



**It's MAD!**

# Silver City Food Co-op Garbanzo Gazette

Volume 17

✧ Your Monthly Newsletter ✧ December 2017 ✧

## Co-op Hours:

Mon. - Sat.  
9 am - 7 pm

Sunday  
11 am - 5 pm

575•388•2343  
520 N. Bullard St.

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Specials



**YOU  
ARE  
WHAT  
YOU  
EAT**

## Our Co-op Community Gives Back!

**A**s the first year of our Round Up program draws to a close, it seems appropriate to look back on the positive impact our members made with this wildly successful program. Just by rounding grocery purchases to the next dollar, we were able to give \$16,767.16 to 11 worthy charities.

Our donation of \$2,601 to the Volunteer Center's Food Pantry helped to feed 452 hungry households last December. In May, we gave \$1747.35 to the Bikeworks that purchased tools and supplies for the Mobile Bike Repair Workshop, which has upcoming plans to help kids in outlying communities fix their bikes. And in July, all that picnic food raised \$1,498.54, which is now helping to send 17 students to Guadalupe Montessori School.



*Jeff Goin of the Lotus Center and smiling faces*



*Kyle Johnson of KURU and friends*



*Candace Breen-Lee of S.N.A.P. and  
a few happy Co-op employees*

For 2018, the Member Connect Committee has selected 12 Round Up recipients out of 29 applicants. The decisions were not easy and all of Grant County's many worthy non-profits are encouraged to apply or reapply.

In response to our many shoppers who rounded up and gave us such positive feedback on the program that we are excited to continue it, thanks. Here is the list of recipients for the coming year:

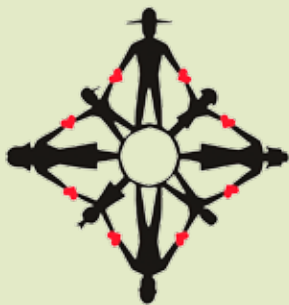
- Jan - Beginning Years  
@ Gila Regional Medical Center Auxillary
- Feb - UGWA (Upper Gila Watershed Alliance)
- Mar - MVHAL (Mimbres Valley Health Action League)
- Apr - Farmer's Market
- May - Volunteer Center
- June - Literacy Link
- July - Expanding Your Horizons Silver City
- Aug - Girl Scouts of the Desert Southwest
- Sep - NM Breastfeeding Taskforce
- Oct - SPIN (Supporting People in Need)
- Nov - Grant County Food Pantry
- Dec - SRSASS  
(Silver Regional Sexual Assault Support Services)



**2090 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

Layout & Design: Carol Ann Young

Submissions are welcomed!

Submit letters, articles, or items of interest to:

**mike@silvercityfoodcoop.coop**

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# Cup o' Joe

by Joe Z



Have you ever heard of Anne Tweedle? If you have, you are then a true connoisseur of Co-operative history! Back in the '70s when I researched Co-op roots, Ms. Tweedle was celebrated as one of the original founding members of the Rochdale Co-op in England. This Co-op organized around a number of guiding cooperative principles which are still used today as the basis of Co-operatives worldwide. This was back in the 1840's. The first guiding principle was (and still is) "Open Membership" which was crafted specifically to include women as equal partners. This was fortified by the 2nd principle of "One Member, One Vote" – one of the first organizations that recognized woman's inherent equal rights, voice and vote.

The women's rights movement as well as, eventually, the free speech movement, civil rights, gay rights, environmentalism and peace movement were tightly entwined with the Co-ops. This was true then and, for the most part, in my experience of being in conversation with 150 plus Co-ops, it is very true now.

But hear this: these ideas of equality back in the 1970s when many of our current Co-ops began, weren't just ideas circulating in the underground cafés and co-ops – it was all over mass media. Women being harassed in the work place amid a zillion laws that stole women's rights were known, talked about and fought. Co-ops might have been the actual embodiment of equality for all but all this was common knowledge with the masses. And those barbaric laws that demanded inequality were being tossed one after another (yet many still remain even now).

