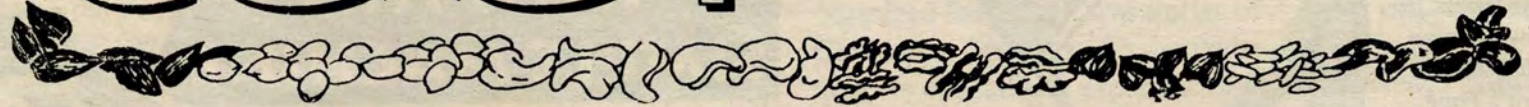


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MOSCOW FOOD COOP

COMMUNITY NEWS



OCTOBER 1994

TIME TESTED
1844-1994

150

YEARS OF
COOPERATION

NUMBER 10

 MOSCOW FOOD COOP
310 WEST THIRD
MOSCOW ID 83843



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LIBRARY
UNIV. OF IDAHO
MOSCOW ID 83843

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- Get to Know Our Local Food Sources
- Shop Smart and Save Money

Yet Another Error
by Bill London

In August, this newsletter contained an article on Co-op product selection supposedly authored by "Doug Brown."

That was incorrect. We tried to correct that mistake in the September issue, but incorrectly listed his name than as "Grew Brew."

Maybe in this October issue we'll get it right. The author's name is Greg Brown.

WINNERS from the Moscow Food Co-op Raffle at the Latah County Fair

\$10 gift certificate
Marica Jacobs, Moscow

\$15 gift certificate
Sue Benson, Potlatch

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Paul Santoro, Moscow

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Sally Perrine, Potlatch



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by Kenna Eaton,
General Manager

Yes! It's true, we're not moving anywhere! At least not for a while.

The Board of Directors voted to re-open negotiations with Geoff Beckett, owner of the Post Office Square (where the Third St. Market is located) as soon as the space became free and clear. Geoff decided that he wanted to sign a lease with Mark DeLeve (owner of the business). So, sadly, the Board realized that they needed to continue looking for a new location.

After re-setting the store last month we felt some relief as far as space was concerned. Customers seem to love the wide-open aisles and the easy-to-use new shelving. Staff loves stocking the bulk bins since they're easier to stock and keep clean. Some people even thought we had replaced the floor 'cos now you can see it! However

we are still experiencing space problems in the back, and we still have to roll in those orders through the store, and we still don't have enough parking spots, and ... the list goes on. As you can see we still feel we need a different space and so are still actively pursuing other locations. As always, please let us know if you know of any possibilities.

In the meantime we are keeping quite busy. We took the Co-op to three separate events in September -- the Diversity Fair, the Latah County Fair, and LollaPalousa at the University of Idaho. These events are a lot of work and a lot of fun. We get to talk to lots of people who otherwise might never darken our door. We offer samples to taste, information, and pictures of the store. If you see us out and about stop by and say, "Hello!" We love

to see familiar faces. We will be attending an all-day communication workshop for all staff and Board members Tuesday, Sept. 27th. This event is being organized for us by Dave Potter of Concurrent Sciences and should be quite an educational experience for the Co-op people. More about this next month.

And now, the event you've been waiting for ... starting in November we will re-open the Holiday Bazaar upstairs at the Co-op. This year we will be better than ever! We will be focusing on foods made by cottage industries in our bio-region (Idaho, eastern Washington, and western Montana). You'll find organic cotton clothing, puppets for kids, new clothes for "Dress Me Up David" the refrigerator magnet, and cool gifts from everywhere for everyone. Look for the opening

signs and tell all your friends.

As a last note we have extended our playcare to three days a week, Monday, Wednesday, and Friday from 9 am to 11 am. Now you can leave your kids in safety while you shop. We have competent Moms who are volunteering their time so you can shop in peace. This service is also for parents who'd like to volunteer in the store during this time. If this sounds appealing just talk to Erika our Volunteer Coordinator.

