

The Compost

Fertilizer for the Mind.

A Bimonthly Publication of Just Food: Northfield Community Co-op

August/September 2008



join the challenge

EAT LOCAL AMERICA

Eating More Locally

By Penny Hillemann
Co-op Owner

Almost exactly a year ago, I read Barbara Kingsolver's book *Animal, Vegetable, Miracle*, which recounts the year her family devoted to living almost entirely on food they either raised themselves or purchased from nearby farmers. The book, quite simply, changed the way I thought about food and the ways it is produced and delivered to Americans—ways that make many of us think that quantity, price and appearance are the most important qualities to consider in choosing the food we buy, at the cost of nutrition, biodiversity, the health of the soil and of the larger environment, and the ability of the smaller farmer to make a living.

The argument for eating more locally based on fuel consumption alone is compelling. According to data summarized in *Animal, Vegetable, Miracle*, Americans consume about 400 gallons of oil a year per citizen for agriculture. About 20% is due to large-scale farming's heavy reliance on petroleum-based fertilizers, pesticides and herbicides. 80% is attributable to getting food from the farm to the table, including transport, warehousing, packaging and refrigeration. It's often been said that each food item in a typical U.S. meal has traveled an average of 1,500 miles. It's likely that if our economy adjusted to a new pattern of families' eating even a single weekly meal composed of locally and organically raised meats and produce, we could reduce our country's oil consumption by over 1.1 million barrels of oil

every week.

Eating locally-produced food also tends to bypass the hidden costs of "cheap"

food -- the mass-produced, often highly processed food that fills our supermarkets. These costs come in the form of price supports and tax breaks for commodity crops, road subsidies, the below-market price of the water used in western agriculture, long-term environmental costs, and more. The price of our supermarket groceries often doesn't reflect these costs, but we pay them in one way or another, regardless.

The writer and farmer Wendell Berry summed up the situation: "Eaters," he famously wrote in a 1990 essay, "must understand that eating takes place inescapably in the world, that it is inescapably an agricultural act, and that how we eat determines, to a considerable extent, how the world is used." Since I began to absorb the profound meaning of these simple lines, I have found it important to ensure that my food-purchasing decisions increasingly reflect my environmental and nutritional values.

So, for the past year, I've made an effort to include more locally-produced foods in my diet and where possible to choose local foods over more distantly produced counterparts. And I've found Just Food and the Northfield farmers' market to be by far my most valuable allies in that endeavor.

Just Food has a real commitment to supporting local farmers and other local and regional food producers. Some local products that have become favorites in my kitchen

include Cedar Summit Farm milk, Pastureland butter, strawberries from Lorence's and Silkey Gardens, Lorence's asparagus, Brick Oven's "Just Bread" made for Just Food, Salsa Lisa, Sno Pac frozen organic fruits and vegetables, apples from Fireside Orchard, Shepherd's Way cheeses, blue tortilla chips from Whole Grain Milling Co., and of course a full array of fresh, seasonal vegetables that bear no brand names but which I take pleasure in knowing were probably picked just hours before I purchased them.

The Eat Local Challenge is a great way to try ramping up your investment in the local food infrastructure. The challenge invites us to try to choose 80% of our food (by weight, by item count, or however you care to determine it) from the five-state area for one month. There's not much we really need that can't be had from within that region at this time of year, and the other 20% makes allowances for other valuable cultural staples like coffee, tea, chocolate, citrus fruits, olive oil, and spices that simply don't grow here.

Eating more locally makes instinctive sense to me. It feels real. It feels good! It feels as if we might develop a real food culture based on seasonality and local abundance, as the French or Italians or Japanese have done, rather than living off an endless array of foods from everywhere. I'm a pretty frugal person in many ways, but trying to eat more food that's fresh off the farm, picked at its nutritional peak, and full of real, memorable flavor—now that seems to me a luxury worth building into my life.

Penny Hillemann, a Just Food member-owner, is a Senior Communications Counselor at Neuger Communications Group. She blogs about local food, gardening and nature at www.penelopedia.com.

Take the Eat Local Challenge!

Do you want to try eating more locally-grown foods? We invite you to take the Eat Local Challenge! From August 15-September 15, challenge yourself to eat 80% of your food from the 5-state area.

See page 7 for more details on the Eat Local Challenge and the events we've planned throughout the four weeks to give you encouragement.

What:

The Eat Local Challenge—
Eat 80% of your food from the
5-state area for 4 weeks!

When:

August 15 - September 15

Who:

Anyone interested in eating more
locally-grown foods

How:

Sign up at Just Food Co-op and
receive a free
"Eat Local Challenge" button!
(Free button limited to the first 150 people.
Sign up available by August 10.)
We'll also have menu ideas for you in
the store during the Challenge.



GM OUTLOOK



Store Update

By **Phil Guida**
Co-op Owner and General Manager

Wow! We finished the year in grand fashion garnering over \$3.8 million in sales volume. As of this writing the final results of the bottom line have not been tallied, but we're feeling pretty good about

the 2008 fiscal year. We have begun the 2009 fiscal year as of June 30 and it appears we're off to a good start. Your ongoing patronage continues to elevate us to new heights. You're the reason for our success and because of this we have planned for even a bigger year ahead of us.

With the economic downturn food prices have gone through the roof. In over 30 years in the grocery/natural foods industries I have never seen anything like what we have experienced in the last 5 months. We do our best to tow the line and lately we have had to ask ourselves how much of an increase do we pass on, or we question just how important a product really is to our consumer. The last thing we want to do is raise our prices. Unfortunately we've had to. There isn't much latitude to work with that will allow us to absorb more loss than we have had these past 3 years. We are committed to the value of 'real food' and believe in what we're doing.

The Co-op is more than just a grocery store; it is a thriving market that consists of a variety of shoppers who confer frequently with their neighbors, friends and strangers within the confines of Just Food. Excerpts from our recent 5 question survey this past month indicated that lower prices and more in the way of discounts took top prize in relation to the question of, what can

we do to increase your purchases by 10% at Just Food? Both of these answers are fitting for the present economy yet our industry does not allow us to work in the same fashion as Super Markets or Super Discounters. The cost of Real Food goes beyond prices. It involves producers, manufacturers, Organic farmers, employees, Fair Trade, and the LOCAL community/commerce. So you're not just purchasing food you're supporting the values that start with the planted seed or the baby calf, or the coffee beans you purchase for your morning brew. It can be life changing or certainly a wake-up call. I get so much satisfaction watching the grocery industry becoming GREEN practically overnight, yet in the process many of the mainstream outlets do not do their homework when it comes to what Green products they're putting on the shelves. That is another area where you can rely on Just Food doing their homework prior to arrival. We consider ourselves the LOCAL source for your natural, Organic, local and Green needs. Shop Local, Shop Just Food.

I think the most exciting news these days comes in the addition of Mr. Miller Rogers as our Deli Manager/chef extraordinaire. Miller takes over from Kirsten Lindquest who did a fabulous job in bringing attention to our Deli Department. If you haven't been in for lunch or stopped at our deli cooler to bring something home I highly suggest that you try it out. Our deli staff does an excellent job in bringing you only the best quality and freshness (whole food) around. Try us out. I'll see you in the aisles.

In Cooperation,

Phil Guida, General Manager.

In the News

The Planet Patch and Just Change donations for August and September will go to the Sow the Seeds "Local Longer" campaign. See page 9 for details.