This is why that guy, Purvey Weinweiner (or something like that – I'm not good with names), and the many related stories of other abusive males makes my blood boil. That disgusting clown said something to the effect that the culture he grew up in at that time, harassment and disrespect of women was normal. I will tell you now, that's a lie! That dude is only 4 years older than me and that was NOT the cultural zeitgeist at the time. Maybe for deviants it was but not for the average folks. What a fight it has been and, obviously, still seems to be ongoing, to institute just basic human rights and respect for everyone over since the Rochdale Co-op began.

And , really, Charlie Rose?! CHARLIE ROSE?!?!? Are we going to find out that Mr. Rogers was also more than "a little friendly".

The rights of all of us were understood, accepted and implemented at the Co-ops I have encountered since I first became involved with them in '75 and this has held true over all these years, people of all types working together and strengthening each other and our Co-ops.

I'm not saying that our Co-ops have perfect people all working together in perfect harmony. No way. We all have our foibles and cooperation is not "normal" in a competitive society. When I began with Co-ops, we were all young – the oldest amongst us were just on the other side of 30. And as a group of progressive young folks often are, we were quite promiscuous

with musical beds being a common theme. But in the workplace, there were never questions about gender equality and I never heard of nor witnessed sexual abuse or harassment.

Is this true in all Co-ops? Well, I really do not know. As Co-ops have grown – the largest having 100s of Staff – I cannot say that there hasn't been some infection in some Co-ops. Smaller Co-ops – especially in years past – have a higher percentage of impassioned folks who support what our Co-ops stand for. It is incumbent for Co-ops of all sizes to hold a bright candle high as sexual harassment scandals take center stage and dominate the headlines.

Back in the day we talked a lot about natural female energy and male energy and how to respect the inherent differences while learning how to support each other – we did this in an intellectual and experiential way as we all grew up in a society where the genders are treated unequally.

Three times a year (2 nationally & 1 regionally) the GMs from Co-ops who belong to the NCG (National Cooperative Grocers), congregate to work on co-operative ways forward. It is a delightful mix of women and men, young and old with passionate cooperative voices along with "outsiders" new to the movement. I have no doubt that the understanding in our Co-ops is that "rights"

are exactly that: something that is inherent for all human beings. You cannot "grant" rights – you can only take them away.

I'm ranting – aren't I? Yeah – well – sometimes rants are appropriate for the situation. It is certainly time for abused women to speak up and outraged males to speak out.

It was a very short time ago where it was okay to slap kids around in public; where physical abuse of women barely raised an eyebrow; where corporal punishment was allowed in schools; where it was okay for men to settle differences with fisticuffs (and dueling before that); where bullying in general was considered a fun sport. It took years of protest and legal pursuit to move the needle in the correct direction with more road to travel.

Here at our Co-op, we are working on the next phase of workplace human rights: how to communicate to each other with respect, honesty and dignity at all times. There aren't many examples of this in our society right now where put downs, ridicule, sarcasm, lie spreading, rudeness and incivility rule the day.

Over 175 years since Anne Tweedle made history, our Co-ops must always be in the forefront of creating a just and peaceful society. Hard work – yes. But it is the only sane way forward.





# Party On!

*On November 12th  
we had a Board/Staff get-together  
at A Space on 7th Street.*



*Food was catered by Brenna and  
Marchelle of our Deli crew,  
and the music was by C. W. Ayon.*

*Thanks to the Board for hosting a  
great party!*



## New Feasibility Committee Invites Member-Owner Participation

Every one has good ideas about how to make our Co-op great. But what we need is the energy to make those ideas happen. However, the first step is to determine if our member-owners' great ideas really will work for us.

Therefore, the Co-op board is very pleased to announce the formation of a new member-owner participation Committee: The Feasibility Committee.

The Feasibility Committee's mission is to review and study member-owners' ideas for possible implementation.

Our intention is to help our busy management and staff with their consideration of new ideas and new projects by determining their feasibility in the first place. Of course the ultimate decision of whether an idea is implemented rests with board and management, but the Feasibility Committee can significantly shorten the process and even bring ideas forward that would previously not have moved beyond the talk phase.

