspoon baking powder* |
| 8 ounces semi-sweet baking chocolate | 2 Tablespoons cocoa powder* |
| ¾ cup unsalted butter, refrigerated | 2 Tablespoons beet powder* |
| Ice and water for ice bath | 6 eggs, yolks and whites separated |

*Available in our Bulk Departments!

INSTRUCTIONS

1. Heat oven to 350 degrees and lightly grease an 8-inch springform pan or preferred baking vessel.
2. Fill medium saucepan with washed beets and enough water to cover, but not overflow when boiling. Add ½ cup honey granules (or ¼ cup white sugar) to pot.
3. While beets boil, chop chocolate coarsely and add to a medium, heat resistant glass or metal bowl and set aside.
4. Finely grate or chop cold butter into small pieces and return to fridge until needed.
5. Boil beets 30+ minutes until tender throughout. Remove beets, saving boiled water, and add beets to ice bath. Gently peel beet skins while in ice bath, trim ends and halve.
6. Add peeled beets and ½ cup boiled beet water to food processor and blend until smooth. Alternatively, mash cooked beets with a potato masher or fork until you like the consistency, adding water as needed.
7. With heat off, place bowl of chocolate pieces on top of the remaining hot beet water and allow chocolate to melt slowly. If the chocolate is not melting, turn heat on lowest setting for a few minutes to get the water temperature back up.
8. When chocolate has mostly melted, add espresso powder and fold slowly. Add butter pieces into the chocolate so that they begin melt, but don't mix yet.
9. In a large mixing bowl, sift pastry flour, baking powder, cocoa powder and beet powder.
10. Separate the egg yolks and whites.
11. Beat egg whites with ½ cup honey granules (or 1 cup white sugar).
12. Mix the butter into the chocolate completely and then add and fold in the egg yolks.
13. Once the yolks are fully mixed into the chocolate and butter mixture, fold in the beet puree until fully incorporated.
14. Gently fold in egg whites before slowly adding dry ingredients. Slowly add the dry ingredients with a spatula or large spoon using a folding method until the batter is even in color and consistency. Be careful to not over mix—take your time.
15. Pour batter in prepared baking vessel and put it in preheated oven to bake for at least 30 minutes.
16. After 30 minutes, test the middle with a toothpick or knife. If it comes out clean, remove cake from oven. If the cake sticks to the toothpick or knife, bake for another 10 minutes and check it again. Ovens vary greatly so if after 10 minutes your cake still feels raw, continue to bake in 5-minute increments.
17. Allow the cake to cool completely—overnight is ideal before removing from pan.

Red velvet cake is originally thought to get its mahogany color from the chemical reaction between vinegar, buttermilk and natural cocoa powder. But many of today's recipes include red food coloring or dye, and most cocoa powder is now dutched, or treated with an alkalizing agent to modify its color and give it a milder taste compared to "natural" cocoa.

Our torte is rich and dense with chocolate from Dick Taylor, pureed beet root from Wild Rose Farms, and Beck's whole wheat pastry flour. To enhance the red color naturally, we added beet powder from the Wellness Bulk in Arcata.



Second Quarter Financial Statements

by Brandy Cogburn, Controller

WE HAVE FINISHED CLOSING the second quarter for FY18 (Fiscal Year 2018). Combined sales for Arcata and Eureka were \$8,671,130 for the quarter, below FY17 by \$136,282, but stronger than the previous quarter.

Payroll & Benefits were down \$13,765 over last year, a significant improvement from the previous quarter, which was up \$498,124. Our health insurance plan is self-funded, so we pay medical claims out of pocket. We did not experience the number of large claims in

second quarter that we did in the first of this year.

Net Income was -\$28,785. While this is still in the negative, it is a significant improvement over first quarter of FY18, which was -\$433,569. We anticipate even further improvement to the financial bottom line in the next quarter.

Our current member-owner share value has grown by \$197,048 compared to the second quarter of last fiscal year. This is the

growth of equity investment from new and current member-owners purchasing memberships and investment shares. We currently have interest-earning C-shares for sale, so if you are interested in finding out how to be more invested in the Co-op, please call (707) 822-5947 ext. 234. We currently pay an annual Percentage Rate (APR) of 2%, reviewed quarterly by the Board of Directors. Remember, investing is smart, simple, and quick! ■

North Coast Cooperative, Inc. Unaudited Financial Statements

Income Statement

Quarter 2 Ending September 23, 2017
Fiscal Year 2018

Net Sales Revenue	8,671,130
Costs of Goods Sold	5,531,094
Gross Margin	3,140,036
Payroll & Benefit Expenses	2,331,349
	413,585
General and Administrative Expenses	414,855.24
Occupancy Expense	440,733
Total Operating Expenses	3,185,666
Net Income from Operations	(45,630)
Other income (expense)	16,845
Total Income Taxes	0
Net income (Loss)	(28,785)