The Twin Cities co-ops are the exclusive grocery sponsor of the Fresh Taste Festival, a premiere event featuring local, organic, Fair Trade foods and beverages. Held at the Nicollet Island Pavillion on Sunday, August 17 from 11 a.m.-5 p.m., this benefit for Minnesota Public Radio is a great opportunity for Just Food Co-op shoppers to enjoy the local specialties of our sister co-ops in the Twin Cities. For more information and to purchase tickets, please visit www.freshtaste.com.

LocalHarvest now has a **member review feature**, which will allow you to write your opinions of Just Food and post them on the site. Just go to localharvest.org and type Just Food Co-op in the search bar on the right. Click on the Just Food link and you'll go to our listing. Right below our name you'll see five stars. If you click on that area, you will be brought to our reviews where you can write your own review of us. This feature will help folks looking for a local food co-op to know a bit more about us through customers' eyes.

The Northfield Farmers Market is open in Riverside Park (southwest of the Co-op on 7th Street) Tuesdays and Fridays from 11:45 a.m.-1 p.m. and Saturdays from 9-11 a.m.

BOARD UPDATE

The Rewards of Serving on the Board and an invitation to join in...

By **Philip Spensley**
Co-op Owner, Board Member and
member of the Board Nominating Committee

Our Co-op, Just Food -- my Co-op and your Co-op, is a very, very special treasure, one that none of us takes for granted.

We--Just Food Co-op members who jointly own this store--are able to shop along with non-members knowing that the food we buy (carefully grown and carefully selected) is safe to eat, is truly (not falsely) nutritious, is fresh, and (joy!) tastes like food is supposed to. We also know that those who have grown and prepared it have followed sustainable practices and been fairly paid for their labor. Moreover, by featuring so much locally grown food and merchandise, we are helping to sustain our local farmers who provide us with vegetables, fruit, meat, and other goods, thus improving the local economy.

We--Just Food member-owners--share a set of values that place high priority on the health of ourselves and our children. These values also seek to support and sustain our community, our environment, and our planet. *Just Food is more than just a store.*

The policies which govern our Co-op's operation do not just serve an economic bottom line - profit--though that is important or we will not exist. Just Food, in fact has three bottom lines (profitability, environmental sustainability, and community welfare) and all need to be kept in balance. Keeping this balance and planning for the future with them in mind is a major part of the Board's function.

So far, in collaboration with our wonderful staff, we are doing a pretty good job of it.

While we are not yet completely out of debt we are turning the corner to profitability, having just seen our first

profitable quarter (check this) and eagerly anticipating our first profitable year.

In addition, in just four years since we opened our doors Just Food now serves as a model on many fronts, locally, regionally, and nationally. Within the national Co-op movement, we not only are an exemplary start-up but our "Eat Local Challenge," initiated by Joey Robison our Marketing Manager just a couple of years ago, is such a success that the Twin Cities Co-ops adopted it and it is now being promoted nationally.

Here in town, *Locally Grown*, a Northfield blog site inquired, "Where do you most like to grocery shop and why?" Just Food came out top, hands down, for its friendly atmosphere, knowledgeable staff, and quality products.

So, where does the Board fit into Just Food's operation and growth? The Board operates through Policy Governance which places responsibility for operations in the hands of the General Manager, thereby allowing the Board to focus on outward vision and strategic leadership rather than day-to-day operations. Through Policy Governance the Board determines and monitors the policies by which Just Food operates, policies that encourage, foster, nurture and sustain our three bottom lines while giving the General Manager and staff the scope to exercise their creativity and expertise in getting us where we want to go.

Our Co-op is more than just a store. It is a set of values in action. It is a leader and a catalyst for change, an instrument for CO-Operation, and an example of accountability.

But we can't allow ourselves to be smug. This treasure we know as Just Food cannot be taken for granted. As we go forward, we must make sure that there are those among us who are encouraged to step forward to bring continuing and expanded vision to help steer our future course.

That is the challenge and opportunity before us, and before you. If you have previously considered running for the Board but felt the time was not right, maybe this is the year. If you haven't considered it before, maybe now's the time. *Your voice, your commitment, your energy can make all the difference in the world.*

This fall we have five owner-member seats that need to be filled. Three of those come from Board members who have served their full three-year terms. Two come from Board members who over the course of the year found family and career needs pressing and who regretfully felt the need to tender their resignation. One of those uncompleted terms is for two years, the other for one. Is now your time to offer the Co-op your talents?

Application forms and information concerning the Board and Board Member qualifications can be found on the website at justfood.coop or in packages at the store. Deadline for submissions is August 16. Also please feel free to contact any of us on the Nominating Committee. We are Angel Dobrow (adobrow@hotmail.com), Bob Ciernia (bobciernia@msn.com), Philip Spensley (pspensley@earthlink.net) and Kaaren Williamsen-Garvey (kwilliam@carleton.edu).

Remember, it's your Co-op!

JUST FOOD CALENDAR

Simply cut this page out of your newsletter, post on your refrigerator or bulletin board and never miss another Co-op event!
You can also find our calendar on our website at www.justfood.coop. **Everyone is welcome.**

Just Food Co-op encourages exploration of a variety of approaches to healthy choices, responsible consumption, and sustainable living. The viewpoints expressed in our classes do not necessarily represent endorsement by Just Food Co-op.

AUGUST

Class: (Preregistration required- ask a cashier for details)

Hypnobirthing

The presentation is for anyone wanting to know more about birthing calmly and harmoniously with nature. Any pregnant mother and her birthing companion can learn how to relax with imagery and hypnosis to become empowered and consciously present during natural birthing, avoiding drugs and unnecessary surgery. Taught by Mary R. Ruth, M.S., Psych. Certified Clinical Hypnotherapist, Certified HypnoBirthing Practitioner.

When: Tuesday, August 12, 7-8:30 p.m.

Cost: No charge. Donations welcome.

Location: In the Just Food Event Space, 516 Water St. S.

Running for the Board? Applications due August 15!

The Eat Local Challenge

Just Food Co-op invites you to take the Eat Local Challenge! See page 7 for details.

When: August 15- September 15

Eat Local Challenge Classes:

(see page 7 for more details)

Friday, August 15, 7-8 p.m.

Film Showing: *Tableland*

Wednesday, August 20, 7-8:30 p.m.

How to Eat Locally and In Season All Year Long

Tuesday, August 26, 7-8:30 p.m.

Local Longer:

What can Northfield do to extend the growing season?

Thursday, September 11, 7-8 p.m.

Book Discussion: *The End of Food*

SEPTEMBER

Just Food will be closed September 1 for Labor Day.

See Just Food in the Defeat of Jesse James Days Parade!

We'll be handing out treats and celebrating local food on our parade float!

When: Sunday, September 7

Location: Division Street, Downtown Northfield

Class: (Preregistration required- ask a cashier for details)

The Practical Cyclist

Designed for those who want to replace car trips with cycling trips or simply travel sustainably and enjoyably, this classroom-based course will examine the advantages of cycling; potential obstacles; equipment and strategies; select safety issues; and cycling advocacy. This is not intended to be a road skills course. Taught by Bill Ostrem who has been a "practical cyclist" for over twenty years.

When: Tuesday, September 9, 7-8 p.m.

Cost: No charge. Donations welcome.

Location: In the Just Food Event Space, 516 Water St. S.

Harvest Festival

Join us in the Just Food Parking lot as we celebrate local food with live music, samples from local farmers and producers, and fun activities for kids. Look for more details in the store in September.

When: Saturday, September 13, 11 a.m.-2 p.m.

Cost: No charge. Everyone's welcome!

Location: In the Just Food Co-op parking lot, 516 Water St. S.