Join the new Feasibility Committee and help our member-owners put their good ideas into practice. Committee volunteers will be eligible for 15% volunteer voucher coupons for three hours worked.

To join or for more information, email:  
Robert Fischhoff [robertfischhoff@gmail.com](mailto:robertfischhoff@gmail.com) or call 505-577-1668.

## 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

**Joy Kilpatrick**  
wherever needed

**Jo Lutz**  
wherever needed

**Elysha Montoya**  
wherever needed

**Judy Kenneally**  
deli

**Christine Dalmedo**  
produce

**Hallie Richwine**  
wherever needed



# Kitchen Meditations

## Winter

### Butternut Squash & Cider Soup

*This is a great soup to have in your everyday arsenal. It's sweet, purely flavored, and can be made in a flash. It's the perfect thing to serve during the holidays, when you crave the flavors of the season, but need a break from the heft. Serves 4*

1 shallot, sliced  
1 clove garlic, peeled and minced  
3 cups peeled, seeded, and cubed butternut squash  
½ cup chicken broth, homemade or canned low-sodium  
¾ cup apple cider  
¼ cup light sour cream  
½ teaspoon salt, plus more to taste  
½ unpeeled Honeycrisp or Granny Smith apple, cored and finely diced  
Cracked black pepper

1. Heat a medium-size saucepan over low heat. Add the shallot, garlic, and 1/4 cup water. Cook until the shallot and garlic are softened, being careful not to let them burn, 3 to 5 minutes. Add the squash and the chicken broth and bring to a boil. Reduce the heat, cover, and simmer until the squash is soft, about 20 minutes.  
2. Carefully pour the mixture into a blender. Holding the top down with a towel, blend until smooth. Add the cider, sour cream, and salt. Continue blending until well combined. The soup can be made ahead up to this point. Place in a clean saucepan over low heat until heated through. Season with additional salt if needed.  
3. Ladle the soup among 4 bowls. Garnish with the diced red apple and cracked black pepper. Serve immediately.

### Baby Spinach Salad with Tangerines & Red Onions

8 oz. baby spinach, about 5-6 cups  
1 cup tangerine slices  
½ cup chopped or thinly sliced red onions  
1 tablespoon orange marmalade  
2 tablespoons vinegar (your choice)  
1/3 cup olive oil (you can eyeball the amount)  
Salt and pepper (optional)

Arrange spinach leaves on a large platter or individual plates. Top with tangerine slices and red onion. Whisk together marmalade and vinegar. Stream oil into dressing while continuing to whisk. When you are ready to serve, pour dressing over your salad and season with salt and pepper.

### Nutrition Nugget Potassium

There are many reasons to make sure that you eat an adequate amount of potassium-rich foods every day. Potassium is an essential nutrient used to maintain fluid and electrolyte balance in the body. It is also the third most abundant mineral in the body and required for the function of several organs, including the heart, kidneys, brain, and muscles. It plays an important role in keeping the body hydrated and works with sodium to support cellular function. Our “Produce Pick” for this month, butternut squash, contains a lot of potassium, even more than bananas! You’ll also consume loads of this valuable mineral when you dig into a meal that contains one or more of the following foods: avocado, spinach, sweet potatoes, wild-caught salmon, dried apricots, pomegranate, coconut water, white beans and banana.



The Co-op  
Chef 

### Apple-Cranberry Topping for Waffles or Anything!

1 large apple, peeled and sliced  
1 cup fresh cranberries  
2 tablespoons brown sugar, honey or maple syrup  
1 tablespoon coconut shortening or oil  
Zest and juice of one tangerine

Place coconut shortening and sugar into a large sauté pan over medium heat stir until mixed and melted. Add apple and cranberries and cook for about 3-4 minutes, or until apples are tender, but not too soft. Remove from heat and add tangerine zest and juice. Cover and set aside.



# Jake's December Produce Picks

## Butternut Squash

Butternut is a variety of winter squash that grows on a vine and is one of the most popular and widely available types of squash. Its appealing bulbous-at-one-end shape and smooth, tan exterior hides a deliciously sweet, dense and orange flesh. When ripe, it assumes an intense and vibrant hue, even as its taste deepens. It is a good source of fiber, manganese, magnesium and potassium and an excellent source of vitamins A, C and E.

