



It's MAD!

Silver City Food Co-op Garbanzo Gazette

Volume 17

November 2017

• Your Monthly Newsletter •

Co-op Hours:

Mon. - Sat.
9 am - 7 pm

Sunday
11 am - 5 pm

575•388•2343
520 N. Bullard St.

LOOK INSIDE!

Page 2 - Cup O' Joe

Page 3 - Turkey Time!

Page 4 - Kitchen
Meditations

Page 5 - Produce
& Dairy Picks

Page 6 & 7 - Co-op
Community

Page 8 - Red or Green?

Page 9 - Behind the
Scenes

Page 10 - Staff Picks

Page 11 - From
Your Board

Page 12 - New Salsa,
Member
Specials



**YOU
ARE
WHAT
YOU
EAT**

The Co-op Gets Crammed!

Perhaps “cozy” is a better word but more stuff is coming into our Co-op! The fact is that with the closing of our Market Café, we have much product that needs a new home. Our buyers had been stocking up in anticipation of a vibrant holiday season before the sudden decision to close the Market at the end of Sept.

Well that’s a lot of items. A real lot of items. Where do we put it? As all of you know, we’ve been out of room at our Co-op for a long time. It’s one of the reasons we opted to open the space at 614 N. Bullard in the first place. Necessity is the mother of invention as they say. Now, we have no choice but to find all the nooks and crannies that we have that we didn’t even know we have.



*At the front window:
100% cotton towels & totes
from Kei & Molly Textiles*

It won’t be easy and it might not be permanent. Yet we might find new opportunities in how we use our space.

The most notable change are the large metal shelving units at the front of the Store. Product on these shelves will be rotating and changing. Any given week may find a different selection so certainly check them on each visit.

Do you know what some of our best liked products at the Market were? Greeting cards and kitchen towels! Really! We already have one card rack in the store and the Market had two more as well as a few card lines that were displayed by themselves. Obviously there is no way we can bring in two more “spinners” with cards on them. Towels have appeared here as you read this!

Incense and other aromatic products were also popular items at the Market. But one of our issues is that there is a large percentage of our Membership who are sensitive to these scents and that is the reason we moved them to the 614 location. Where and how do we display them in the store. Like the spinners – we do not have answers right now. But we are an innovative and creative bunch!



*Isn't this clever? By scooting our coffee fixture forward by 18 inches – we slipped a metal shelving unit in the space and created 16 feet of product shelf space!
Special thanks to Evan,
our Assistant Bulk Buyer, for the suggestion!*

We are primarily a food store and we do not want general merchandise to displace the food. Yet most food stores do have a bit of non-food products. It is also widely believed that if we had a bigger place, the concept that we explored at the Market Café would be a big hit if we had it and the store under one roof. And that is what we are now looking into: moving the Co-op in the next few years (please note: “looking” into it does not mean we are doing it).

That won’t be easy either: first, there aren’t many places around here that are big enough with parking and, second, it would place us into debt by around a million bucks more or less (and these moves usually turn into more, not less).

By the time you read this, the store will have items that are not present as we write this. Products will be dancing around the next couple of months. Watch for them! When they are gone – they might not be replaced. ❄️❄️❄️



This new front rack is featuring New Mexico companies Los Poblanos & Skull and Succulents. Product here will be changing frequently.



Kleen Canteen is the premier stainless steel water bottle company and is offered in most Co-ops. Will we keep them after our current supply runs out?

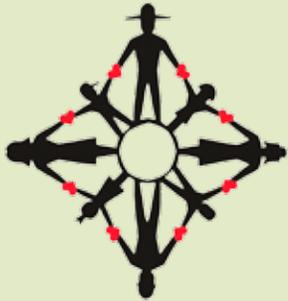


These are fantastic fun for kids! Since we put them here in our front window, they are becoming quite popular!

2150 owners strong and counting . . .

Silver City Food Co-op

established 1974



www.silvercityfoodcoop.coop

Store Hours

575-388-2343

Mon-Sat 9am-7pm

Sunday 11am-5pm

Vision Statement

Promoting the inherently healthy relationship between food, community, and nature.

Seven Cooperative Principles

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training and information
- Cooperation among co-ops
- Concern for community

Joe Z

general manager

Mike Madigan

assistant manager

The Garbanzo Gazette Gang

Editor: Joe Z

Staff Writers: Judith Kenney, Jo Lutz

Guest Writer: Susan Van Auken, Steve McGarity

Layout & Design: Carol Ann Young

Submissions are welcomed!

Submit letters, articles, or items of interest to:

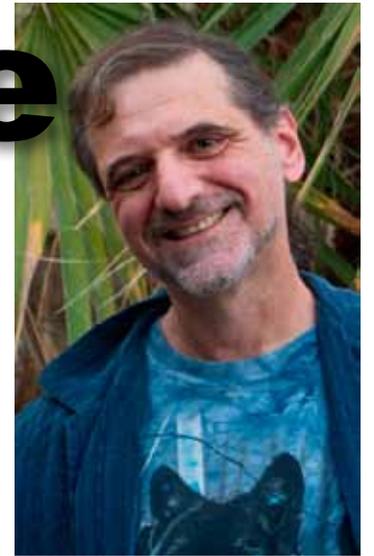
mike@silvercityfoodcoop.coop

©2017 Garbanzo Gazette

All Rights Reserved. Articles published in this newsletter do not necessarily reflect the views of the board, management, or staff of the Co-op.