New Owner Orientation and Tour

Preregistration is required. New Co-op owners are invited to learn more about the history of Just Food, how a co-op differs from other business types, and take a tour of the store.

When: Monday, September 22, 7-8:30 p.m.

Cost: No charge. **Location:** Meet at the front of the store.

Coffee Tasting

See details below.

When: Saturday, September 27, 9-11 a.m.

Cost: No charge. **Location:** In the aisles of Just Food Co-op

and mark your calendars...

Planning for Retirement with Socially Responsible Investing

Join us for a seminar led by investment planner Jim Larson on planning for retirement with investments that are aligned with your personal values. If you don't want to be invested in tobacco, weapons of war, or companies that pollute the environment, come to learn more. Retirement Planning is crucial for everyone, and it's never too late nor too early to start thinking and planning!

When: Wednesday, October 1 at 7:30 p.m.

Cost: No charge. Donations accepted.

Location: In the Just Food Event Space, 516 Water St. S.

coffee tasting

Find your favorite! Join us, Equal Exchange and Peace Coffee for our free coffee tasting and try every type of bulk coffee we sell.

Saturday, Sept. 27
9-11 a.m.
at Just Food Co-op



U of M Creates New Sustainable & Organic Ag Programs

with Assistance from the Land Stewardship Project

By **Bobby King**
Land Stewardship Project

When Dave and Florence Minar of Cedar Summit Farm in New Prague converted their dairy operation to a sustainable, grass-based system some 15 years ago, there was little support available from the University of Minnesota.

"There really was no research on sustainable systems by the University that I'm aware of," recalls Dave. "There were really no experts involved, no Extension people."

A lot has changed. Over the years, organic food has become a force to be reckoned with in the grocery trade. The Minars, for example, now market their certified organic milk to Twin Cities co-ops under the Cedar Summit label. According to the USDA's Economic Research Service, "organic farming has been one of the fastest growing segments of U.S. agriculture for over a decade." And that growth is clearly evident in Minnesota. In 2005, the state was fourth nationally in organic cropland and fifth in the number of organic farms, according to the USDA.

There are about 560 certified organic farms in Minnesota, and more than 170 certified organic processors, according to the Minnesota Department of Agriculture.

That's why the Minars and other members of the Land Stewardship Project (LSP) worked in 2007 to get the state Legislature to provide increased funding to the University of Minnesota. The Minars serve on LSP's State Policy Committee and were leaders in this work at the Legislature. Once the funding was secured, the Minars and others from LSP met with key agricultural deans at the U to discuss the importance of spending some of that money on sustainable and organic agriculture. This April, that work paid off when the U of M announced it would create new resources and programs for sustainable and organic agriculture.

Florence says the University's announcement sends an important message to the farmers and consumers who have

been supporting and promoting organic and sustainable agriculture over the years. "This is an important investment in a quickly growing segment of agriculture that needs more research and outreach from the University," she says.

"Organic and sustainable agriculture production systems are attracting new farmers and new students to study agriculture, while helping existing farmers stay in business."

Many of Minnesota's small- and medium-sized crop and

The U's new resources for organic and sustainable agriculture include:

Establishing an organic dairy herd at the West Central Research and Outreach Center in Morris. This will make the U of M only the fourth university in the nation with an organic research dairy herd.

Establishing a faculty position focused on organic and sustainable food systems at the College of Food, Agricultural and Natural Resource Sciences.

Making the alternative livestock coordinator position at the University an ongoing position within U of M Extension. This position has helped provide critical assistance and information to farmers raising livestock on pasture and in other humane, non-confinement systems.

Establishing a faculty position at the Southwest Research and Outreach Center in Lamberton devoted to organic crops.

Providing funding for two or more graduate assistantships for organic research and extension.

In addition, Levine and Durgan are exploring the creation of an Organic Advisory Task Force comprised of organic farmers, University faculty engaged in organic research and outreach, and members of the organic business community.

For more information on the U of M's new organic and sustainable agriculture initiatives, visit www.landstewardshipproject.org or call 612-722-6377.



livestock operations are searching for markets that fit their systems in order to remain profitable, and sustainable and organic production offers that potential. However, there are challenges to alternative production systems that farmers feel land grant institutions can be leaders in addressing.

Bev Durgan, Dean of University of Minnesota Extension, says the U is increasing its support of sustainable and organic agriculture because of the opportunities this kind of farming is offering an increasing number of farmers in the state. "We want to help Minnesota be a leader in realizing this potential," she says.

Allen Levine, Dean of the U of M's College of Food, Agricultural and Natural Resource Sciences, says it's become clear organic and sustainable agriculture have important research needs, and "the University wants to provide the science needed."

Go Co-op!

**Anytime, all the time—
for over 80 years.**

Our company's strength has become the personal care we give each customer—even when everything's as it should be.



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www.JordanHomeTeam.com



BOOK REVIEW

The End of Food

By **Azna A. Amira**

Co-op Owner and Meat Stocker

The headlines are horrifying and relentless. There are food riots around the globe as the prices of food skyrocket alongside the cost of oil. The top billion of the world's population is struggling with the diseases of obesity, while the bottom billion daily faces starvation. Food-borne illnesses are rampant, striking one in four Americans every year; our regulatory agencies are too overwhelmed to locate-- much less prevent-- them. Experts say a worldwide avian flu pandemic is not a matter of "if," but of "when," and we're told that about a decade remains until the oceans are emptied of all food fish. The very meaning of food—the basis of many of our social, family, and spiritual traditions—has changed; the act of eating has devolved from a comforting, civilizing pleasure into an exercise in irritation, confusion and guilt for many.

A book entitled *The End of Food* by Paul Roberts may sound apocalyptic, but the author's point is that there is cause for alarm about our increasingly unsustainable global food system. Unless, he says, we become aware of—and change—our direction, then Thomas Malthus' nightmare (wherein a geometrically growing worldwide population outstrips the merely linear growth of its food supply in a nightmarish starvation by scarcity scenario) is both immanent and imminent.

There has been no shortage of books, from the seventies (remember Paul Erlich's *The Population Explosion?*) up to the present moment, on the flaws in our food system. Michael Pollan has graphically outlined the horrors of industrial farming in *The Omnivore's Dilemma*. Marion Nestle's *Food Politics* and Eric Schollosser's *Fast Food Nation* have discussed the disgusting dangers of junk food. Other recent books have addressed the unsustainability of an increasingly energy-intensive and industrialized global distribution system that gulps fossil fuel to run tractors, produce costly fertilizer and ship goods while degrading the environment, overtaxing dwindling water supplies and planting the seeds of its own destruction.

But what sets Roberts' book apart is how he pulls these topics together, showing how seemingly disparate problems—obesity, food-borne disease and the persistence of hunger—are "driven by the same basic economic mechanisms that gave rise to the modern food system in the first place."

Roberts examines the complex systems that comprise the global food industry, giving us a glimpse of the Big Picture of man's relationship with food, from prehistoric big-game hunting through the rise of industrialized goods production to the retail revolution in which huge grocery companies control the supply chain. In ten densely packed chapters he describes for us, clearly and comprehensively, the intricate interrelationships between energy and oil, the search for alternative fuels, rising prices, U.S. government policies, international trade law, the use of water and human health.