October is Co-op Month, they've been around for 150 years. Come in and help us continue the tradition of co-operation. Happy October!

WHAT IS THIS NEWSLETTER, AND HOW DID IT GET HERE?

By Bill London

When Gina, Willow and I moved to Moscow in the fall of 1984, David Cook (then the general manager of the Moscow Food Co-op) suggested that a nice volunteer job for me would be to start a newsletter for the Co-op membership. Over the preceding decade of this store's existence, several one-page flyers had been printed to serve as informational newsletters, but the Co-op had never had a regular members' publication.

Since the first issue (December 1984), the policy of what goes in and what stays out of the newsletter has gradually evolved. Until now (read on, brave reader), those guidelines have never been written down. They just stayed in my head, and were passed on to the half-dozen or so Co-op members who have volunteered over the years as editors of the alternate issues, sharing the oversight job with me. As a volunteer, that looseness has been one of the most attractive parts of this job. As a professional journalist/writer/editor, that meant the ultimate responsibility for making decisions about the content of this publication was mine alone.

That seemed to work. At least

until the controversy about the article about the Latah County Commissioners' recall election that I refused to print a few months ago. (Perhaps you remember that I decided not to print it since we were publishing nothing on that electoral matter, and because it was a one-sided diatribe. Perhaps you also remember that I was publicly accused of censorship for that decision.)

A Co-op member responded to that controversy with the request that editorial policy for this newsletter be spelled out, and be open to debate in a public forum. I passed that suggestion on to the Board of Directors, indicating my willingness to participate. We've now set the date for that meeting. If you are interested in this issue, please attend.

When and Where: Noon, upstairs at the Co-op, on Thursday, October 20, 1994.

And now, for the guidelines which have evolved to direct this publication: Our goal is a regular, on-time appealing publication with an entertaining and informative mix of profile stories about Co-op personalities, food and nutrition features, official Co-op information from staff and Board, and articles about almost anything else of interest to our readers. If space is

tight, priority is given to Co-op information articles. Libelous, or otherwise false, information will not be published. Articles must be by-lined. Canned information (brochures, reprinted articles, etc.) must be excerpted or otherwise rewritten to give that information on a local slant. Social, political, environmental, or economic commentaries that would not likely appear in the mainstream media and/or would appeal to the readership of this newsletter are welcome. Articles submitted that are too long (more than about 600-700 words) will be cut or divided to appear in successive issues. Electoral politics (articles urging votes for certain candidates or propositions) and self-serving articles by people offering services for a fee (like articles about a health care option written by a person selling that option) are better run as advertisements. If the alternate editor suspects an article is controversial, they will contact me. If controversy develops -- or seems likely to develop -- I will, if there is sufficient time, contact the Co-op's general manager and/or Board chair to discuss it. I'd rather take the heat for a decision after the fact, than to deal with group decision-making when a deadline looms.

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COOPERATIVE BUSINESS - 150 YEARS & GOING STRONG!