Balance Sheet

Quarter 2 Ending September 23, 2017
Fiscal Year 2018

Assets:	
Current Assets	3,030,152
Property and Equipment	2,745,071
Other Assets	547,481
Total Assets	6,322,704
Liabilities:	
Current liabilities	195,913
Long Term Liabilities	64,000
Total Liabilities	2,020,913
Member Equity:	
Current Owner Shares	3,450,242
Retained Earnings	851,550
Total Member Equity	4,301,792
Total Liabilities and Equity	6,322,074

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!**

Fill in the shopping cart with drawings of your favorite foods from the Co-op and turn your entry in at Customer Service at either Co-op location by **March 16** 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:

Congratulations to Elsa & Julia for winning the Co-op Kids Recipe Contest!



Brrr... it's cold in here!

expires 3/31/18

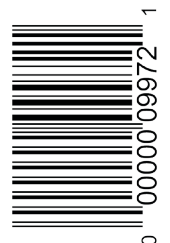
MEMBER-ONLY COUPON

10% off Frozen Foods

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 3/31/18.

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
Prepared Foods
Manager



Vince Graves-Blandford
Arcata Store Manager



Alisha Hammer
Merchandising & Product
Promotions 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



Ed Smith
Employee Board Member

Mary Ella Anderson
Board Member

Colin Fiske
Board President

Leah Stamper
Board Secretary

James Kloor
Board Treasurer

Cheri Strong
Employee Director

Robert Donovan (not pictured)
Vice President

Want to Get in Touch?

Come to a board or committee meeting (schedule on page 6), or email board@northcoast.coop.

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

Stay connected to your co-op with our email newsletter. Visit www.northcoast.coop/connect

Calendar of Co-op Community Events

www.northcoast.coop/calendar

January

January **Coats for the Cold.** Both Co-op stores are drop-off locations for new or gently used coats during the entire month of January to give to those who cannot afford them.

January 3 **Wellness Wednesday.** Everyone

is invited to enjoy 10% off the entire Wellness Department.

January 25 **CCF Check Ceremony.** The annual granting ceremony luncheon congratulates and presents checks to representatives of local non-

profits who were awarded Cooperative Community Fund grants this year.

January TBA **Eureka Crab Celebration.** This two-day festival celebrates Dungeness crab and the north coast season.

February

February 7 **Wellness Wednesday.** Everyone is invited to enjoy 10% off the entire Wellness Department.

Feb 9-10 **Zero Waste Conference.** Hosted by the Waste-Reduction & Resource Awareness Program at Humboldt State University, this convention engages citizens looking to create active change in waste and consumption practices with speakers, workshops, forums and more.

March

March 2-3 **Bowl for Kids' Sake.** Raise money for Big Brothers Big Sisters of the North Coast by bowling. This year's theme is Barnyard Bowl.

March 7 **Wellness Wednesday.** Everyone is invited to enjoy 10% off the entire Wellness Department.

March 17 **Discovery Museum Perilous Plunge.** Each year, donors raise money for the Redwood Discovery Museum by plunging into Humboldt Bay. Did we mention there are costumes involved?

**We ♥ our members
giveaway!**

Spring into adventure season with \$75 gift cards to **Adventure's Edge and North Coast Co-op!**



Adventure's Edge offers 10% off to Co-op members through our Business Partner Program!

For all participating businesses and discounts, visit www.northcoast.coop/business-partner-program.



Enter to win at Customer Service.

Now until March 31st!



A member benefit to enjoy!

Business Partner Program

When Co-op members show their membership card at these participating local businesses, they get exclusive discounts and deals!

- Adventure's Edge: Hike-Bike-Paddle-Climb
- Amanda Melendrez, Certified Massage Therapist
- Arcata Core Pilates
- Arcata Florist
- Arcata Healing Arts Center
- Art Center
- Barb MacTurk, Massage & Skincare
- Belle Starr
- Black Lightning Motorcycle Café
- Country Living Florist & Gifts
- Design by Ryan Scott
- Essential Elements Spa & Boutique
- Hands-On Physical Therapy
- Humboldt Jiu Jitsu
- Humboldt Pet Supply
- Living Styles
- Mad River Brewing Company
- Mirador Glass
- Moore's Sleep World
- North Story Wines
- Richards' Goat Tavern & Miniplex
- SCRAP Humboldt
- The Alibi
- Tosha Yoga
- Wrangletown Cider Company

Visit www.northcoast.coop/business-partner-program for a list of discounts!



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