A journalist for such publications as Harper's, The Washington Post, and The Los Angeles Times, as well as the prize-winning author of *The End of Oil* in 2004, Roberts' prose packs a plethora of research. He interviewed scientists and politicians, CEO's, relief workers, Green Revolution visionaries. He reviewed reams of trade publications. He visited such far-flung places as a meat-packing plant in France, food giant Nestle in Switzerland, an agricultural fair in China's Shandong province. He examines genetically modified foods, organic and integrated polyculture farming, aquaculture and the growing locavore movement ("eat food grown locally") to show, among other things, how policies hatched in corporate boardrooms actually look up close and personal.

What emerges from Roberts' fascinating, if frightful, narrative is that our current high-volume/low cost food production system has become a victim of its own success—

and excess. "Up until recently, (the food economy) was a thing of beauty. It did—sort of—everything right," he says. "For most of the last century, it's been good news from the food front: more food, more cheaply, more convenient, it was safer."

However, what began innocently enough has snowballed into a juggernaut. Poultry producers have to grow bigger chickens, faster. Farmers have to produce higher yields of grain. And Wal-Mart (which accounts for one fifth of all U.S. consumer food purchases) has to

serious and comprehensive effort to refashion its food economy in a more sustainable mode? In response to the crisis created by the fall of the Soviet Union and its subsequent withdrawal of the implements of large-scale agribusiness, Cuba's food system collapsed, food prices soared, and economic chaos reigned. Deprived of these industrial inputs, the Cubans deindustrialized their food model. Massive state-run farms were broken into cooperatives which focused on food for local consumption. In the cities, thousands of produce gardens were planted, ranging from large collective operations to small patio plots, and farmers were allowed to sell their surpluses at hundreds of new agricultural markets. Meanwhile, university scientists and other researchers scrambled to find ways to reintroduce integrated methods of agro-ecological farming. While there are still some shortages, says Roberts, Cuba now leads most developing nations in nearly all nutrition and food-security categories.

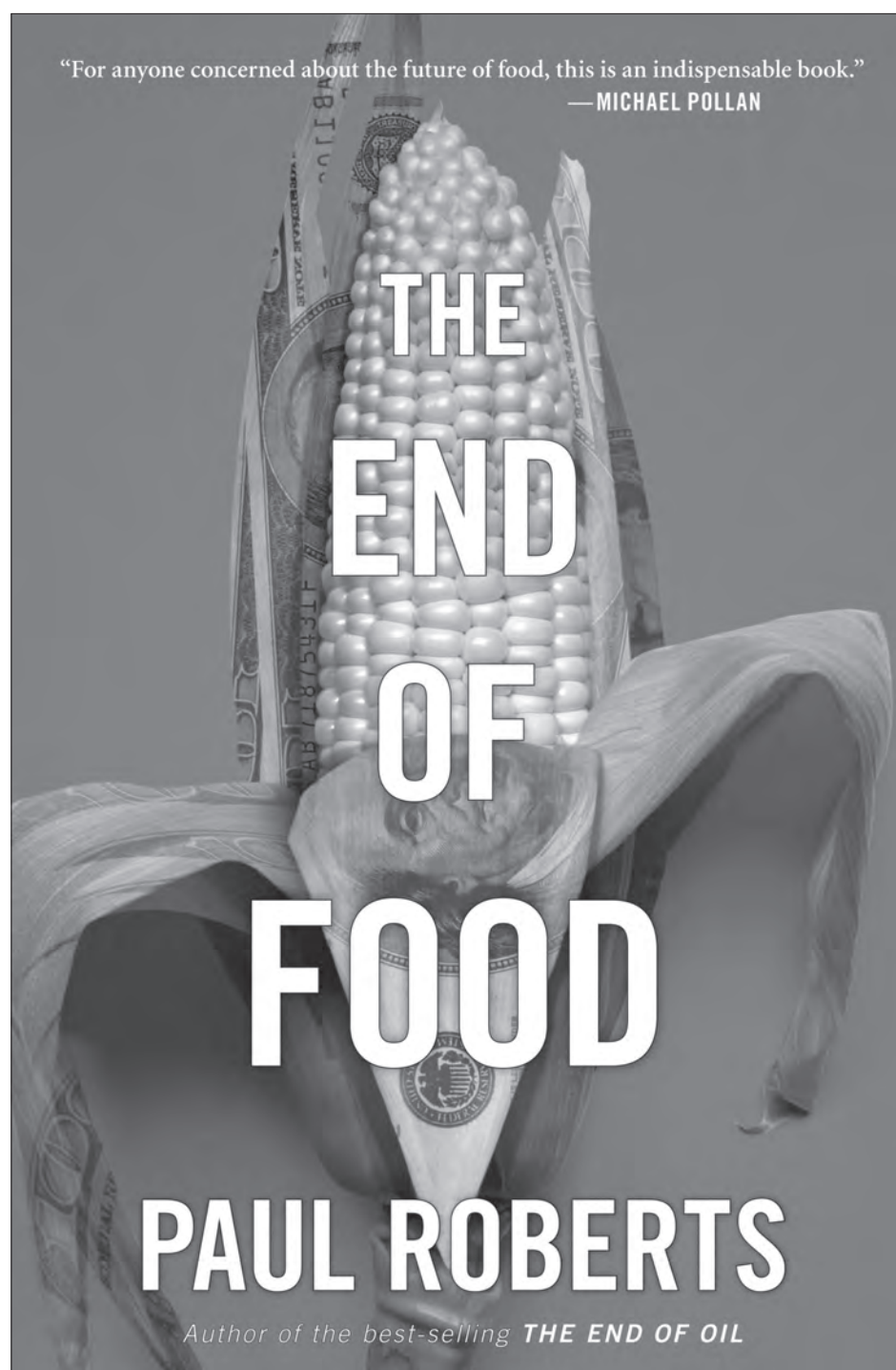
The author informs us that similar movements are afoot in the United States, and is hopeful that rising concerns about costs and safety will create enough of a crisis to push them further into the mainstream. Some regions of the country are faring better than others; according to some guideposts outlined by Roberts, Northfield, for example, is a standout success. Experts estimate that communities should be able to produce at least a third of their own food supplies locally; national averages range between one and five percent. But according to Just Food's marketing and member services manager, the Co-op scores between twenty and twenty-five percent on this scale, thanks to the community's support of area farmers.

Populations like ours who have made a good beginning might do more than support their local farmers' markets. Roberts is encouraged, for example, that Congress is considering a law that would allow federal agencies to give preferential treatment to regional producers when procuring food (currently prohibited), and Minnesota lawmakers are notably responsive to constituent pressure. He cites, too, the positive example of commercial food-service suppliers Sodexo and Bon Appétit (which now supplies both Carleton and St. Olaf colleges with fresh food, grown within a 50-mile radius) who are working to create a massive new market for regional food.

Our answers will come neither from the government nor from the industry, says Roberts, but from ordinary people who are both familiar with such terms as "The Washington Consensus," "The Green Revolution" and "Fair Trade," and fed up enough to create an impetus for change that even recalcitrant lawmakers, mass volume retailers and industrial lobbyists will not be able to resist.

Just as importantly, however, Roberts reiterates the message of such books as Michael Pollan's *In Defense of Food*: we must take back control of our food. "I'm not advocating that we all move to the woods and live on nuts and berries," gibes the author, who also echoes Barbara Kingsolver's observation in *Animal, Vegetable, Miracle* that a gradual move in the direction of empowerment trumps an "all or nothing" mentality. The author affirms that personal consumption patterns still have paramount—though not sole—importance. "I am suggesting," he says, "that in turning over the making of our food to others, in allowing the parameters and priorities of what we eat and how we think about it to be determined increasingly by a quite distant economic model, we have both encouraged the decline of food and lost something profound from our own lives."

