

NEWSLETTER



Say Cheese! Soft ripened cheeses and great conversation what more could you ask for? Find out about our upcoming educational programs on page 3.

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HITTING THE GROUND RUNNING!

As we approach our 3 month anniversary, I find myself alternately asking, "Have we really been open 3 months?" and, "Have we only been open 3 months?" The time has gone by in a whirl of activity; full of excitement, change and the incredible support of our ever-increasing membership. At the same time we are getting into our stride with effective routines, ongoing employee development and the ability to respond to your suggestions for new products and improvements. This is a store that will never get stale. Because our shoppers are our owners, we will constantly improve and evolve to meet your expectations.

Is 3 months too soon to look back at our accomplishments? I don't think so, not when we have so much to celebrate. Let's look at some numbers first. We passed \$1/2 million in sales before the end of February. Although

Continued on page 3.

BOARD UPDATE

The Just Food Board of Directors is implementing Policy Governance. This approach is widely used by cooperatives and has proven helpful in causing the Board to be pro active and comprehensive in its work.

We have received training and have been studying Policy Governance since last summer. A training session with Marilyn Scholl on February 4 and 5 brought us near the point of implementation.

Policies that we are developing fall into four areas:

- Ends policies – the results that the Co-op is to achieve.
- Executive Limitations – what the GM must not do in achieving the Ends. The point of stating Executive Limitations rather than saying what the GM must do is to allow as much latitude as possible.
- Board – General Manager Relationship – how the Board relates to the General Manager
- Board Process – how the Board

works

Examples of policies from successful cooperatives have provided us starting points for our own policies. When the policies are adopted, the Board's role will include monitoring the co-op's compliance with the policies.

Our intent in using the "best practice" of Policy Governance is to help us see that Just Food does the best possible job of serving its member-owners.

If you would like to learn more about how the Co-op is being governed please attend a Board meeting (typically the 4th Thursday of the month; watch for in-store announcement), speak to a Board member or check out Policy Governance at <http://www.carvergovernance.com/>.

Ron Griffith
President, Board of Directors

WELCOME, HOME!



Linden Hills Natural Home

For nearly thirty years, Linden Hills Co-op has been providing healthful, earthy-friendly choices for members and shoppers in southwest Minneapolis and beyond. On March 1, the co-op expanded its array of goods and services to include an improved selection of household goods, cleaning products, gardening supplies, kitchen, bed and bath items, non-chemical paints, organic clothing, pet food and accessories, and Fair Trade and local gifts and crafts at its new addition, Linden Hills Natural Home.

The store is open from 10 a.m. to 7 p.m. Monday through Saturday and noon to 6 p.m. Sunday at 2822 West 43rd Street. A grand opening celebration is in the works for April 22, Earth Day, with giveaways,



Linden Hills staff displaying their wares.

entertainment, and a grand prize drawing for a \$300 gift card from Warners' Stellan, which may be used towards the purchase of a new energy-efficient home appliance.

Just some of the great products & brands available at Linden Hills Natural Home include:

- organic clothing from Maggie's Organics/Clean Clothes and others
- organic cotton sheets and towels

from Coyuchi

- earth-friendly biodegradable cleaners from local companies including Restore and Mrs. Meyers
- gardening and composting supplies from Down To Earth
- kitchen appliances including juicers, pressure cookers, and food dehydrators
- water filtration systems, air purifiers, and full-spectrum light bulbs and light boxes
- a full line of natural pet foods and great pet products from companies like Newman's Own
- all-natural candles made from beeswax and soy
- Fair Trade and local craft and gift items, including Relan messenger bags, made from recycled Minneapolis billboards
- non-toxic and organic clothes and toys for children

We invite you to stop in and see for yourself, starting March 1, 2005. For more information, visit www.lindenhills.coop, or call Linden Hills Natural Home at 612-279-2479.

Jeanne Lakso
Linden Hills Co-op

GINGERED SPINACH

This vegetable dish combines a crisp taste with a nice warm texture. It works great with olives and feta as a snack or as a side with spaghetti or pork tenderloin and other white meats.

Ingredients

- 1 lb. Fresh Spinach
- 1 tsp. Freshly Grated Ginger
- 1 tbsp. Oil (I use Olive)
- 1 tsp. Toasted Sesame
- Salt & Pepper

Directions

- 1) Saute ginger in oil until it starts to brown (Be careful not to smoke the oil.)
- 2) Gradually add spinach & toss until cooked through
- 3) Season with salt & pepper to taste
- 4) Transfer to serving dish and sprinkle with toasted sesame



Recipe courtesy of Effe Walstrom, Front End Lead and Member 1,000

Hitting the Ground Running Continued

January and February are usually slow months for grocery stores, we exceeded our sales projections by 17% in January. February saw a 4% increase over January. At this pace our first year could approach \$3 million. The Little Co-op that Could!