Butternut, like all squash, has ancestry in North America. Archaeological evidence suggests that squash may have first been cultivated on the isthmus between North and South America (known as Mesoamerica) around 10,000 years ago. Today, most butternuts are of the popular variety, the Waltham Butternut, developed at the Waltham Experiment Station, Massachusetts, in the 1940s; sort of the new kid on the squash block!

Although technically a fruit, because it contains seeds, butternut squash is used as a vegetable that can be roasted, sautéed, toasted, puréed for soups or mashed to be used in casseroles, breads and muffins.



## Tangerines

Temperatures are falling! Just as it seems that the only fruit available to us is shipped from distant lands, bright, sweet citrus fruit comes into season in the warmer climes of North America. Citrus becomes abundantly available in November, bringing juicy relief to winter diets.

One member of this fruity group, the tangerine, is indigenous to Southeast Asia, but cultivation spread easily throughout other subtropical regions of the world, especially southern Europe and the southern United States. It is actually a small, thin-skinned variety of orange belonging to the Mandarin Orange species of the family Rutaceae. It possesses a lovely, tender and juicy pulp, rich in vitamin C, and oil extracted from the fragrant skin of the tangerine is a characteristic ingredient in a number of flavorings. As a rule, tangerines are easy to peel and make for great snacking. You can also enjoy them atop a fresh spinach salad for delicious nutritiousness!



*Jake Sipko, Produce Manager*

## Becky's December Dairy Pick

### Wensleydale & Blueberries Cheese: Good Chemistry!

Fruit and cheese...some foods are simply meant to be together! Think of the perfection of a sharp, aged cheddar and Pink Lady apples; blue cheese and yellow peaches; D'Anjou pears and gouda. All deliciously happy unions!

This month our dairy pick is a British cheese that features that special chemistry. It is a hand-made traditional cheese, produced from milk drawn from cows grazing the sweet limestone pastures in Upper Wensleydale, North Yorkshire. Light and creamy, with a hint of sharpness, Wensleydale is a perfect partner for fruit, and blueberries are no exception. Juicy blueberries are blended into the recipe for a sweet/tart accent which complements this mild cheese. A superb accompaniment to dessert, Wensleydale & Blueberries is so well-balanced that it stands on its own or on a cheese board.

This is one of the oldest varieties of British cheese, with records showing Cistercian Monks producing it as far back as 1150 C.E. It was originally made with sheep's milk but over time, the formula changed to cow's milk which is still used today.



*Jeanné and Tinisha love Wensleydale Cheese!*

# CO-OP Community

## Co-op Community Donations

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

**Grant County Food Pantry**  
**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.*



## Thank You Co-op Volunteers!

*Many thanks to these member volunteers for their service.*

Vicki Gadberry • Athena & Two Crow Schumacher  
catherine bialopiotrowicz • Ellen O'Bryan  
Janna Mintz • Malika Crozier



## 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!**



## December Round Up



Our Round Up for December is the Mining District Food Pantry, serving Santa Clara, Bayard, Hanover and Hurley residents. This is a project of the Volunteer Center, a community leader serving Grant County citizens in multiple capacities since 2009.

The Mining District Food Pantry is now open every third Tuesday of each month, from 1-3 p.m. at the Volunteer Center: 601 E. 13th St., Silver City, NM.



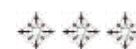
## October Round Up \$1324.89!



*L to R: Finn, Jake, Dougan, Farmers' Market Manager Robert Fischhoff, Evan and Allie*

The Farmers' Market will use the monies raised to launch a bigger and better Farmers' Market next year, starting in April 2018. We intend to advertise more, have more vendors, sponsor more events and offer more produce and other items to our customers.

And we will also use a portion of the money to celebrate our 30th Anniversary next year with an extra large market, other events and a Farmers' Ball & Bash.





# Halloween



*Allie and Evan*



*Misha*



*Elysha*



*Jake*



*Hallie*



*Jeanné*



*Joy*

## **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](mailto: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.