For concerned citizens in the Northfield community who enjoy eating and would like to continue doing so, this is more than food for thought; it's fodder for discussion. **You are invited to come and share your thoughts on this book on Wednesday, September 10 from 7-8 p.m. in the Just Food Event Space.** Paul Roberts may be right: the threat of "hunger is an invitation to make a better world."



keep selling it all at artificially low prices. As the world becomes richer, people eat too much, and too much of the wrong things—above all, meat. The result is Malthus on steroids: since it takes about four pounds of grain to make a single pound of meat, meatier diets also geometrically increase overall food demands, and the world system faces a serious food crisis that is one disaster away from crashing, cycling viciously towards what he calls "a perfect storm of sequential or even simultaneous food-related calamities" involving droughts, floods, unemployment, mass migrations, political instability, deadly epidemics, and starvation for millions. And that's just for starters.

Roberts' conclusions are chilling, but he does not leave us without hope. Fortunately, the author is at his best when he discusses what we can do. While he graphically makes his case that the food system is seriously askew—ultimately unsustainable, economically entrenched, inherently undemocratic, and politically intractable—he also reveals that in the hands of an enlightened citizenry, the problem contains the seeds of its own solution. More will be required of us than simply making better choices at the market, of course. Fortunately, there are precedents that can steer us toward collective—as well as individual—action.

One of the book's surprises is that there is one country—would you believe, Cuba?—that has made a

COOKING WITH KIRSTEN



Locavores, Unite!

Thinking Outside the CSA Box

By **Kirsten Lindquist**

Co-op Owner and Former Deli Manager

As you sit reading this article I am now in Berkeley, California, the "epicenter" of the eat-local movement. Eating locally in California isn't much of a challenge, especially since the low temperature rarely dips below 32 degrees and fresh local produce is available for 6-8 months out of the year. But truth be told, eating locally in Northfield Minnesota isn't too rough a row to hoe either, particularly during the peak harvest season of the summer. Late August to mid-September is the perfect time to join the nationwide "Eat Local America" challenge since this is when all of the harvest's bounty is just bursting forth from farmers' markets and CSA boxes.

Most people who already make an attempt to source their groceries from local suppliers are well aware that this is the peak time. So this year when you take up the challenge to buy 80 percent of your weekly groceries from local producers, look beyond produce and take a gander at all of the local products that are available year round.

While summer just wouldn't be right without fresh tomatoes and basil, when you add in some fresh mozzarella cheese from Wisconsin you can make the classic Caprese Salad, named for the Italian island of Capri, and an appetizer or salad on the menu of nearly any decent Italian restaurant. Slices of mozzarella cheese intermingle with

tomatoes and fresh basil, drizzled with olive oil and salt and pepper. It is hands down my favorite dish of the summer. But no one can survive on vegetables alone!

Bean salads are another one of my favorite summertime dishes to eat and they are the perfect backdrop to diced cucumbers, bell peppers, tomatoes and cilantro. Quite often I make a citrus-based vinaigrette or add some cumin for variety. The co-op sells local Minnesota dry beans – garbanzos, black, kidney, and green split peas – in the bulk section. While they require the extra time of soaking and then cooking, the great price and better taste more than make up for the effort. Adding feta cheese from Wisconsin or Minnesota goat cheese enlivens any bean salad and I'll toss some in whenever I have it on hand.

Another great find in the bulk area are the myriad types of flours and grains to use for making breads. Whether you grind your own wheat berries, choose among the wide variety of flours, or buy Whole Grain Milling Co.'s Multi Grain premix, making your own bread creates superior loaves. The scent of freshly baked bread is almost as enticing as a fresh, warm tomato from the garden and what could be better than combining the two! While fancy restaurants call it Bruschetta, the crunch of good toasted bread with fresh herbs and tomatoes is always a great summer lunch or snack

no matter what you call it. When I'm willing to brave the heat of the stove and crusty bread demands being turned into a sandwich, I'll whip up some BLTs using local bacon from Iowa, of course!

While I am looking forward to getting to know a whole new set of local producers as I settle into my new home in Berkeley, I will always remember with deep fondness and gratitude the local farmers of the Northfield community and how well they have fed me!

Kirsten Lindquist was the Co-op's Deli Manager for the last year. In addition to cooking excellent food, she taught cooking classes, shared her recipes in this publication, was a founding leader in the discussions and action toward a community kitchen, and wrote a cooking column for the Northfield News. Her presence in Northfield will be greatly missed, and we wish her well in her new endeavors. You can meet the new Deli Manager, Miller Rogers, on page 8.

Look for this local label on the shelves to find lots of great local products.



Caprese Salad

12 slices tomato
12 slices fresh mozzarella
12 leaves fresh basil
Olive oil to drizzle
Salt and pepper to taste

Layer the tomatoes, mozzarella and basil on a plate and drizzle with olive oil; add salt and pepper. Serve at room temperature.

Black Bean with Cumin Vinaigrette

1/4 lb dry black beans
1 green pepper, diced
4 green onions, chopped
4 roma tomatoes or 2 slicing tomatoes, chopped
1 cucumber, diced
1 cup cilantro, minced
1 cup feta cheese, crumbled
3 cloves garlic, peeled and minced
1 teaspoon ground cumin
1/2 cup olive oil
1/3 cup lime or lemon juice
1 teaspoon salt
1 teaspoon pepper

Cooking dried beans: Combine beans with twice as much water and allow to soak for 12-24 hours (refrigerated). The beans will grow in size. Pour off water. If you have an oven safe pot with a tight fitting lid and can also be heated on a stovetop (such as a Corningware pot), preheat oven to 325 degrees and place beans in that pot with at least 2 inches of water above the beans. If you do not, place beans in a sauce pan with a tight fitting lid. Bring beans in water to a boil on the stovetop, skimming off the foam that rises. Remove from the stove top and place in the oven, covered and bake for 45-50 minutes until the beans are tender but not mushy. If the pot is not oven safe, reduce heat to simmer and cover and cook on the stovetop for 45-50 minutes until tender. Allow beans to cool before using. Any leftover beans should be stored covered with water in the refrigerator and used within 3-4 days.

Combine beans, pepper, onion, cucumber, cilantro and tomato in a bowl. In a separate container whisk olive oil, lemon or lime juice, garlic, cumin, feta and salt and pepper. Pour over beans and vegetables. Serve chilled or at room temperature.

Easy French Bread

6 cups all-purpose flour
2 1/2 (.25 oz) packages active dry yeast
1 1/2 teaspoons salt
2 cups warm water
1 tablespoon cornmeal

In a large bowl, combine 2 cups flour, yeast and salt. Stir in 2 cups warm water, and beat until well blended using a stand mixer with a dough hook attachment. Using a wooden spoon, stir in as much of the remaining flour as you can.

On a lightly floured surface, knead in enough flour to make a stiff dough that is smooth and elastic. Knead for about 8 to 10 minutes total. Shape into a ball. Place dough in a greased bowl, and turn once. Cover, and let rise in a warm place until doubled. Punch dough down, and divide in half. Turn out onto a lightly floured surface. Cover, and let rest for 10 minutes. Roll each half into a long roll. Grease a large baking sheet. Sprinkle with cornmeal. Place loaves, seam side down, on the prepared baking sheet. Cover with a damp cloth. Let rise until nearly doubled, 35 to 40 minutes. Meanwhile, heat 6 cups water to boiling. When placing bread in oven, place separate baking pan on bottom of oven and pour in boiling water. Bake in a preheated 375 degrees oven for 35-40 minutes or until bread is lightly brown and a knife inserted in the middle comes out clean. Remove from baking sheet, and cool on a wire rack at least 15 minutes before cutting.

