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1994



COMMUNITY  
NEWS



MOSCOW FOOD COOP  
310 WEST THIRD  
MOSCOW ID 83843



# MOVE DELAYED

By Mare Rosenthal  
Representing the Board of Directors

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It is time to tell the Moscow Food Co-op side of the 3rd St. Market saga to our members, supporters and the community. It is true that the Co-op has been looking for larger quarters to meet our mission and to serve our members and shoppers. When Herman's Sporting Goods closed we inquired about the location but it was never offered to us. We seriously considered Jeff's Supermarket and were very excited about that as a possibility. We flew in a costly consultant who pointed out the problems we could expect if we moved into a building that large and that expensive which needed a lot of work. Basically he warned us that it could be the death of the Co-op--an event none of us wanted to see.

The membership expressed a strong desire to move if the right location were found. We were still on the lookout. In November, 1993, while having keys cut, Kenna Eaton, the Co-op manager asked the owner of Post Office Square, Geoff Beckett, if he thought the Third St. Market location would ever be available. To her surprise she was told that there was no lease and that the location was available. He was enthusiastic about the energy he felt the co-op would bring to shopping center business and the businesses that reside there. The Co-op was excited to have found a possible location and began discussion with Mr. Beckett while informing Mark DeLeve of the Third St. Market about our intentions. The Co-op eventually signed a letter of agreement to negotiate a lease with the owner.

The majority of people responding to the move have been overwhelmingly supportive. Our support has even come from various businesses located in Post Office Square, who are excited about positive changes the Co-op would bring. The responses that concern us most, however, are from Co-op friends questioning our intentions.

With great hindsight, the Co-op acknowledges that we might have gone about things differently. Although we were told that the location was available, the availability is obviously in contention. Originally, we didn't feel that it was our place to get involved in what we saw as a dispute between a landlord and tenant. We did want to be first in line for a space we consider appropriate for our business. Although the Co-op feels it has done nothing wrong or unethical we, nonetheless, have been pulled into a debate filled with name calling and misinformation. Our reluctance to respond in kind should not leave the impression that we are the villains.

We are nothing if not a locally owned and community oriented grocery store. We are proud of our record of accomplishments in and around Moscow. Our community is of utmost importance to us and we want no part in dividing it. Thus, the Board of Directors of the Moscow Food Cooperative have unanimously decided to suspend negotiations to acquire the location at Post Office Square until such time as it is available and unencumbered. We ask that the owner not evict the Third St. Market on the Co-op's part and we offer best wishes to Mr. DeLeve in his negotiations to keep his business alive.

The Co-op is still on the lookout for an appropriate location in Moscow.



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## DO YOU LIKE KIDS?

By Bill London

Thanks, Krissy. Krissy Beoka has created a year's worth of excellent Kid's Pages for our newsletter. This month's page will be her last. We're sorry to see her go.

She's done a great job, but now we need someone to replace her. Do you want to create a page of the newsletter? Do you want to create games, puzzles, or drawings to fascinate children? Do you even like Kids?

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By Doug Brown

In the July Co-op newsletter, Eva Strand listed the first two product selection guidelines developed by the volunteer Product Selection Committee. She noted that other policies would be forthcoming. Some of the other guidelines developed by this committee are listed below. A brief discussion follows.

## Economics

In order for good food to be accessible to all, regardless of financial status, the Co-op will provide low priced, quality foods in support of its "basic basket" program. The "basic basket" program provides an assortment of minimally processed, minimally packaged foods at a basic price with an emphasis on organically grown food.

(Note: The committee does not feel that a low-cost, packaged product line such as "Western Family" should be carried because such a product line conflicts with the Co-op's environmental impact, organically grown and "basic basket" product policies. These low-price product lines often contain hidden social and environmental costs that are not reflected in the price. Low-cost, high-quality foods can be provided without resorting to such a product line. The Co-op should use any additional floor space to promote bulk, fresh, and organically grown products that are more consistent with its mission and that provide a strategic advantage over other food vendors.)