We continue to attract new owner-members at a strong pace. As of this writing we are 1057 strong. Our education and outreach programs are off to a great start with two sold-out cheese tastings, and well attended presentations on grains and soy products. Just Food has helped sponsor local programs and speakers, has provided speakers for local civic groups, and participated in classroom education at both colleges. We are actively involved with the Chamber of Commerce and its Retail Committee.

There are still a lot of projects in development, including even more education and outreach opportunities,



More members enjoying the atmosphere at a cheese tasting.

improvements to our website and newsletter, farm tours, and a lending library with resources on food politics, wellness and recipes.

With spring right around the corner, we are looking forward to bringing you the bounty of fresh produce that our local farmers grow. Lynne and LivKarin, our produce team extraordinaire, have been meeting with farmers and making plans to ensure that they know what we want to buy from them.

Stuart Reid, General Manager

UPCOMING EVENTS

Mar. 22 UN World Day for Water
Mar. 26 Northfield Home & Garden Show
Mar. 30 Hope Lecture
Mar. 31 Board Meeting
April 6 Hope Lecture
April 9 Meet The Farmers
April 11 Food Forum: Video
April 13 Hope Lecture
April 19 Wellness Series: Fresh Herb Gardens
April 20 Hope Lecture
April 22 Cheese Class
April 22 Go Organic for Earth Day!
April 28 Board Meeting
April 30-May 1 Living Green Expo

for more info:
www.justfood.coop

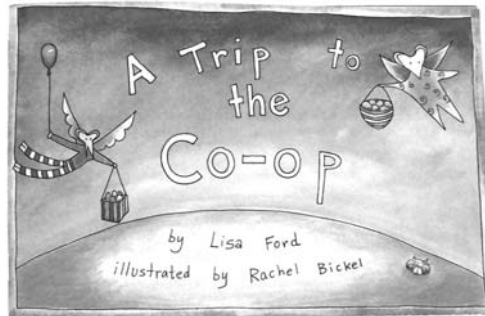
THE RESOURCE CORNER

Looking for more information on sustainable agriculture, social justice, practical tips for cooking coop groceries? Each issue of the newsletter will have the **Resource Corner**, with brief descriptions of books, web sites, videos and other materials which you may find of interest. Materials will be available at the Northfield Public, St. Olaf or Carleton Libraries (all of which allow townspeople to borrow materials). Videos may need to be watched on location at the college libraries. Suggestions for inclusion welcome!

The Fate of Family Farming: Variations on an American Idea.

Ronald Jager. Hanover: University Press of New England, 2004.

Written by a retired professor of philosophy from Yale University, this is a lovingly and well-written analysis of the history and future of family farming. Jager explores the concept of family farm and how it came to hold such a strong place in the psyche of the American public, including



historical material and a chapter on writers like Wendell Berry. Illustrating his more academic explanations with the stories of four New Hampshire farms which produce maple sugar, eggs, dairy products and apples, Jager is able to capture his readers' attention with human interest profiles as well. Jager finishes the book with a brief but sobering account of corporate agriculture but holds out hope as he considers the "astonishing number of vital and restless countervailing movements... [that comprise a] search for viable and forward looking alternatives... and a practical and valid response to broader social concerns" (including food co-ops). [St. Olaf call number S441.J27 2004]

A Trip to the Co-op. Lisa Ford. Brattleboro: Brattleboro Food Coop, 2004.

A bright and eye-catching book for the younger reader. Its text describes products available and co-op philosophy in an appealing poetic manner reminiscent of Dr. Seuss: "Come in. Look around. It's a place you can go/ To shop in a store, owned by people you know." [Northfield Public Library – ask for the Food Story Time Kit.]

Life and Debt. A Tuff Gong Pictures production; produced and directed by Stephanie Black. [New York]: distributed by New Yorker Films, c2001. [St. Olaf Library HC15.J2L54 2001.]

An in-depth view of the impact of global trade policies on the economy of Jamaica. Beautifully conceived and executed – intersperses footage of North American tourists partying at the resorts and on the beaches with interviews with local folk who are struggling to earn a livelihood in agriculture and industry.

Kris MacPherson



Just Food:
 Northfield Community Co-op, Inc.
 516 South Water Street
 Northfield, MN 55057

MEET THE FARMERS!

Fresh eggs, beef, pork, chicken, duck, buffalo, lefse, bird seed, garlic, note cards, honey and beeswax products, dry beans, potted amaryllis, maple syrup, soap, wool, and more.



Saturday, April 9th

10 a.m. to 1 p.m.

The Village School
 (Hwy 3 Behind AmericInn)

**GOODBYE BLUE MONDAY
 COFFEE HOUSE**

319 Division St., Northfield

*OPEN DAILY
 6:00 am to 11:30 pm*



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 Germain Street, Suite 250, Saint Cloud MN 56301

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 NORTHFIELD COMMUNITY CO-OP, INC.**

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 www.justfood.coop info@justfood.coop
 9-9 Mon.-Sat., 9-7 Sun.
 Stuart Reid, General Manager

BOARD OF DIRECTORS:

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