Email Judith at [emo@silver cityfoodcoop](mailto:emo@silvercityfoodcoop).

## Round Up for January 2018

This January, our Round Up program will benefit the *Beginning Years Gila Regional Medical Center Auxiliary*, an organization which provides support for families during pregnancy and until their child turns 3 years.



Co-op  
KID



Corner





# *Only at the Co-op!* The Buzz on Sun Mountain Honey

*Radium Springs, New Mexico*

We are happy to announce that the Co-op is now carrying honey produced in southern New Mexico by Sun Mountain Honey. Proprietors Gordon and Laura Solberg, based near Las Cruces, maintain hives that are located along the Mesilla Valley, from Radium Springs to Brazito.

It seems most reasonable that we share information about this great company and their honey in Gordon's and Laura's words, so the rest of this article is taken from Sun Mountain's website, [www.sunmountainhoney.com](http://www.sunmountainhoney.com). It's good to know that this divine nectar is so close by on our Co-op's shelves. Sweet!

"Honey is concentrated flower nectar. Bees gather this nectar, which is as thin as water, add a few enzymes, store it in combs and evaporate out the excess water. When the honey is thick enough, the bees cap it over and store it for winter use. To produce a pound of honey, the bees in a hive travel 55,000 miles and tap 2 million flower blossoms. Different types of flowers bloom at different times of the year, which allows us to keep the different types of honey separate.

Our honey is unique in several ways. Not only do we keep the types of honey separate, we process all of it as minimally as possible. All extracting and straining is done at room temperature, which preserves the quality and delicate flavor of the honey. Our honey is strained, not filtered. This means that the natural pollen grains remain in the honey. Our honey is totally natural."



*Hallie loves Sun Mountain Honey!  
It's located on the Herb & Spices/Tea aisle in front of the dairy cooler.*



## Bee Pollen



Honeybees gather pollen from flowers as a source of protein. Most bees in a colony are nectar collectors, but a certain percentage of them are designated pollen gatherers. As these bees fly from flower to flower, they add a tiny amount of nectar to the pollen to make it sticky, then use their front legs to knead this pollen into a little indentation – the "pollen basket" – on each rear leg. Once their pollen baskets are full, they return to their hive to store the pollen in a comb. Bees store combs of pollen (known as "bee bread") as well as combs of honey.

To gather the pollen that the bees have so laboriously collected, bee keepers have invented pollen traps which fit onto the bottom of the hive. A bee enters the trap and, then, has to pass through a double screen to get into the hive. This screen knocks about half the pollen granules off which fall into a tray for collection. The other half of the granules make it into the hive where they are stored by the bees as usual.

Pollen is used as a human food because it contains an amazing spectrum of nutrients: 22 amino acids, 18 vitamins, 25 minerals, 59 trace elements and 11 enzymes or coenzymes, to name a few. It has a high protein content (typically 25%) but is low in fat. People take pollen for a variety of reasons. Many say it gives them more energy or protection from allergies. Health food companies promote pollen for just about every ailment imaginable (if you have internet access, punch bee pollen into your favorite search engine and you will be able to spend hours reading about it). My conservative viewpoint is that pollen is an excellent nutritional supplement because it contains such a wide variety of nutrients. Also, it has the advantage of being a food, not a pill, so the nutrients are in a natural form that's easy to assimilate.

When you start eating pollen, it's important not to overdo it at first. Allergic reactions are rare, but they can be severe. It's best to take only a few granules the first day. If no reaction occurs, double the amount each day until you reach the desired dosage. A typical dose is anywhere from a teaspoon to a tablespoon a day. Find out what works for you.

*by Gordon and Laura Solberg of Sun Mountain Honey*



# Behind the Scenes at the Co-op

*This 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.*



*by Susan Van Auken*

## ❖ The Receivers ❖



*UNFI driver Larry arriving with our order.*

Does this following fact surprise you? All the cereal, yogurt, bread, walnuts, almond butter, apple juice, and everything else you purchase and carry out the front door in your cloth grocery bag must first come into the store through the back door. The receivers, do just that: they receive the 5 to 7 (or more) pallets of food and sundries delivered to the co-op twice a week along with two smaller deliveries. Larger orders will appear when the Co-op Deals and seasonal specials arrive. Leah and Doug handle all the grocery, bulk, body care, supplements, and special orders while Misha and Becky process the items in their departments, frozen and dairy. (Produce delivery will be mentioned in a future article.)