## Special Dietary Needs & Cultural Considerations

Many Co-op members have special dietary needs and restrictions. The Co-op will carry products that are low/no salt/sodium, low/no fat/cholesterol, non-dairy, wheat/gluten free, vegetarian, and vegan. Co-op members also come from a diversity of cultural backgrounds and lifestyles. Therefore, the Co-op will carry foods that reflect those lifestyles such as Kosher foods, Asian and macrobiotic foods, and other appropriate ethnic foods.

## Household Goods and Clothing

The Co-op will provide household goods that conserve on energy and that are made from recycled or recyclable materials. Soaps, detergents, and household use products will be biodegradable, cruelty-free, and carried in bulk when available. Clothing will be made from organically grown cotton and other natural fibers. No animal fur will be sold in any Co-op products. Exotic tropical wood products (e.g., teak and mahogany) should not be carried unless it can be shown that these products are the result of sustainable forestry practices.

(Note: The above guidelines does not specifically exclude the sale of wool and leather products. However, the sale of products made from these materials should be carefully screened to determine if these products are the result of humane and environmentally sound farming practices.)



## Sweeteners

The Co-op will only carry unrefined sweeteners or turbinado and fructose (e.g., rice syrup, honey, and barley malts). This guideline applies to both the sweeteners in raw form and to products containing sweeteners.

(Note: The above guidelines would exclude the Co-op from selling white, refined sugar.)

## Meat & Poultry

In general, the Co-op will not carry meat products (including fish and poultry). If Co-op members desire organic meat products, they can work with Co-op buying staff to locate a source for special ordering.

(Note: All non-vegetarian products (the Co-op currently has a very small selection of meat products) should be clearly identified and separated from other similar Co-op products to allow Co-op members to easily identify these products. Consistent with the Mission Statement and basic character of the Co-op, many members assume that all products are vegetarian.)

## Discussion

The Product Selection Committee attempts to operationalize the values contained in the Co-op Mission Statement. The Mission Statement specifically states that products will be "consciously selected for healthful consequences to both the consumer and environment." Thus, product selection at the Co-op is not so much what sells (a traditional grocery store approach) but rather what products are consistently best and "consciously selected" for health and the environment. Co-op members should have some assurance that products have been examined and screened for their health and environmental consequences. Products that do not meet the guidelines for carrying in the store (for example, meat and white sugar from above) may still be available to Co-op members through special orders from the Co-op's distributors. As always, the balancing act for the Co-op buying staff is to accommodate members' desires while remaining true to the Co-op's progressive social values.

Of course, some decisions may be unpopular among certain Co-op members. In addition to developing general product guidelines, the Product Selection Committee will also be formalizing a process whereby individual Co-op members can formally request a review of a particular product decision. Product selection takes on increasing importance when one considers that the Co-op will likely have more floor space in a new location such as the Third Street Market building.

The production selection

guidelines developed thus far do not depart significantly from current Co-op buying practices. If there is a single, coherent message emerging from the Production Selection Committee thus far (I'm not entirely convinced that there is!), it would be that the Co-op ought to focus and concentrate on what it does best and expand where its strategic advantage lies--in organically grown foods, bulk foods, and whole grain baked goods. There appears to be plenty of room for significant growth in these product areas without necessarily expanding the breadth of product offerings. In short, keep product offerings simple, wholesome, and reasonably priced.

Comments and suggestions on the product selection guidelines are welcomed. Please place your comments on the Suggestion Board or contact one of the Product Selection Committee members.

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THAT VISION THING

By Ed Clark

The way to realize our visions is to begin with the vision and work toward it. (Or, as one guru says work backward from it.) When it is your own vision that shouldn't seem too hard. Group visions take some coordination but often get realized.

When you have a group with 2,300 members, like, for example (ahem) the Moscow Food Co-op, vision planning can begin to feel a little complicated. We intend to move our store. The members said, "Go for it!" They asked for a convenient location, more floor space and better parking. But what about the store itself, how do you imagine it when you close your eyes. What color are the walls? What does the entrance look like? What new products or services might we offer? What old ones might we delete? What does the energy feel like if everything you could envision came true?