Cup o' Joe

by Joe Z



I think I started to write this month's column around 127 times. Being in the Co-ops for over 40 years, I've written about this topic a multitude of times. It's a "go to" topic for me that needs periodic repeating since Co-ops operate differently than conventional businesses. This time though, I dropped into an intellectual rabbit hole – a mental labyrinth that I still have not found my way out of. Thinking too much can be a confounding experience.

The topic is simple: Who is in control of a Co-op? Normally this is where I explain our democratic character and have a good time discussing the different elements of Cooperatives. This time though, I got hung up on the very concept of control.

We all want to be in control of things in our lives. In general – control is at the core of our human experience. Yet as I mulled the concept over, I realized that "control" – in very much most things if not all things – is illusionary at best. The reality is that entropy reigns supreme.

We all need to exercise control and we are taught this from the moment we enter this world. We need to control our thoughts, control our emotions, control our actions, control our finances and control our relationships. It's important to control your kids, control your dogs and, of course, control your car. Yet the first time you are caught in a traffic jam or have a tire blow out, you realize how little control you actually have.

The more factors that enter into a situation – variables – the less control each of us have. In Co-ops, there is a plethora of variables.

First we are a democratic organization – so in one sense, it's our Membership that is in control. The same as in our country and all government strata. Don't you all feel in control of our governments be they national, state, county or city? Now we may go to town meetings and voice our opinions and of course we vote. But actual control? Well maybe not. Now I did not vote for our current national leader but I did for the last one. Yet I certainly didn't feel in control then and I don't now. Do you?

So I guess if we are talking about control in a Co-op – it would rest with our Board. But – really? They're not here on a day to day basis and there are a lot of divisions between the operations and the Board. Often, it seems, Boards are struggling with exactly what they control and what they do not. This is true in all Co-ops.

I guess it comes down to Management. Yet if you ask me – I certainly don't feel "in control". Management is buffeted between the Board and Staff with Members weighing in on everything (and rightfully so). From my perspective, it is actually the Staff that has the most control. They are the folks who actually make this place hum. They are the folks that have the most contact with the day to day activities and the interface between those who use our Co-op and the business itself.

Ask the Staff though, and they will have a different opinion. They are governed by policies and I would bet each will say something to the effect of "If I was in control, things would be different".

Control is illusionary for all of us. Perhaps that's the point. We all get so obsessed with being in control that we lose sight of the fact it is almost impossible because – once again – there are too many variables.

But isn't that what Cooperation is all about? A sharing of control. That's difficult. All Co-ops grapple with this. It takes understanding, flexibility and trust. It takes sharing and learning. Look around our world, our country, our state and our town. Do we see solid examples of cooperation anywhere?

This is why Co-ops are so important to our society. We are looking for new ways to work together and forge a new way forward. There is a saying in Co-ops that all of us together are smarter than any one of us. The key to this is giving up some control. More or less. Certainly it is based on shared vision but even that can be elusive as we all see things differently.

I have no answers or words of wisdom here. All of us who have been doing this for decades understand that it is a process. Something that we are still learning and developing after 150 years from our humble beginnings. Often, each of us feel that the way we see a situation is the only way it can be. Everyone else is wrong. We push and force our views on each other. Once again – our national situation exemplifies this. Certainly, if I was in real control, I could make things right. But I would be wrong too.

I think it begins with respect and trust. But what do we do with a situation that demands moral authority? Slavery would be a good example of this. It is wrong. How do we compromise on this? We can't. And a horrible bloody war resulted in this country. Moral certitude, in this case, is easy. At least for me. But there are others who do not agree on such a basic thing.

If we can't agree on such a simple concept as slavery – how can we hope to solve problems that arise in our little cooperative? So many of us have "the answer" – which is not only often erroneous but also destructive to other's concepts of control and their answers.

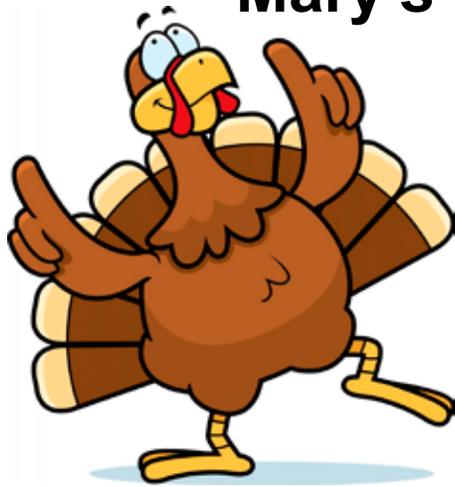
There may be nothing to do about this other than keep trying. We'll make mistakes. We'll take wrong turns. We'll follow paths that turn into dead-ends.

But we will also discover better ways to live and move forward. It won't ever be perfect (probably), but given time, progress will be made. And it is this process that, while complicated and challenging, is so exciting and fulfilling in our turbulent world. Cooperation is a better way. We know this instinctively. How excellent it is for all of us to part of this endeavor!



It's Turkey Time!

Reserve Your Mary's Certified Organic Turkey Today



Mary's Certified Organic Free-Range turkeys follow humane farming practices. These turkeys have freedom to move about and receive a premium diet void of any chemical stimulators. Mary's Certified Organic turkeys do not consume antibiotics, GMO corn or soybean meal, animal by-products, pesticide treated grains, grains grown with chemical fertilizers or synthetic amino acids.