Multigrain Bread

using Whole Grain Milling Co. Mix

2 teaspoons active dry yeast
1 lb (3 cups) Multi-Grain Bread Mix
1 tablespoon butter or vegetable oil
3 tablespoons honey or agave nectar
3/4 cup warm water or milk
1 egg

(For 1 or 1 1/2 lb size Bread Machine)
Start machine.

(By Hand)
Beat yeast, liquids and 1 cup bread mix together well. Stir in 2 cups more of mix, knead 5-10 minutes until dough is smooth and elastic. Cover with a damp cloth and let rise in a greased bowl until doubled, about 1 1/2 to 2 hours. Punch down and form into loaf and place in greased bread pan and bake for 35 minutes at 350 degrees until a knife inserted in the center comes out clean. Allow to cool on rack for 5 minutes. Slip a knife around edges to loosed and place bread on rack to cook another 15 minutes before slicing.



Take the Eat Local Challenge!

Did you know that an average meal travels an estimated 1,300 miles from farm to fork? That's from here to Texas! Eating locally-produced food is good for the local economy, your health, the environment, and our local farmers.

Take the Challenge

There's no better way to begin eating more locally than by taking the Eat Local Challenge! This is the third fall Eat Local Challenge held by Just Food. Last year many of the co-ops in the Twin Cities adopted the Eat Local Challenge based on our model, and this year the Challenge has gone national with nearly 70 co-ops across the country participating. Visit www.eatlocalamerica.coop to catch up with people across the country who are taking the challenge through their local co-op.

Guidelines

If you've taken the Challenge before, you know that we challenge you to eat 80% of your food from the 5-state area for one month beginning August 15. That is four out of five ingredients, or if you

prefer, you can measure by weight or cost. Those taking the challenge to eat 80% locally are our Leading Locavores. This year, if you're a beginner to the local food thing and are intimidated by the idea of 80%, you can take the Challenge at the Local Learners level. If you're a Local Learner, we encourage you to try to eat five locally grown or produced meals a week.

Helping you to be successful

There will be a signup poster in the store. The first 150 people to sign up to take the Challenge (at whichever level you choose) will receive a free Eat Local America button. The Co-op will provide menu ideas during the Challenge to help you be successful. And throughout this edition of The ComPost, you'll find great information on local food. Check out the great classes we offer during the Challenge below.

And to celebrate your success, please join us for our Harvest Festival in the Just Food parking lot on Saturday, September 13.

We encourage you to share your experiences. Tell us how it is going, and feel free to give us suggestions and comments. Good luck!

Eat Local Events

Film Showing: *Tableland*

Don't miss this beautiful documentary that celebrates the relationships that flourish around local food. Film runs approximately 75 minutes.

When: Friday, August 15, 7-8 p.m.

Cost: No charge. Please preregister at Just Food Co-op

Location: In the Just Food Event Space, 516 Water St. S.

Class: (Preregistration required- ask a cashier for details)

How to Eat Locally and In Season All Year Long

Olivia Frey will discuss how she prepares fruits, herbs, and vegetables by drying, freezing, and canning so they will last all year.

When: Wednesday, August 20, 7-8:30 p.m.

Cost: No charge. Please preregister at Just Food Co-op

Location: In the Just Food Event Space, 516 Water St. S.

Presentation: (Preregistration required- ask a cashier for details)

Local Longer: What can Northfield do to extend the growing season?

Join Angel Dobrow, Mary Ellen Frame, and Kathy Zeman as they provide information on the status of the Community Kitchen, the future of hoop houses (a structure that works as a greenhouse), and a model community root cellar. Facilitated by Erin Barnett.

When: Tuesday, August 26, 7-8:30 p.m.

Cost: No charge. Please preregister at Just Food Co-op

Location: In the Just Food Event Space, 516 Water St. S.

Book Discussion: *The End of Food*

Read the book (reviewed on page 5), then join Azna for a lively discussion.

When: Thursday, September 11, 7-8 p.m.

Cost: No charge. Please preregister at Just Food Co-op

Location: In the Just Food Event Space, 516 Water St. S.

Locally grown pasture raised pork will be available from Just Food Co-op in the fall.

The grass raised pigs are also fed milk, fruit, vegetable and corn. The pigs pictured are from Earth's Return Farm in Nerstrand.

And don't miss the

Harvest Festival!

Saturday, September 13 from 11 a.m.-2 p.m. in the Just Food Parking Lot

Look for details in the store in September

Keeping the “Just” in Just Food

By **Melanie Reid**

Co-op Owner and Human Resources Manager

Whether you have recently discovered the joys of co-op shopping or have frequented our aisles since we opened, one of the things you have likely noticed is that our product selection is ever-changing. Products arrive and just when you get to love them they are gone! You come to us and ask, “Where are my favorite crackers?”; “What will I do without that yogurt?”; “My son won’t eat any other bread...” We hear you! Those products are often our favorites too.

The world of natural food is a fast paced whirlwind of choices. Thousands of new products are introduced every year and thousands more are discontinued both by our suppliers and by producers. So our buyers are constantly faced with difficult choices about which of these items we should put into our mix and how to replace those favorites that we can no longer get. Compared to other co-ops our store falls into the medium sized store category in terms of square footage and shelf space a fact that makes our jobs even more challenging since we have fewer shelves on which to provide you with the choices you love to have. This fact contributes to our need to do resets from time to time and move things around to try to find a few more feet for items we think you would like to see at your co-op. Last year we did a pretty major reset in August, this fall look to see some changes on the opposite side of the store where

we hope our deli, meat and cheese department will be expanding to better meet your needs.

Getting back to the subject at hand, how do we decide which of the thousands of new products we will add to our mix? Our goal at Just Food is to carry food and products that live up to our name. There are ideals behind the word Just that we strive to live up to everyday. Our founders chose our name with the goal that our offerings would meet criteria such as sustainable, organic, local, pure, wholesome and fresh. In order to live up to our name we have to do our homework before a product ever makes it onto our shelves. We screen our products for certain ingredients that we have determined do not belong on our shelves including artificial coloring and flavorings, artificial sweeteners, growth hormones and trans-fats. In addition we have even more ingredients that we aim to avoid as much as possible like high fructose corn syrup, GMO’s and nitrates. We try to provide quality choices by giving preference to locally produced items, organic items and items that meet fair trade standards. As if all this wasn’t complicated enough we also do our best to provide you with good value for your money. Now more than ever we know that your food dollars must go as far as possible. Many of us are feeding families too and son understand what you are faced with

each week when you shop. Therefore we look to offer you brands that are offered at sale prices through our co-op advantage or CAP program. For our owners we also offer monthly owner specials throughout the store and earlier this summer we introduced our “Just Deals” program which highlights everyday basics like pasta, cereal and beans at everyday low prices.

Now that you have a bit of insight into how we decide what products to carry at your co-op here’s the challenge... what’s missing? Are there items that you purchase elsewhere that you believe would meet all the criteria described above? Let us know! Our goal is to be your full service grocery and to do so we need your feedback. Please keep the comments and requests coming. And lastly, just in case you are wondering why we didn’t bring in a certain item that you have requested it may be that it didn’t meet our guidelines or that our supplier doesn’t carry it- or maybe we just haven’t found space for it yet.

Who would have thought that groceries could be so complicated? If you see us in the aisles looking puzzled...now you know why! And just in case you always wondered why we call it Just Food...mystery solved!