These are the very things the Co-op needs to hear about to be able to make the new store "OUR" new store. Compiling the visions of Co-op members may not be easy but undoubtedly many of your visions will overlap. Dig into the deep recesses of your fantasy and tell us all about the ideal Co-op you see waiting for you.

In the store you will find a short survey about products and services. Please take a moment to check the boxes and leave it with us. When you have more time, though, let us hear the rest. Lets all visualize ourselves into the greatest Co-op there ever was.

坤

Karen Young

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## CUSTOMER REQUESTS

By Laura Church

*I really enjoyed the glad rags-- can we carry them again?* You bet, they are now back in stock with the other recyclable pads.

*More Kiss My Face products (like the flavored lip balms in colored birchwood tubes).* We are currently carrying as many products as I can fit on the shelves, and I hesitate to discontinue one of the other lip balms in favor of the "woodies" because they are more than twice the price.

*Robbins' "May All Be Fed" in paperback.* We do carry this book when I can keep it in stock. I agree this is a great book, please keep looking for it on the shelf.

*Can we get unbleached 100% recycled napkins for the store and to sell?* Look for the Seventh Generation napkins on the shelf with other paper products. We will convert the store use ones as well when the others are gone.

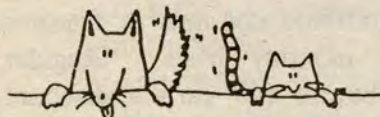


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# COMMITTEE NEWS

## NUMBERS FROM THE FINANCE COMMITTEE

By Mare Rosenthal

The financial results of the Co-op operations for the first six months look good. Sales have been strong and expenses have been kept near budgeted amounts. The Co-op experienced 7.6% growth in sales over the same period last year.

The Finance Committee oversees the financial information

of the Co-op and works out ways to fund new projects. We are currently working on financing and fundraising ideas for expanding or relocating the Co-op. Anyone interested in these activities is welcome to join us on the 3rd Tuesday each month at 6:00 pm, upstairs at the Co-op.

	Jan-June 1994	%	Jan-June 1993	%
Net Sales	\$505,178	100	\$466,725	100
Cost of Goods Sold	-329,145	-65.2	-309,938	-66.4
Gross Margin	176,033	34.8	156,787	33.6
Operating Expenses	-170,747	-33.8	-156,943	-33.6
Other Income & Expense	3,075	0.6	2,486	0.5
Net Income (Loss)	8,361	1.6	2,330	0.5





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### ERADICATE TELEVISION

By Bill London

I've joined another group, the Society for the Eradication of Television.

And now I'm going to try and recruit others to take the same pledge I took: I do not own a working television and encourage others to do the same.

The negative aspects of television far out weigh the positive. TV watching increases violence and desensitizes viewers to the events of the real world.

That's my sermon. Fight TV addiction! Kill ugly Television!

If you want to join S.E.T., contact the group at P.O. Box 10491, Oakland, CA 94610. By joining (send \$5), you can get a subscription to the newsletter and access to anti-TV trinkets and bumper stickers.

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### WRITERS! WRITERS!

Writers, please make our job on the newsletter easier by submitting your contributions, if possible, on IBM diskette. Continue, also, to submit contributions on hard copy (that is, a paper printout). Please be sure to write your name, and the filename, on the diskette label.

We can easily convert most common software programs. If not, we still will have the hard copy to read from. And we will be careful to get your disk back to you by leaving it, with your name, in the newsletter box where a staff person can fetch it for you.

Writers! Writers! We need reliable writers who will be willing to contribute columns or features on a monthly basis. Regular contributors will earn a discount on Co-op purchases. Do you have any ideas? Do you want to reach a readership of 1,000 to 3,000 per month?

Please propose writing topics to Bill London or me, Paul Lindholdt, via the Co-op.