\$3.99/pound

A \$10 deposit (non-refundable) per turkey is required when placing your order at the register.

Everyone pays the same price,

NO MAD, volunteer or staff discounts.

You may reserve a turkey for Christmas pick-up (indicate on order form).

Sizes:

Small • 8-12 lbs

Medium • 13-16 lbs

Large • 17-20 lbs

X-Large • 20 + lbs

Turkey pick-up begins Wednesday, November 15th and ends Wednesday, November 22nd.

Thanksgiving is Thursday, November 23rd. The Co-op will be closed.



Vegetarian Options:
Quorn Turk'y Roast and Tofurky Vegetarian Feast are available in our freezer.



Dynamic Position Open at the Co-op

The Silver City Food Co-op is searching for a creative, motivated, and dynamic self-starter for our team for the position of Education, Membership, & Outreach (EMO) Manager. This salaried position starts at \$28,000 and will sometimes require work in the evenings and on weekends.

See our website for more details: silvercityfoodcoop.coop



Silver City Food Co-op Staff

Judith Kenney
produce/outreach

Bob Lee
bulk manager

Dougan Hales
produce

Kate Stansberger
supplement buyer

Jake Sipko
produce manager

Carol Ann Young
office

Jeanné Miller
herb buyer

Becky Carr
dairy buyer

Jess DeMoss
POS manager

Meggie Dexter
website

Misha Engel
frozen buyer

Jenny Morgan
office

Joe Z
gm

Marguerite Bellringer
finance manager

Kim Barton
POS

Michael Sauber
grocery

Doug Smith
grocery buyer

Paul Slattery
produce

Jody Andrews
cashier/grocery

Evan Humphrey
cashier/bulk

Lee Ann Miller
cashier

Brenna Brown
deli manager

Tinisha Rodriguez
POS/grocery/HABA

Allie Iacocca
cashier/produce/HABA

Mike Madigan
am

Leah Chastain
merchandising specialist

Marchelle Smith
deli

Kenyon McNeill
cashier/grocery

Joy Kilpatrick
wherever needed

Jo Lutz
wherever needed

Elysha Montoya
wherever needed

Judy Kenneally
deli

Christine Dalmedo
produce

Hallie Richwine
wherever needed



Member Musings

Letters to the Editor

How do I speak to us all? Us, the members of the Co-op, in which there is a diversity of beliefs as far as what we should put in or on our bodies, i.e. our mother earth. There. I said it. The first indication that I'm a peace-loving hippie who not only believes in the way of the 7th generation, but tries, yes tries, to achieve this ideal, for I was born far from this. I've been a strict organic vegan for 30 years until I realized I wasn't getting the B-12 I and most vegans need but don't get. I started eating organic eggs to correct that.

Why organic? Organic produce on the average is 59 times more nutritious than conventional produce. And there's the rub. Economy over ecology. This has been destroying our planet, which we all need to be here: Earth First! 50 times the nutrition. How did I arrive at this? Realizing many corporations have their own labs which are biased, I researched this myself using independent labs to reach this conclusion. Fifty times the nutrition. So even if you pay twice as much for organic, you still get 48 times your money's



Russ Rappa

worth over conventional, not to mention the devastation of conventional farming: 20,000 different types of pesticides, herbicides, insecticides, larvicides, and fungicides used each year on our crops; then gassed, waxed, oiled, dyed, irradiated (a process that actually uses nuclear waste) and genetically altered (GMOs). Spawned from synthetic chemically drugged soil which burns out the soil, useless in five years, that's okay, right? They'll sell it off for real estate, build condos on it and your grandkids will play in its dirt, and what's left will seep down to the water table, flow to the streams and rivers, then out to the ponds, lakes and oceans wreaking ecological havoc and death, i.e. extinction of plant and animal life, i.e. insects, reptiles, fish and vermin, and you..

Ever read Silent Spring? Did you know by FDA law that conventional milk industries are allowed to serve you diseased milk because it's pasteurized, which kills disease, but you're still drinking it. I won't go into flesh foods, except you want to keep it organic. Organic may not be perfect, especially since the FDA took over, but it's a hell of a lot better than conventional. Look, all us seniors want to help our community, but making our Co-op any less than all-organic is a big mistake for all, as I pointed out. I know and support some local farmers by buying their produce, but I still have to question their water, soil, compost and manure, though as I understand it through folks I know and respect here at the Co-op the local farmers' produce is grown organically, but these farmers can't afford the cost of certification.

We have big problems to face and it all starts here. Act locally, think globally. El niños didn't exist before the 80s. Global warming is a reality and conventional farming is a big part of the problem. Support conventional farming and you are paying an industry to destroy the earth. Support organic farming and you are paying an industry to heal the earth. Much of this information is from about 30 years ago which helped me overcome a brain tumor that was suppose to kill me 37 years ago.

Thank you,

Russ Rappa

Co-op member here or there since 1979

Kitchen Fall Meditations

Nutrition Nugget

Antioxidants

Antioxidants, found in many foods, especially fruits and vegetables, are naturally occurring substances that may prevent or delay some types of cell damage caused by harmful molecules known as free-radicals. How do free-radicals get into our bodies? Our bodies produce them as natural by-products of ongoing metabolic detoxification processes and immune defense. Also, we ingest them in the food that we eat, water we drink, and medicines we ingest and, lastly, from the environment.