Before deliveries arrive, space must be made for all of this incoming product. The receivers or stockers move as much product as possible to the store and consolidate the backstock on the floor-to-ceiling shelves in the warehouse. The same process happens in the dairy cooler and the freezer room. The open area in the warehouse, a 20x20 space, must be cleared, awaiting the many pallets that will soon fill the area. Just in case you want to know: a pallet is about 4 by 5 feet and 5 to 7 feet tall. That's a whole lot of food, and if the pallets are filled with bottles of juice and water, they weigh a LOT!

A stack of invoices, itemized by department, comes with the delivery. As the pallets are unpacked, each item is checked off the invoice. Doug, who is also the grocery buyer, determines which items need to be stocked immediately; carts are loaded and moved to the front building, where stockers wait to put the product on the shelves. Since the biggest delivery comes on Saturday at 6:30 in the morning, it is often possible, through a beehive of activity, to get a majority of the goods on the shelf before you and other customers start arriving.



*Receiver/Merchandiser Leah sorting out an order.*

Part of the receiving process involves noting mistakes and recording all these on the invoice. There can be: shortages or overages – when the distributor sends more or less product than was ordered; mispicks – where

the distributor sends a product different than what was ordered; DNRs – where the product ordered was not received; and damaged goods, which can't be sold. Each one of these issues need to be identified; marked on the invoice; rectified in the appropriate manner, such as through requesting credit, and setting the product aside, if necessary, for return on the next delivery.

In our small store, we do not have room to fit whole cases of product, such as crackers or peanut butter, on the shelves at once. Extra steps are needed, since partial cases of many products must stay in the warehouse. The backstock in the warehouse needs continual organization so that the older product is stocked out first. These are the types of details that the buyers have running through their heads on these major delivery days.

The receivers do some heavy work at the co-op and often lift thousands of pounds on delivery day.



*Grocery buyer Doug checking in the order.*



*Dairy buyer Becky receiving her order.*

Leah left her life in Phoenix two and a half years ago, moved to Silver City and started her job at the co-op. She loves hiking all over the Gila Wilderness, painting, and making jewelry. She has also had a variety of interesting jobs in the past, including being a motorcycle mechanic and an electrician, as well as working in a print shop and in warehouses.

Doug has worked at the co-op since 2008 in a variety of positions. For several years he worked seasonally while growing vegetables at Townside Farm during the summer. He grew up in Connecticut and came to Silver City in 2002, where he met his wife, Martha Everett. They left Silver City and lived in the Pacific Northwest for awhile before returning to life in New Mexico.





# Deli news

**The Co-op deli is expanding!** Not space-wise, but with great new equipment from the former SCFC Market Café which closed on September 30th. Our talented and hard-working deli women now have more fridge and work-table space and a freezer, which makes it possible to store larger orders.

Cooler temperatures have arrived and that means that the deli is broadening its winter menu. This includes a larger selection of soups and pasta dishes (lasagna has returned), in addition to such popular favorites as the egg and chicken salads. The “ancient” grain, freekeh, is now on the bill of fare in a great salad that people love!

Brenna, deli manager, and her team of masterly cooks, Marchelle and Judy, have worked to provide our customers healthy and delicious prepared food choices that can be found in the “Grab and Go” cooler near the front of the store.



*Marchelle filling the Deli cooler with all kinds of goodies!*



***Freekeh has a flavor and heft that holds up to rich broths, spicy dressings and crunchy veggies.***

It hasn't quite reached the cult status of quinoa, but freekeh is an ingredient on the rise, showing up on shelves and menus with increasing frequency. Also sometimes called frik or farik, freekeh has an earthy, slightly smoky flavor and pleasantly chewy texture. Freekeh is durum wheat that is harvested while its seeds are still green and soft. It is stacked, dried and the chaff is then burned away. Because the seeds are soft and moist, they roast instead of burning. Once roasted, they are dried in the sun and rubbed to remove their husks. In fact, the grain gets its name from the unique way that it is processed; “freekeh” means “rubbed” in Arabic. Because it is harvested early, this grain retains more of its nutrients,

giving it an edge over other forms of wheat. It is considered a whole grain and has a low glycemic index. It also has three times more fiber than brown rice and twice that of quinoa.