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# LOCAL ICL

By Sioux Westervelt

In May I rode to the Wild Idaho! Conference at Redfish Lake with Larry McLaud, the new North Idaho Program Associate for the Idaho Conservation League (ICL). The ICL conference is an opportunity for conservationists from Idaho, Montana, Oregon, and other parts of the northwest to talk strategies, exchange stories about inspirational places they're trying to save, discuss the latest environmental threats and victories. Panel discussions included changes occurring in the U.S. Forest Service as they begin moving towards ecosystem management' the Eastside Ecosystem Management Project; threats from the "Wise-Use Movement," and grazing and mining reform. There was talk of the need to educate the nation about remaining wildlands in the northwest and the exploitation that threatens these last remnants; that we need to reawaken the imaginations of the public and breathe new life into grassroots efforts.

watersheds damaged by past management practices. He plans to participate in the Clearwater Forest Watch Coalition, a citizen's group that monitors activities in the Clearwater National Forest. Larry believes that grassroots organizations need to be empowered to find solutions for problems arising from changing natural resource realities that affect their communities. To that end, he plans to disseminate information and support education efforts throughout the area.

In addition to his conservation experience, Larry is familiar with the natural foods industry, having been employed by a natural foods warehouse in Tucson, AZ, and a food co-op in Boise, ID. You can find him volunteering in the produce department of the Moscow Food Co-op, as well as at the ICL office.

Larry is a coalition builder. "Let's build on our strengths," he says, "not pick on our differences." Among the things he hopes to do to bring people together is establish a series of hikes around the Palouse and Clearwater National Forest this fall. If anyone has ideas for hikes, or wants to participate in other ways, Larry would be glad to hear from you. Give him a call at 208-882-1010, or stop by the ICL office at 208 North Main in Moscow.

There is a certain spirit that drives conservationists to build their lives around protecting wild lands. Larry McLaud has a lot of that spirit. He says he has three main goals for ICL in the north right now: to promote responsible stewardship of public lands; protect remaining wildlands in North Idaho; and restore

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## QUIET

By J. Thaw

I look for quiet every day  
the quiet that comes before peace  
what will let itself be understood  
intentions and abilities in present surroundings  
elderly in an aged-slow-time contemplation  
youthful in a newborn-fast-time investigation  
careful until I believe I know again  
everyday I need quiet  
feeling so insulated by telephones and automobiles  
inferior and isolated by so much machinery and din  
my identity made ugly somehow less or more than human  
leaving so little room to comfort or support  
the respect I demand also the solitude I press  
everybody there to share and to avoid  
the drain of synthetic-energies and superiority-complex  
alone and with the clamour of humanity  
everyday I find quiet  
short-lived dips faraway  
or long soaks just inside  
my lucky little part of life space and time  
when a balance somehow exists between love and pleasure  
death and heartbeat and desire  
who wants to be understood  
our bodies we have to compare  
to locate the peace we disturb  
quiet that is there

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# Kids' Page

Time to take a journey

August '94



Let's pack our bags

time to say...  
Good bye

Well, it is time for me to say Good bye, not just this issue but forever. I have been doing the Kids' Page for a little over a year now and have had fun putting it together. I hope you enjoyed it as much as I enjoyed scrounging up material to put in it.

However, all things must come to an end at one time or another. It seems an appropriate time for me to step aside and let someone else entertain for awhile.

Thanks again to the young and the young at heart.  
Keep smiling and never let that imagination die.



by: Krissy Beoka

Not everyone can go on a formal summer vacation but don't let that prevent you from having a great time. Plan a vacation that you don't have to leave home for. Decide where you want to "visit" get a map and highlight your "route." Your vacation can be in the U.S. or abroad. Research your vacation destination. Study the history, and trivia of your area. If appropriate dress up and eat food from your place. Most of your research can be done at the library or talk to a travel agent.  
Get friends together and plan an international night where each person shares what they learned on their "vacation." You might even want to try some international cuisine.  
Whether your journey be down the road in a car, through the sky in a plane, or across the globe in your imagination make the most of it. Have a safe trip!!!

don't forget to write



Who's this letter for?