Antioxidants to the rescue! Examples of these heroic substances include beta-carotene, lutein, lycopene, selenium, and Vitamins A, C, and E. These and others are found most abundantly in fruits and veggies, so the long-standing recommendation to eat a mainly plant-based diet holds true. Remember, this holiday season, that cranberries outrank nearly every fruit and vegetable in disease-fighting antioxidants, including strawberries, spinach, broccoli, red grapes, apples, raspberries and cherries. Eat them in excellent health!



The Co-op Chef



Butternut Cranberry Bake

Servings: 4 servings, approximate

Ingredients

- 1 lb. (454 g) chopped/cubed, peeled butternut squash
- 1 large apple, peeled and cored
- 1/2 lb. (227 g) bag fresh cranberries
- 1 tbsp. olive oil (or coconut oil in liquid state)
- 1/4 cup maple syrup
- 2 tsp. ground cinnamon
- 1/2 tsp. ground nutmeg
- 1 scant tsp. ground cloves

Instructions

1. Place all ingredients in large bowl and stir well to combine thoroughly.
2. Pour into baking dish (a 9 x 13 inch pan works well) and bake at 350 F. for about 1 hour to 1 hour and 20 minutes.
3. Add salt to taste after cooking, if needed.

Jake's November Produce Picks



Jake Sipko, Produce Manager



Cranberries

The cranberry, native to North America, grows throughout the wetlands of the northern United States and Southern Canada. It is a trailing vine, like the strawberry plant, that thrives on a special combination of soil and water conditions. Cranberries grow naturally in colder climate bogs and marshes.

Long before Europeans arrived in the New World, native peoples made pemmican by mashing cranberries together with venison and tallow for a nutritious food that could sustain life through bitter winters as a reliable source of protein and fat. They were also prepared as a vibrant red dye and in a wide variety of medicinal remedies, including as a poultice for wounds to help stop bleeding.

Nowadays, delicious, tart cranberries are prized as a side dish on many a harvest table. Most folks consume them seasonally, during November and December, but they can be frozen or dried to gobble up year 'round. Try dried cranberries sprinkled on fresh spinach salad with pecans and feta cheese. Also, don't forget to drink the juice, remembering to choose brands that do not contain sugar, of course. It's a superfood thirst quencher!

Green Beans

Green beans are grown throughout the world in all shapes and colors, including purple! It's a versatile vegetable that thrives in many climates, lending a plethora of health benefits to an array of global cuisines. They are rich in potassium, folate, Vitamins A and K, thiamin, riboflavin, iron, magnesium and potassium. Have you ever tried a raw and crispy green bean? What a treat! They're also outstandingly tasty sautéed with butter, garlic and lemon pepper or steamed and dressed with olive oil and herbs (fresh or dried).

Celery

Apium graveolens (celery) is believed to be "selinon," a plant mentioned in Homer's *Odyssey*, composed around 850 B.C. Many scenes from this literary epic revolve around eating or being eaten but, fortunately for us, the dangers of feasting on celery are few. In fact, this crunchy veggie is a cornucopia of nutrition that offers an abundance of antioxidants and beneficial enzymes, potassium, folate, and Vitamins C, K and B6. As with many fruits and vegetables, celery has an anti-inflammatory effect in the body and its high water and electrolyte content can prevent dehydration. All of its parts; stalks, leaves and seeds, are edible. Enjoy celery in soups and stews, tacos, as texture for tuna, stir fries, and with a multitude of dips. Oh yes, don't forget! It's delicious and traditional in stuffing recipes at Thanksgiving.



Say Red Dragon cheese!

Becky's November Dairy Pick

Red Dragon English Cheddar

Cheese lovers always have their favorite cheese accompaniment, so why not get it already blended into a creamy cheddar? Somerdale's *Red Dragon English Cheddar* is just that; a delightful cheese combined with Welsh brown ale and mustard seeds. It's buttery and spicy with a little bite, but not too hot. Moist and tangy, this cheese is made from cow's milk, aged for three months and made with vegetable rennet, so it's suitable for vegetarians.

Red Dragon Cheddar pairs beautifully with pale ale and a good bread and, though this alone could make a superb meal, the addition of dried or fresh fruits would be sublime!

CO-OP Community

Co-op Community Donations

The Co-op donated to or collected donations on behalf of these organizations:

**Grant County Food Pantry
MainStreet Project**

Grant Co. Community Health Council

We would like to thank the members who give generously each month with donations to the Food Pantry through the Food Co-op's "Chili" program.

November Round Up



This November, help give needy families a Thanksgiving to be thankful for. The Silver City Food Co-op's Roundup Program is collecting funds for the Grant County Food Pantry. The Grant County Food Pantry delivers food to low income residents in our community who don't get enough to eat.

Since 2009, the Grant County Food Pantry has been a program of The Volunteer Center in Silver City. They provide boxes of high-quality groceries to families in the area, including locally sourced foods and fresh produce. They also provide emergency food boxes and Alimento Para Los Niños, a weekend backpack program for kids who don't get enough to eat on the weekend. The bag of child-friendly food on Fridays provides nutritious food until they return to school on Monday.