While eaten for millennia in the Middle East, freekeh is beginning to gain popularity in the West, which can be attributed to the growing trend toward choosing traditional ingredients over processed foods. It's a snap to cook, nutritious, and quite versatile.

The simplest way to cook freekeh is as a side dish, but that's just the beginning. Combine it with spinach, parsley mint, dried apricots, and walnuts for an easy salad. It can be prepared in advance to allow the flavors to mingle and served at room temperature, if you like. It's also delectable gently mixed with beets, kale, avocado, tomatoes and a distinctive cheese, such as halloumi. Freekeh is perfect in main dish soups, stews or risottos, too.

The Co-op deli has created a great freekeh salad. Check for it in the “grab and go” cooler, but you can also find Bob's Red Mill brand here on the shelf, if you'd like to make your own. It's simple to cook in boiling water, using a two-to-one ratio of water to freekeh. Or, it can be prepared like pasta, with more water, checking it after 20 minutes or so and draining to remove excess water.





# 2 U From Your Board...

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

## The Board Is Thinking Strategy

One of the primary responsibilities we have as the SCFC board of directors is to strategically plan for our co-op's future, and for nearly the last year we have been doing just that. Our efforts have gone through fits and starts, but all of it has led to valuable progress. Now we are ready to share that progress with you and go boldly where our co-op has never gone before. This article covers some background on how we got to where we are today, and where we want to take things next.

Last November, January, and April, the board and the GM participated in facilitated strategic planning sessions with a trained facilitator, Renee Despres, to help structure our thoughts and ideas. Since that time we have continued the strategic planning process, and at our most recent session, the board reached unanimous consensus on a vision, mission, and dedicated strategic direction for six critical issues identified. Our vision, in case you have not seen it on the board page of the Co-op website is:

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

Our critical issues are, in order of believed importance:

1. How do we create an image and identity that inspires our member-owners, staff, and community?
2. How do we build on the strengths of our member-owner co-op in today's competitive whole-foods environment? (Or, keep the co-op in profitability over the next 5 years—1% in the black is our modest goal)
3. How do we engage our member-owners?
4. How do we strengthen our operational infrastructure?
5. How do we deal with our aging, cramped facilities?
6. How do we improve our communication both internally and externally?

We have fully fleshed out strategic goals that answer the first two questions, tying them both to measurable objectives. We have listed assumptions and obstacles for each proposed goal related to the final four, but we have not determined measurable objectives for each of those yet. Our last strategic planning session is scheduled in December to finish that work.

Once the full plan is complete, we will release the document to the membership. However, currently we want you to get a feel for where we are heading, hear a synopsis, and as always, weigh in with your thoughts and ideas.

Here is a brief version of our plan for the first two critical issues:

Critical Issue:	Strategic Goal "A"	"Strategic Goal "B"	Strategic Goal "C"
1) Inspiring Image/Identity	Involve members in describing Co-op culture	Distribute mission, vision, and values widely	Monitor culture to ensure vision of identity is embraced
2) Make our co-op competitive in the local market	Focus on items that other stores do not sell	Expand community reach by opening a bigger store that entices members and customers	Create a buying club and internet "sales" warehouse and distribution center

We are happy to report that significant progress is already underway on critical issue #1 and we have completed some objectives related to A and B. We have also been working on some of the objectives related to critical issues 3-6, and we will capture that information for you in a subsequent article.