It's not hard to go somewhere with a little imagination.



Annie Hubble's *Deli Update* in last month's MFC Community News offered some great food ideas to help us make it through these hot days. When it's 85 or 90 degrees out, nobody feels much like firing up their stove, putting together a heavy or elaborate meal.

Most of us go into the kitchen just long enough to ad lib something light and nutritious for ourselves and our families--then out the door to our favorite shady spot. Since Annie's piece discussed getting *through* the hot days, I thought we might talk a little about *beginning* the days.

I invite you to pull up a chair at my old, red Formica table, just Rydered out from the State of Vermont to its new home in Moscow. Join me for a light, summer Breakfast.

It was my second day in town and I was so green I still had Holstein patties on my boots, and as I cruised through the inviting aisles and explored the furthest nooks at the Food Co-op--knowing nary a Moscow soul--I started missing Vermont and the life I'd known there for nearly 25 years. Soon I found myself mysteriously drawing close to food items which reminded me of the Green Mountain State--maple syrup, pancake mix, cider and apples. I found myself in the packaged product section just beyond the checkout counter, staring at the big red Macintosh on the forest green background of the Eden Apple Butter jar. After reading the ingredients, which consisted of nothing but "Apples and Apple Cider," I put this jar of Vermont (well, Michigan, actually) into my shopping cart, faced east, and headed toward the Cabot Cheddar.

Call me Dysfunkshunal if you want, but I've always drawn tremendous comfort from food, especially when in a new place. Food means home, and home is a place I want to be. Being so far from a familiar world, a reminiscent jar of apple butter would do just fine. And the fact it

By AEzra Tishman

came from a place called Eden was that much more comforting.

But didn't I invite you folks to breakfast? And by the way, you're all in for a special bonus because my Mom is visiting Moscow, and she brews the best coffee I've tasted north of Arcoverde. Go on over to the cupboard and choose a mug. Coffee's in the big white pot on the stove and there's half-and-half and sugar and honey on the table. If you don't care for the Southern Bean, try some of Mom's Iced Peach tea, in the glass pitcher over on the sideboard.

On a return trip to the Co-op, I purchased a bag of Cornell Formula English Muffins, baked fresh by the folks at the Co-op's own Upper Crust Bakery. I'd tried a loaf of the Cornell Bread, and if the muffins turned out to be half as tasty as the bread, I might begin to realize I truly *had* moved to Paradise. I found some butter, some hearty-smelling French Roast beans, checked out and headed home.

Well you're probably pretty hungry by now and we can't live on words alone, so let me prepare those English Muffins. I use a fork to split a muffin or two--that way you get good craters to absorb butter or margarine. OK, so maybe you don't do butter, and just like to spread the jam or apple butter right atop the dry muffin. I confess, I come from a family notorious for its 134 cholesterol counts. Butter, judiciously applied, ranks up there with hot fudge as indispensable kitchen soul-soothers. Sometimes, though, when I'm feeling monastic or a bit jiggly about the handles, I just drizzle a bit of olive oil onto my muffin, for a simple and nutritious treat.

After you fork-split them, drop those puppies right into your Sunbeam. When they poke their heads up, grab 'em and before they have a chance to complain, slather on the desired amount of Eden Apple Butter. Just taste it! The company obviously uses a good quality apple.

I've tried plenty of different

apple butters, from Musselmann's to Tap 'n Apple hot the healthier varieties with no added sugar. But when you lay into Eden Foods brand, you're in for something special. It's got a good, clean, apple bouquet, naturally sweet, but not overly so. Unlike more commercial butters, Eden Foods doesn't whip their product into submission, but leaves it just coarse enough so we remember we're eating apples, instead of yogurt. The result is a chunkier-looking product with real stand-up character. If you feel like doing a taste test before committing to muffin, try some plain. Enjoy your breakfast!