The Volunteer Center is located at 501 East 13th Street. Food distributions are first Saturdays 10:00 - Noon and last Wednesdays 4:00 - 6:00 p.m. Contact TVC at (575) 388-2988 or info@tvcgrantcounty.org. You can learn more and donate on their website at www.tvcgrantcounty.org.

September Round Up \$1734.32!



In September, Co-op shoppers ponied up \$1734.32 for the *End of the Road Ranch*, a local equine sanctuary for unwanted and abused horses.

The money received will be used to pay for the ongoing necessity of food and supplements for the horses to keep them as healthy as possible.



Thank You Co-op Volunteers!

Many thanks to these member volunteers for their service.

Catherine Bialopiotrowicz • Sharon Bookwalter
Logan Campbell • Malika Crozier • Vicki Gadberry
Tim Garner • Deb James • Kevin Keith • Jane Papin
Ellen O'Bryan • John Tank
Athena & Two Crow Schumacher • Susan Van Auken



RAIN CHECK

Sorry we are out.
Lettuce make it up to you!



We now have rainchecks to give our member/owners and customers better service!



Tuesday around the Co-op



MAD Nov/Dec

Pick your own two days

to receive **10% off your purchases!**
(Excluding mark-down items
25% maximum discount)

Be sure to tell the cashier **BEFORE** they start ringing up your purchases that you are using your MAD discount!

Member Appreciation Days (MAD) are offered 4 times each year, and are yet another way to save money at the Co-op.

Memberships are only \$10/year and you can recoup your membership by shopping just one MAD.

Calling for Guest Writers!

Do you love your Co-op?
Do you want to help get the word out about the issues facing the Co-op?

We would love your help writing articles for the Garbanzo Gazette!

If interested please email mike@silvercityfoodcoop.coop

Three hours earns a 15% Volunteer Discount



Popcorn Poppers Needed!



Ever notice how happy people are when you give them something? Make lots of people happy making and giving out popcorn and food samples on Fridays at the Co-op!

Shifts are:

9am to 12noon and 12noon to 3pm.

It's fun and you get to visit with your friends and meet new friends.

Round Up for December 2017



Our Round Up for December is the Mining District Mobile Food Pantry serving Santa Clara, Bayard, Hanover and Hurley residents.

NOW at the Volunteer Center in Silver City, NM every third Tuesday 1:00 pm to 3:00 pm.



Red or Green?



by Jo Lutz

(posponed from the September issue)

It's chili season! Here in New Mexico, this plant is a cuisine staple and a contemporary cultural icon. But it is also a global phenomenon with ancient roots in nearby Mexico. Right now your neighborhood grocery cooperative (us!) is selling fresh chili peppers from local growers. Selling local produce is kind of just what we do. But in the case of chilis, we are also continuing a native regional story that began in 7500 BC, ends in spicy food all over the world, and involves Christopher Columbus as usual misapplying names to the New World.

First domesticated over 6000 years ago in what is now Mexico, the chili takes its name from the indigenous Nahuatl word chilli. New Mexico chilis descend from the oldest known variety, the Chiltepin, or bird pepper, according to Stephanie Walker at the NMSU agricultural extension office. Birds ate the small, red fruit from the chiltepin plants, and were the primary means of their seed dispersal before humans discovered the crop and began selecting for larger fruit size.

Humans also dispersed the seeds much further than the birds.

Which brings us back to that greatest of chili propagators, Christopher Columbus. This guy! Setting out in search of a trade route to take spices from Asia, he ends up taking spices to Asia. First he called the Americas the "West Indies" because he thought of India, and he called its flavorful fruit a "pepper" because he thought of black peppercorns (not even the same genus). Columbus brings chilis back to Europe. In the late 15th



Kyle roasting chilis at Frisco Farm

century, the Portuguese bring chilis to the real India, where they go viral! Armed with a new signature flavor, the "East" Indians appropriate the Portuguese dish

carne de vinha d'alhos, pronouncing it "vindaloo" and adding "pepper" from the West "Indies."

Did you get that? India got both the spice and the dish from Portugal, and through Columbus-like rebranding, vindaloo becomes an Indian curry. Now available in Indian restaurants around the globe, including Portugal and Mexico.

Meanwhile the wild ancestor, the chiltepin, still grows in areas of southern Arizona and Texas. And 6000 years later, the chili is still cultivated in the Southwest as well.

Meggie Dexter and Kyle Skaggs operate Frisco Farm in Pleasanton, NM (about 60 miles northwest of Silver City), growing vegetables on about four acres. Kyle was born in Silver and grew up in Glenwood. Meggie is from New Hampshire. "We just love the area, and people need good food," she says. This year marks Frisco Farm's eighth season growing and selling all-organic produce at the Silver City Food Co-op.

One crop that grows particularly well in New Mexico is the chili, of course. Walker says that conditions have been somewhat wet this year, increasing risk of disease. However, she says that so far growers have kept spread of the disease to a minimum through proactive steps such as digging drains.

Last year Frisco Farm acquired a roaster and sold a lot of roasted chilis, so this year they are growing more green. This year's late September harvest has brought varieties like Joe Parker, Big Jim Heritage, Sandia Hot and Sandia Select, which are all green chilis of varying heats. Frisco Farm also grows jalapenos, Chimayos, Escamillos, Carmens and Cayenne peppers.