Regarding critical issue #2, you can see that our ideas are wider and bigger than simply shrinking back to what we were before we rented the 614 Bullard Street space. We have no intention of leaving a vacuum where the Market Café once was, but any big decisions or directional shifts from here on out will be decided thoughtfully, deliberately, and jointly, with management and board on the same page. Steps forward will be informed by thorough member surveys, marketing analyses, both local and regional, as well as peer-reviewed financial forecasting, before possible locations or funding for building would be explored. Of course, we can determine the timeline for meeting this goal depending on the information and data collected. That data gathered will ultimately determine if this goal is feasible at all.

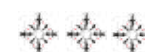
Operationally, we are taking a deep breath while we stabilize the co-op both financially and operationally. Management is making significant progress in winding down some behind-the-scenes activities at the 614 Bullard building, and we will vacate that space by the end of the year. At the same time, they are co-writing updated and effective personnel policies with staff, hoping to develop an atmosphere of commitment and cooperation that will flow from staff through management, and back to the board. We want a cohesive team of people that is dedicated to the success of our store. These efforts relate to both critical issue #4 and #6.

The board's first order of business will involve some intense studying of our member-owners' and our community's needs and wants, beyond those of an organic and local foods grocery store. Are we more than that? Can we and should we become a one-stop shopping business? Does shopping at the Co-op constitute more than feeding your family healthy food or finding a few specialty items? Is it more akin to participatory government than consumerism? We believe so, but what do member-owners and would-be member-owners think? Is there room right now, even in little Silver City, to nourish, expand, and cement the emerging concern over the grocery method in America, not just grocery price? Ultimately, how well can we predict what member-owners and would-be member-owners will DO with more space, more products, and more hours?

Those of you who have been following the co-op for the last several years know that this is not the first time that these questions have been asked. And, questions like these were primarily the impetus for our venture into the Market Café. We were growing very quickly in 2014 and 2015, and space was running out. We determined at that time that we were not ready to make a fast decision to buy 614 or move the store, so we opened the Café, and made a go at the second location option. One thing we learned from our Market Café experiment is that we have to be sure we have adequate funds to allow our growth to blossom and mature at the pace this community will allow.

Ask questions, get involved, and contact a board member.  
Strengthen our Co-op by making it your primary grocery store.

*Sincerely,  
Jennifer Johnston, Secretary and Karen Strelko, President, Board of Directors*



### 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**  
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**Jean-Robert Béffort/Vice President**  
Board Term: 2016-2019  
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Board Term: 2017-2020  
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**Steve McGarity**  
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Board of Directors

# Holiday Gift Giving!



**Brightz Be Cool, Be Seen**  
Lighting accessories for your bike  
and your life.  
Be Seen, Stay Safe  
\$12.99 - \$24.99



**Kei & Molly Textiles, LLC**  
Kei & Molly Dish towels  
is an Albuquerque based company committed to  
Fair Trade, environmental stewardship, and creating  
good jobs in their community.  
\$12.59



**Magnetic Poetry**  
Magnets That Reveal  
The Poet Within  
\$5.99 - \$24.99



**Maggie's Organics Socks**  
Fair Trade - Follow the chain of production  
at [maggiesorganics.com](http://maggiesorganics.com)  
\$5.99 - \$25.99



**Blue Q Storage Bags**  
The system for carrying your stuff  
1% of bag sales support  
Environmental Initiatives  
Around the Globe  
\$3.99 - \$14.99

## Members Only Specials

Nov 29 - Jan 2

**20% OFF!**  
listed prices



**Woodstock**  
Bulk  
Organic Dark Chocolate  
Almonds  
reg \$10.99



**Wholly Wholesome**  
Organic Whole Wheat  
9 in. Pie Shells  
14 oz  
reg \$5.99



**Frontier**  
Organic  
Non-Alcoholic  
Vanilla Flavoring  
2 oz  
reg \$7.69



**Nocciolata**  
Organic  
Hazelnut Spread  
9.52 oz  
reg \$6.19



**Pacific**  
Pumpkin Puree  
16 oz  
reg \$3.99



**Napa Valley**  
Grapeseed Oil  
25.4 oz  
reg \$9.79



**Himalaya**  
Complete Care  
Toothpaste  
Assorted, 5.29 oz  
reg \$5.99



**MegaFood**  
MegaFlora  
30 caps  
reg \$27.99