WORKING AT JUST FOOD



Staff Spotlight: Martha Schuetzle

By **Melanie Reid**

Co-op Owner and Human Resources Manager

One of our newer employees, Martha joined our deli staff team about 4 months ago when we increased our deli offerings. Martha spends the majority of her time here making tasty, nutritious, good eats for our deli. She predominantly makes soups and salads in our kitchen, but at least once a week we are treated to the delicious aroma of baking banana bread throughout the aisles...mmmmm! Another important aspect of Martha’s job here is keeping the kitchen clean and tidy. Martha likes to clean...we love this! And it is important in a kitchen as small as ours that

it stays tidy and manageable.

When asked what she enjoyed most about working at the Co-op, Martha said, “I enjoy many things about working at the Co-op, mostly the opportunity to focus on my favorite hobby, cooking. My life is very busy these days and while I am at the Co-op it is satisfying to think about nothing other than what I am doing. It is meditative to come to work and produce good food that people need and enjoy.

“I also enjoy working with people who share similar beliefs about food and lifestyle. There is a unique “vibe” that is felt when you step into the Co-op; it’s that ‘small town, know everybody’ grocery store feel. I like being a part of this happy vibe.” Martha also admits that the discount on groceries is a great benefit too!

When she’s not at the co-op; Martha keeps busy with her family which grew this past December with the birth of their first son Christian Daniel. She and her partner Dan enjoy taking him on walks in the woods, playing/working in the garden and visiting Grandma and Grandpa’s house. (There is no smile like the smile of a grandparent- or a baby in reply!)

Martha’s five favorites

Berkshire Italian sausage
Brown Cow or Stoneyfield Farm FULL FAT yogurt
monkey cookies
morning blend juice
papaya



Meet Miller!

Just Food Co-op is proud to welcome Miller Rogers as its new deli manager, bringing more than 20 years of experience in the natural food business.

“I am thrilled to be joining the great staff at Just Food Co-op. It is so exciting to be able to build upon the solid foundation of the deli department and introduce some of my favorite recipes from my prior natural food business.”

Most recently Miller worked at River Market Co-op in Stillwater, Minnesota where he worked for four years in the Meat, Cheese and Deli department. During his tenure at River Market he co-created and ran the in-store food demonstration program and was a regular participant in “Summer Tuesdays,” a weekly community art, food, music and outdoor film festival.

During Miller’s first week at Just Food Co-op he helped staff the Co-op’s booth at the Taste of Northfield.

“I loved the Taste of Northfield. It was great being introduced to the people of Northfield who are so warm and welcoming. I’m really looking forward to participating in more community events.”

Prior to working for River Market, Miller helped found and run a workers’ cooperative kitchen which grew into the Red Willow Café. When the café was forced to close, Miller continued the café’s excellent food tradition and began marketing its salads and hand-crafted pizzas to the Twin Cities co-ops. Miller ran Red Willow as a wholesale business for 18 years.

Miller lives with his wife Ingrid, a potter and the maker of “Ingridware,” in Beldenville, Wisconsin.



LOCAL PRODUCER PROFILE

Northfield Area Latino Farmers

Reginaldo Haslett-Marroquin, director of the Latino Enterprise Center based in Northfield, answered a few of our questions about their new initiative. You can find Northfield Area Latino Farmers locally-raised chicken in our fresh and frozen meat cases.

Just Food:

Tell us a bit about how and why your business came to be.

Reginaldo Haslett-Marroquin:

The Northfield Area Latino Farmers is a small farming operation formed by six Latino families in the fall of 2007 and went into operations in the spring of 2008. It came to be as part of a larger Latinos in Agriculture Program led by the Latino Enterprise Center (LEC) based out of Northfield, which is a program of Main Street Project, a tax exempt non-profit organization based out of Minneapolis. The Latino Enterprise Center's mission is "to strengthen communities by organizing programs, resources, and the support infrastructure needed to build the business environment where the success potential of rural entrepreneurs is maximized." The Northfield Area Latino Farmers came about as part of accomplishing this mission. It was created under the direct sponsorship of the LEC but with the purpose of providing a learning and experience building opportunity for one of these families to take leadership and move this operation into a different kind of ownership structure so that the LEC is freed to continue to engage new families in food production.

JE: Who are your producers/staff?

RHM: The producers are Latino families who live and work in Northfield. There is no outside or paid staff for this operation, the families coordinate the production related operations and the LEC provides marketing and communications support.



A member of Northfield Area Latino Farmers takes care of the chickens.

JE: Why is it important to you to build the local foodshed/local food movement?

RHM: For the most part, Latino families in Northfield live in a condition of poverty under standard measuring criteria. Because of these prevalent economic conditions, and given the current dominant food system structure, people living under these conditions do not have access to healthy food choices. Building systems that provide everyone with healthy food choices, require that we generate the support systems so that disadvantaged folks interested in fixing this problem involve themselves. This operation reflects this strategy and the LEC has assembled a support infrastructure to bring many more families into this system and through a variety of food production choices available in the market. These operations are important in building the local foods movement.

JE: Is there anything else you'd like to tell us about your company or product?

RHM: We are a new venture, we are not yet making money by any measure, we need the engagement of the local community. Based on national data, each family in the United States consumes about 80 lbs of poultry

a year. If we have 20,000 residents in Northfield and this represents around 5,000 households, we have a potential consumption of 400,000 lbs of poultry a year right here. If only 5% of this total engaged with this new venture, we could achieve total sales of 20,000 lbs of poultry. This would put our operation at 100% capacity and our community in the leading edge in its ability to fully support at least one local, sustainable food production system, reduce carbon footprint associated with importing this product into the community, recycle local dollars, support families who need it, create opportunities for other associated businesses who supply this operation, etc. If more folks realize their potential to influence real local economic success in this way, we will ALL be better off. If we accomplished this goal, the word would spread, other towns would get involved, folks on the edge would jump the fence and our region's local food system would become stronger. So, if you are not in, what are you waiting for?

JE: Will you be taking the Eat Local Challenge?

RHM: Yes!



Local Longer Campaign

Imagine serving ripe, local tomatoes at Thanksgiving dinner. How about eating fresh Minnesota raspberries and blackberries while an October frost hits?

The Sow the Seeds Fund, a project of the Institute for Agriculture and Trade Policy, wants to make these dreams a reality by helping farmers create a longer growing season for themselves, and, in the process, create a more sustainable food system in the Upper Midwest.

In 2007, Sow the Seeds (STS) rallied a unique coalition of groceries, restaurants, churches, and non-profit groups to help flood-hit farmers, funneling nearly \$400,000 to impacted farms. Individual co-ops and the National Co-op Grocery Association raised nearly \$130,000 for STS last year. Just Food Co-op shoppers generously donated over \$1,200 to the Sow the Seeds flood relief initiative.

For 2008, STS is setting its sites on a long-range campaign that will make the local season longer for farmers and shoppers who love local food. We hope our shoppers and members will take up the challenge with us.

What does "Local Longer" mean?

STS wants to continue campaigning for sustainable farmers, but this year, we'll stay one step ahead of the disasters.

By helping farmers develop strategies for growing "local longer," our hope is that their businesses will become more sustainable. We hope our local farmers can eventually compete with California and Florida growers that enjoy much longer growing seasons.

Extending the local season might sound far-fetched, but it's closer to a reality than you may think. Farmers in northern Minnesota are growing local longer right now, using season extension methods, like hoop houses, to make their businesses more lucrative and sustainable. Organic

farmers like Chris Blanchard of Rock Spring Organic Farm in northern Iowa have been using season extension methods to great effect.