So does that mean Frisco Farm is in Camp Green? Meggie likes green chilis for stews and rellenos but red for sauces and posole.

As though climate change weren't urgent enough, Walker forecasts what might happen to our precious chilis. "Ei-

ther prolonged drought conditions or intense periods of rainfall during the season could adversely affect the crop. Warmer winters, with less freezing temperatures,

may also reduce die off of insect pests that may directly prey on the crop or may vector diseases that could become more prevalent along with more of the insects."

It's not all bad though. A longer growing season may allow for a longer harvest period for green chile, and more time for a red chile crop to mature into a high quality product. What might more numerous green and better quality red chilis do to the cultural balance in New Mexico? Would it mean cheaper green chili but more delicious red sauce? Would you switch sides?!

We don't really know what Christopher Columbus looked like. His only known portraits are posthumous. But there's a greater mystery about this confounding colonizer: did he prefer red or green chili "pepper?"



Get 'em while they're hot! Frisco Farm's bounty at the Farmers' Market.



One of our suppliers, Mollie Quintana and her children in their chili fields at Eden's Farms in Deming.

Behind the Scenes at the Co-op

This new column will feature people who keep our co-op running smoothly, and in future months, you will learn about the stocker/cashiers, POS (point-of-sale) workers, buyers, cleaning crew, receiver, assistant manager, produce crew, finance department, and deli crew. For this first article, the position of the general manager, or GM, is highlighted.



by Susan Van Auken

❖ Our General Manager ❖

The general manager's position differs fundamentally from other staff positions, since it is the only one that the democratically elected board of directors actually fills by hiring, thus making the general manager the sole employee who reports directly to the board. This system, common to all co-ops, presents particular challenges for the GM. There are usually seven members of the board, and the composition can change with every election. In essence, after a few years, the GM might have an entirely different group of folks to work with than those who offered the job in the first place.



Many of us say that we are “going to the co-op,” when we actually mean that we are going to the co-op's store. The co-op comprises not only the store, but our member-owners, our board of directors, our elections, our participation, our education program, and all our future opportunities, retail or other, separate from the store. The GM of a food co-op is responsible for this larger umbrella, overseeing all of the co-op business. The depth and complexity of the GM position requires a wealth of experience and skills.

In an article in the April/May 2016 issue of the *Co-op Grocer*, author Carolee Colter states, “Increasingly intense and sustained competition in our market is shifting the landscape in which co-ops operate, putting a premium on certain key competencies and skills in management. At the same time, other factors are making the GM job more complex and demanding—including pressure on prices and margin, increasing costs of real estate and development—and calls for a livable wage at a time when slow growth makes it ever more difficult to increase labor costs.”

Here, at our relatively small Silver City food co-op, our GM, Joe Z, has the same breadth of responsibilities and challenges as that of GMs of co-ops with annual sales much, much greater than ours. The job description of our GM, outlined in eleven board policies, dictates that Joe is responsible for: business planning; budgeting and financial management; protecting the co-op and its assets; overseeing the human resources department, with personnel poli-

cies, grievance policy and compensation scales; providing leadership for teams and inspiring people; managing the entire retail operations of the store; communicating with and advising the board of directors; adhering to the mission and values of the co-op in purchasing guidelines, recycling, and a myriad of other facets; marketing; maintaining a vital membership program; following all city, state, insurance and business laws, regulations, codes, and protocols; maintaining the technological and physical infrastructure of the equipment and buildings; contractual commitments with NCG (National Co-op Grocer), implementing required programs and attending three conferences each year; keeping abreast of the competition and changes in the natural foods industry; and planning for the co-op's future.

Considering all these responsibilities, let's look at *some* aspects of Joe's “day job,” or the work he does while at the store: **meetings**—lots of meetings—with buyers, managers, the marketing team, the finance team, board committees, board members, individual staff members, and member-owners; **crises** that spontaneously crop up, such as coolers that break, staff disputes, computer malfunctions, cash registers going down, issues with street musicians, theft, and all sorts of plumbing, telephone, internet, and electrical snafus; **improvements**, like designing a grab-and-go deli, installing new signage, correcting how a door opens, implementing an outdoors cart corral, purchasing new equipment and computers, changing job descriptions; **connection and communication** with neighbors over parking, garbage, recycling, the alleyway; and **keeping an eye on** how the store looks, employee functioning and morale, the customer flow, the basket size, the inventory back stock, and many other items!

If you have ever seen the small crowded office space in the back of the store, where Joe has a tiny stand-up station, it is obvious that a lot of his work cannot take place there. Thus many of his responsibilities are part of his “night job” (even if they are not really done at night, but might be!). At home, he has a long table serving as a desk with two large computer monitors and his laptop; this is his other office. Here is where he writes regular reports

for the board of directors; tracks the finances on a daily basis; creates financial targets and the budget; reviews the accuracy of the quarterly inventory; writes his *GG* column; reads about the changes in the industry; drafts personnel policies; responds to all his emails, and completes any other writing or internet responsibilities.

Joe was hired by our co-op nearly five years ago, and he brought with him a great deal of experience and strong personal convictions. He became interested in co-ops when he was 14 and living in upstate New York. Soon after that, he became a vegetarian, which he still is today. As a younger man, he fled New York and moved to Arizona, where he worked for many years at the well-known co-op REI. Gentle Strength, the food co-op in Tempe, also was his workplace for many years, where he was Membership/Education Manager through most of the '80s, and then, in the mid-2000s, was asked to return as GM in a desperate, unsuccessful attempt to save the failing co-op. Then, after being self-employed for many years, he decided to search out a GM position in a small food co-op. As he said in his application, he was “tired of me and wanted more we.”