If the English Muffin with apple butter isn't quite enough, try a small dish of yogurt, a piece of fresh fruit, and this should do until lunch.

Now, when it comes down to it, I'm a potato-and-eggs-kind-of-guy, from the getgo. I like big breakfasts, strong coffee and good work. Not everyone, however, can shovel down half the edible world this side of October. So I'll save my rambles about heartier fare for upcoming autumn or winter newsletters. In future issues, I plan to talk about omelets, coffee, potato and grain breakfast dishes.



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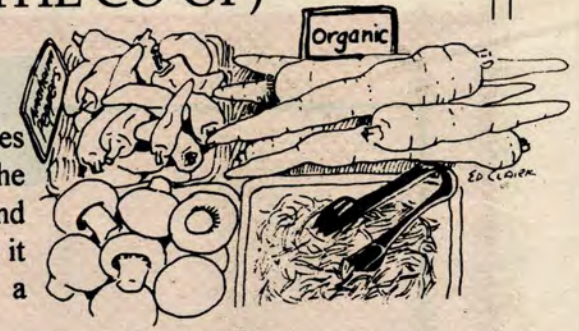
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Moscow, Idaho



By Robin Murray



A young man my sister invited to our wedding gave us a barbecue as a wedding gift. It was the inexpensive kind, no gas hookups or charcoal warmers, but it was, nonetheless, a very welcome gift. During the course of the festivities, however, the young man was mortified to discover we were vegetarians and began apologizing profusely for his gift. It took several minutes to reassure him that we were very happy with it and would use it frequently during the summer, as we since have.

For those who may be under the same impression our wedding guest was, there are seemingly endless things a vegetarian can grill. The Co-op has many which

even non-vegetarians will enjoy:

From the Freezer:

- Veggie Wieners
- Tempeh Burgers
- Tempeh, Sliced or Cubed on Kebabs

From Produce:

- Corn on the Cob
- Sliced Eggplant
- Veggie Kebabs made with Peppers, Onions and Mushrooms, Zucchini, Snow Peas and/or Cherry Tomatoes
- Dessert Kebabs made with Bananas and Pineapple chunks

From the Refrigerator

- Tortillas for foil wrapped burritos
- Tofu, sliced or cubed on kebabs

\* Note: If you freeze and then thaw tofu, it completely

changes texture and becomes less likely to crumble on the grill. Go easy on sauces and marinades, however, because it will suck them up like a sponge.

From the Bulk and Packaged Sections:

- Veggie Burger Mix
- Tofu Burger Mix
- Emes Kosher Marshmallows (animal and dairy free)
- Dehydrated and Canned Refried Beans for foil wrapped Burritos
- Many bottled sauces

The list goes on! And here's a recipe for a marinade especially good for Firm Tofu and Mushroom Kebabs, but also good

on chicken and fish.

Ted's Teriyaki Marinade

- 1/2 C. soy sauce or tamari
- 1/2 C. brown sugar
- 1/2 C. white wine
- 1 T. grated onion
- 1/2 tsp. fresh grated ginger
- 1 clove garlic, mashed or minced

Combine all ingredients in a saucepan and heat to dissolve sugar. Simmer 5 minutes. Cool and marinate food to be grilled for at least 4 hours.

Enjoy!

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**M E E T I N G S**  
**A T T H E C O - O P**

The Moscow Food Co-op Committees will meet regularly according to the following schedule:

**BOARD MEETING**  
2nd Monday of every month at 6:15-8:15 PM.

**STRATEGIC PLANNING**  
1st Friday and 3rd Wednesday 6-7 PM.

**FINANCIAL/LEGAL**  
3rd Tuesday of every month at 6 PM.

**FACILITIES**  
3rd Thursday of every month at 7 PM.

**PERSONNEL**  
1st Wednesday of every month at 8:30 AM.

The meetings will be held upstairs at the Co-op. The Board strongly encourages Co-op members, employees and volunteers to join any committee of interest.

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