"With light weight hoop houses, we've been able to produce greens out of season and harvest tomatoes earlier," Blanchard says. "But the really nice thing about hoop houses is that we get higher quality produce, and we get more yield for our effort."

Furthermore, hoop houses help farmers better withstand the highs and lows that naturally come with farming.

"This year [2008], we planted in the greenh month earlier than we were able to till in the field the rain and cold," Blanchard says.

"Hoop houses are a great way for us to get a little control over the weather."

Through the use of hoop houses and other season extension strategies, farmers have the opportunity to bring in more dollars through the farm gate. And, for co-op shoppers, season extension might even mean local strawberries on Memorial Day...

Join us in 2008 for Sow the Seeds: Local Longer. Your Planet Patch donations and any donations you make in our Just Change boxes during the months of August and September will help support this important initiative.

For more information on how we can extend the season in Northfield, please join us for a free presentation by Angel Dobrow, Mary Ellen Frame, and Kathy Zeman to learn about the

Community Kitchen initiative, how Twin Cities Food Co-ops are working toward hoop houses, and a model community root cellar that could be duplicated here. The presentation will be held in the Just Food Event Space on Tuesday, August 26 from 7-8:30 p.m. Please stop in to the store or call to reserve your seat.



LOCAL
LONGER

WELLNESS

A Nice Cuppa

By **Mika Turner**
Co-op Owner and Wellness Assistant

Although I normally write a wellness article for The ComPost, you may not know that the wellness department is also in charge of bulk herbs and spices as well as loose-leaf tea. So for a change of pace, this month's article is about tea.

If you regularly buy loose leaf tea perhaps you've noticed a change recently. Starting in mid July we began the process of switching from Tao of Tea to a different brand, Rishi Tea. Why the switch? Although Tao of Tea does have many nice organic offerings, when we found out about Rishi Tea it seemed like it was the best in many ways to support the values of our Co-op as well as bring in some truly fantastic teas.

How does Rishi fit the values of our Co-op? Rishi tea is based in Milwaukee, WI which is more local than Portland, OR based Tao of Tea. But it's not just about our relative proximity, especially since tea in reality comes from all over the globe, Rishi tea believes strongly in supporting organic tea growing and Fair Trade. Most of Rishi's teas are both Fair Trade Certified and organically grown. An integral part of Rishi Teas' business practice is building a direct relationship with farmers which guarantees both a very high quality of tea and that the farmers receive fair compensation. Rishi's attention to quality and accountability led to their winning seven first place awards in the World Tea Championship this year, with their seven teas, being the only organic teas to win first place prizes in the competition.

What can you expect? As we sell through our remaining stock of Tao of Tea loose-leaf teas we will be slowly replacing them with Rishi Teas, which are a little more expensive than Tao of Tea's prices due to both quality as well as that they are fair trade teas. I expect that you will really like Rishi's teas if you are already a loose-leaf tea drinker. If you currently drink a lot of bagged tea, why not try some Rishi loose leaf? Not only is the quality higher than bagged tea but the price for most loose-leaf tea (sometimes unglamorously called bulk tea) is cheaper per ounce than bagged tea.

Here are some of the teas you can expect to see soon from Rishi Tea, some are the direct equivalents of things we currently carry: Lapsang Souchong (replacing our Pine Smoked Black), Wu Yi Oolong, White Peony, Organic Shade Grown Yerba Maté, Genmaicha, Dragon Well, Jasmine, Honeybush, and Rooibos. Others are new varieties such as Bao Zhong Oolong, Spicy Ginger Maté, Jade Cloud, Bancha, Maghreb Mint, Pu-erh Ginger, Blueberry Rooibos, Jamaica Red Rooibos, and an herbal infusion: Scarlet. I think that you will really enjoy these new teas and the overall quality of Rishi tea.

Besides being tasty, many teas have additional health benefits such as being high in antioxidants. So do something good for you and your taste buds and enjoy some Rishi tea today.



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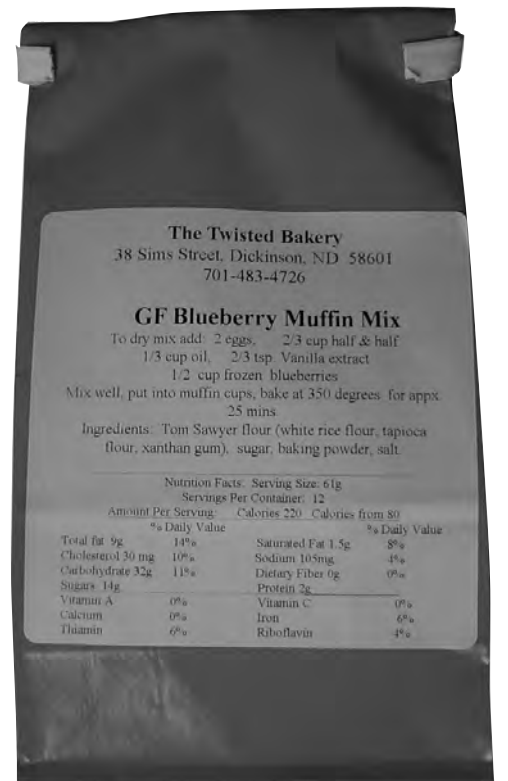
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New and Local!



Try these delicious Gourmet Parlor pizzas, made in Minnesota! Also available in Garden Vegetable and Cheese.

Gluten-free eaters will love these local baking mixes- just look for the bright red bag in the baking aisle!



The produce department is now carrying locally produced Kim Chi, Pickled Beets and Sauerkraut!



Native Harvest wild rice is available in bulk or in this great box- perfect for gift-giving! Find it in aisle two near the other packaged rice.



Hope Creamery is now making an organic butter!

Local favorite Salsa Lisa now comes in a larger size. Plus, try their tomatillo green salsa for a change of pace.



Just Food will be closed on Monday, September 1 for Labor Day



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2007-2008

board@justfood.co-op

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Board meetings are held at 6 p.m. in the Just Food Event Space, generally on the fourth Thursday of each month. The schedule is subject to change. All members are welcome. Call Phil Guida at 507-650-0106 if you wish to attend a meeting.

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Owner Benefits

- Supporting a locally-owned, sustainable and socially responsible business
- Subscriptions to two Co-op newsletters: The ComPost and The Mix
- Profits returned to the community as patronage rebates—based on store profits and your yearly purchases
- Owner-only rates on Co-op classes
- Check writing for up to \$20 over the amount of purchase.
- Owner-only specials on selected items throughout the store
- 10% case discounts

The ComPost: Fertilizer for the Mind

Editor

Joey Robison, Just Food Co-op

Original Design

Pat Thompson, Triangle Park Creative

The ComPost is a bimonthly publication of Just Food: Northfield Community Co-op and is published for the benefit of our membership and the community. The opinions expressed herein are those of the authors and not necessarily those of Just Food Co-op or its members.

For information about submitting articles, artwork or advertising, contact Joey Robison at 507-650-0106 or thecompost@justfood.co-op. Letters to the editor are welcome and may be sent to the same email or 516 Water St. S., Northfield, MN 55057.

Just Food: Northfield Community Co-op is a proud member of the Twin Cities chapter of the National Cooperative Grocers' Association, <http://ncga.co-op>.

Thanks for reading The ComPost!

Take the Eat Local Challenge!

August 15-September 15

The first 150 people to sign up will receive a free button like the one you see here.

Sign up will be available by August 10.



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Watch your mailbox in late August or early September for this special offer. Coupons are valid through October 31, 2008.