In her article, Carolee Colter indicates that one of the important attributes of a GM is courage—courage to make unpopular decisions and courage to have difficult conversations. Joe, who has responsibility for many aspects of the cooperative, and who hears many varied opinions being voiced from member-owners, staff, and directors, having courage and the strength of his own convictions is indeed important.

Our co-op is really fortunate to have Joe Z guiding our ship, since he has such a depth of experience, a complete commitment to the cooperative model and to natural foods, and a broad understanding of the issues and concerns our co-op is now experiencing and of those on the horizon.



Joe's Desk





Meet Allie Iacocca and *MySkinFeast* Products

My Skin Feast is a Silver City company with a passion for healthy personal care products. All ingredients are carefully selected for natural purity and absolutely no chemicals are ever used. That includes synthetic fragrances, which cause problems for many people. Please see the article below for a more complete description of this wonderful company.



Allie in the HABA aisle
with two of her favorite products,
CGD-H/C Pain Salve and *Cacao Body Bliss*

Allie Iacocca, a buyer for our health and beauty aids (HABA) section, selected *My Skin Feast's Cacao Body Bliss*. It's an elegant balm of cacao butter blended together with other skin-supportive ingredients that leaves your precious outer layer silky-smooth and smelling divine! Allie, who is passionate about clean and simple herbal products, says that "this body butter is luscious, smells like chocolate and is perfect to use on your lips, hands, knees and feet."

Another of Allie's favorites from *My Skin Feast* is heating/cooling *CBD Pain Salve*, for pain and tight muscles.

Having worked here for close to three years, Allie is now busy in the HABA department. She enjoys "working with local herbalists and body care product makers, as well as larger organizations to bring natural health and body products to the Co-op." When she's not at work, Allie loves "spending time in nature, making herbal medicines and concoctions, growing gardens and dancing and singing with groups of people."

MySkinFeast



Silver City resident, Lisa Ross, creates *MySkinFeast*, a healthy line of personal and self care solutions. Every ingredient is carefully selected and each product is hand made in small batches. All products are consciously created, and Reiki infused, with the intent to heal all who choose to use them.

MySkinFeast products include natural tooth paste, amazing soaps, powerful CBD salves, organic deodorants, and a variety of skin care solutions. Essential oils are included in most products to optimize wellness and make them smell divine. Lisa emphasizes that "natural" to her means no chemicals, fragrances, mystery ingredients, or anything you won't recognize immediately upon reading the ingredients.

Ross has a passion for helping people to find healthy self-care products. Regulations for personal products are nearly nonexistent and the public is generally unaware that companies can use just about any ingredient, even unhealthy ones. Just because a product is on a store's shelf does not mean it is good for us. Each of us can take responsibility to read ingredients lists and make positive choices for our families and ourselves. Any internet search will explain effects such as significant hormonal disruption that preservatives and fragrances can cause in adults and children.

According to Lisa: "I find it very exciting how so many people are becoming aware of the dangers associated with common and dangerous ingredients in personal care products. So many of us are now looking for more conscious alternatives. People who use *MySkinFeast* products do so because they want to make better choices about what they put on and in their bodies. Yay!"



Lisa Ross and her display of *MySkinFeast* products.

2 U From Your Board...

Karen Strelko • Jean-Robert Béffort
Jennifer Johnston • Robert Fischhoff
Laurie Anderson • Steve McGarity

The Fall of the Berkeley Co-op



Steve McGarity

Well, last time I was on about train trips and cooperatives in Maine with Mike Madigan, our Assistant Manager. I would like to catch the train over to LA sometime this fall then up to the Bay area for a day or two. It's actually a pretty convenient trip, overnight to LA, running across the desert to the coast. Well forgive my dreaming, or is it forecasting? I am glad we have AMTRAK, public transportation owned by the people. I wish we had more.

Anyways, we have been thinking about California around our own co-op recently. Joe Z, our store manager, has been giving out homework as a way to incite discussions and maybe even consider some potential issues before they come up. We are currently reading something I call *The Fall of Berkeley*. It is actually entitled, "What Happened to the Berkeley Co-op" and you can find it here on the line, <http://www.megacz.com/otherpeople/what.happened.to.the.berkeley.co-op.pdf>. It is a pretty interesting read. All the writers just express the view of the fall from where they were sitting at the time.

This is what Ralph Nader had to say about the place in his introduction: "At its peak, the Consumer Cooperative of Berkeley came as close to being a model retail sub-economy as any co-op complex in North America. In addition to several food co-ops, there was a co-op hardware, co-op gas station, an arts and crafts co-op, a co-op bookstore, and a co-op burial society. There was and still is a thriving credit union and student housing cooperative sector. Commencing in 1937, the Berkeley Co-op reached a height of 116,000 members, mostly family households who purchased 82 million dollars' worth of goods and services a year. It pioneered numerous consumer reforms in the California state government, demonstrated the value of home economics, a regular monthly newspaper, consumer advocacy, legal services, and on-site child care while the parents were shopping."

As someone who was in and out of Berkeley all through the first half of the seventies, I am quite familiar with that old green logo and all the marketing power it once held back then. It is a shock when you think about how such a financially successful (and pow-

erful) business could just fold, almost overnight. Well, obviously there were clear reasons for the failure when you take a close look. Overextending in the Bay Area food marketplace was clearly one and the weirdness of the way their board operated (very contentious) another. For me, I think the retrenchment away from education and outreach was critical. There were very important nutrition and consumer education programs that were just ended as cost cutting measures. I think it was all downhill from there.

Berkeley was old school though, what is called the first wave of cooperatives. They were more interested in the political structure than what they sold. They went head to head with Safeway, and they didn't try to be organic or whole foods, etc. Whereas, here in Silver City we are of the second wave, the co-ops that came about over brown rice, whole wheat, organic pintos, tamari and things like that. The politics were always there but not especially predominant at the start.

In the seventies, I thought our cooperatives were the wave of the future. I could not really see why we couldn't be the business model of choice going forward. There were these vital second wave co-ops everywhere. We were gathering with others and creating our own warehouses. There were trucking collectives and bakery collectives. Businesses of all kinds, some cooperatives and others collectives owned by the workers. Both models were viable and meshed well. It seemed our day had arrived.

Then the local grocery chain was soon offering brown rice and organic apple juice and the fight has been on ever since! And it hasn't been getting any easier...

Betty Mishuk, our financial consultant, was reminding me of those good old days when she came across some

old driving instructions to the Tucson Cooperative Warehouse for when she had to go over there for their board meetings. The Bear House on Fort Lowell Road was the place to stay. Bear was on the Trucking Collective at the time. Back then Tucson trucked into the Ozark Warehouse in Fayetteville, Arkansas twice a month, our conduit to the West Coast. And, they back-hauled back rice and wheat, stuff like that our cooperatives were good with the Midwest. It seemed like we were heading somewhere back then, cooperative and powerful. Well, maybe we were or even still are. Might just depend on where we are heading. It is a question we might find important to ask ourselves.

In my view, this is what we, as member-owners of the Silver City Food Coop, need to think about now. Where are we heading. We could fail yet. Look at Berkeley. They were an economic powerhouse and still went down. The questions we need to ask ourselves right now are who are we and where are we headed. Or, maybe better yet, where do we want to go? Sure, we have over two thousand members and there is probably a decent spread of answers for those questions. But I would like to try over the next few months to see if we can find some consensus. Are we a quaint little "hippie" store with all the brown rice and miso you ever wanted? Or are we more than that? If so, the question we should be asking is, what are we? Or! Even better, what could we be? Well to me, more than anything else we are a community. But let's talk more later guys. We got some important decisions coming up.

Cooperatively,
Steve



Board Meeting Schedule

The SCFC Board of Directors meets the third Wednesday of each month at 614 N. Bullard Street, 4:30-7:30 pm.

Ten minutes is set aside at the beginning of every board meeting for member comments. The time will be divided evenly among those members who would like to speak. If ten minutes is insufficient, a special meeting may be called on another day. If a member wants more time, they can contact the president and ask to be added to the agenda. Please make this request at least one week before the meeting.

Karen Strelko/President
Board Term: 2015-2018
karen@silvercityfoodcoop.coop

Jean-Robert Béffort/Vice President
Board Term: 2016-2019
aspace.studiogallery@gmail.com

Laurie Anderson/Treasurer
Board Term: 2017-2020
laurindaa713@gmail.com

Jennifer Johnston/Secretary
Board Term: 2015-2018
johnstonjenny40@gmail.com

Robert Fischhoff
Board Term: 2017-2019
robertfischhoff@gmail.com

Steve McGarity
Board Term: 2017-2020
samcgarity@gmail.com

Board of Directors



- Savory •
 - Tangy •
 - Spicy •
- So Good!**

Makers of Distinctive and Delicious Handcrafted Roasted Peppers and Salsas in McKinney, Texas.

These products are inspired by the owner's Mexican heritage while blending familiar ingredients to create unique recipes.



Found on the chip aisle, here's Kenyon with the new Zukali salsas.



Our five flavors of salsa on the chop aisle: Cilantro Pineapple (Medium), Chipotle Kafe (Medium), Xalapa (Hot), Passport Peru Aji Salsa (Medium), and Passport Argentina Chimi Salsa (Medium)



You'll find the Zukali Fire Roasted Jalapeños and Fire Roasted Poblanos on the dinner aisle.

Members Only Specials
Nov 1 - Nov 28



Greek Gods
Yogurt
Assorted, 24 oz
reg \$4.19
SALE \$3.39



PJ'S
Chicken Cheese
Burrito
6 oz
reg \$3.69
SALE \$2.99



Simply Organic
Gravy Mixes
Assorted, .85 oz
reg \$1.59
SALE \$1.29



Pacific
Pumpkin Puree
16 oz
reg \$3.99
SALE \$3.19



Lisanatti
Alternative Cheese
Assorted, 8 oz
reg \$3.79
SALE \$2.99



Crown Prince
Boiled Whole Oysters
reg \$3.99
SALE \$3.19



Badger
Aromatic Chest Rub
.75 oz
reg \$4.99
SALE \$3.99



Himalaya
Stress Care
120 caps
reg \$27.99
SALE \$21.99