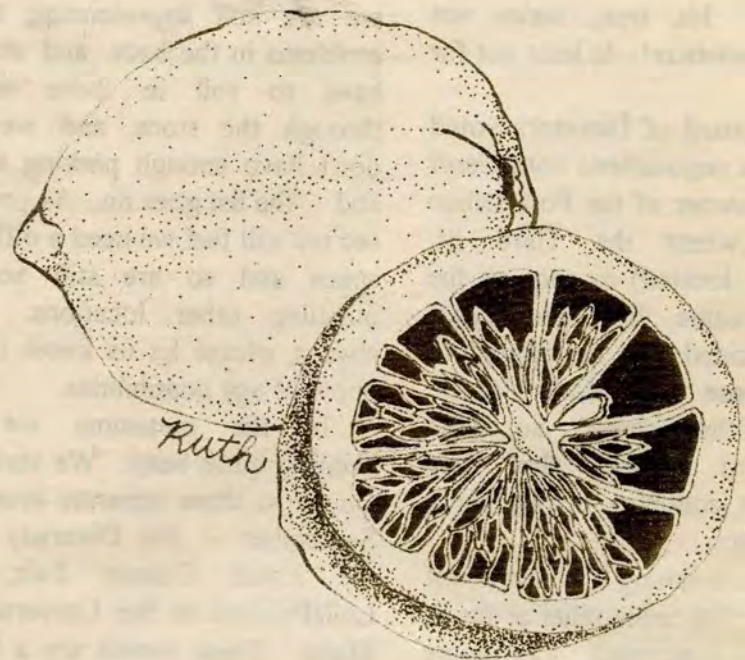
by Alan Jay Solan

The National Cooperative Business Association has proclaimed 1994 "Cooperative Year" and October "Cooperative Month." The modern cooperative business was born 150 years ago, Dec. 21, 1844, in Rochdale, England.

Cooperative year commemorates the success of cooperatives and the significant role member-owned business play in the U.S. economy. Across the country, in cities, small towns and rural areas, cooperatives provide goods and services efficiently and economically. Today, according to the NCBA, 700 million people around the world share the cooperative legacy of the 28 founders of the Rochdale Equitable Pioneers Society. In the United States, 120 million people are members of a network of 47,000 cooperatives.

The "special event" of this Cooperative Year was the Cooperative Economic Summit, July 20-21, in Washington, DC. The summit featured keynote speakers and a series of roundtable discussions that covered the major aspects of cooperative activity in the U.S. today.

Our own Moscow Food Co-op, begun just over 20 years ago, has had its ups and downs, but is now bursting at the seams. The recent remodeling at the Co-op has made a huge difference for both customers and employees, but we know a "cooperative" is people and not a building. I hope that during this Cooperative Year and Cooperative Month, we as Co-op members will take a moment to consider ways we might volunteer more of our time, energy and skills to make OUR Co-op even better.



CUSTOMER REQUESTS

THE BUYERS ARE IN

By Kristine Wildung

Have you discontinued Celestial Seasonings Organic Black Tea? If so, can you special order it for me? Many customers have noticed that our tea shelves are void of Organic Black Tea. Unfortunately, our distributor has discontinued this favorite tea, but I'm trying hard to get it back. I hope it will be here again soon.

How about eggs in a 6-pack? You can always buy half-a-dozen. Just ask one of us for assistance.

What happened to the animal cookies? The manufacturer, Barbara's Bakery, has discontinued them. I'll look for another brand.

Please make up recipes for the dry mixes and their ingredients. Good point. At one time we had recipes all over the store, which is probably why we can't find them. I hope to get a pegboard soon to house all the recipes in one place. We've had many customer requests regarding ingredients. This is definitely an important issue and we try to list all ingredients whenever we can. However, we are sometimes at the mercy of the manufacturer when it comes to using each ingredient. I will make this a priority.

It would be very helpful and appreciated if you'd place a weight scale in the bulk products section. This is certainly something we need and we're working on getting one as soon as possible.

Please ask the honey people to bring buckwheat honey in smaller containers so us timid types can try it out. That would be Life Force Honey and if I don't see him within the next week or so I'll give him a call.

Thanks for stocking Health Valley Soy Moo. It's good, lowfat and has lots of nutrients and is made with organic soybeans. You're welcome! It was the first fat-free soymilk on the market and has added vitamins A and D.

Raisin muffins seem to be getting smaller (thinner) every week. The bakery asks: English muffins or regular muffins? Consistency is something we all do our best to conform to; we're trying. Thanks for the feedback.

Tahini in powdered form - can you carry it? We looked, to no avail - no one has heard of it. Can you be more specific? Have you used it before?

There has been a complaint about our local pinto beans. One customer says there are rocks and dirt in them and she won't buy them again. The reason pintos have rocks and dirt in them is because they forgo commercial washing and drying procedures. That's why we can offer them at such a good price. Even products which are subjected to commercial procedures are not always clean. Be sure to always wash your beans!

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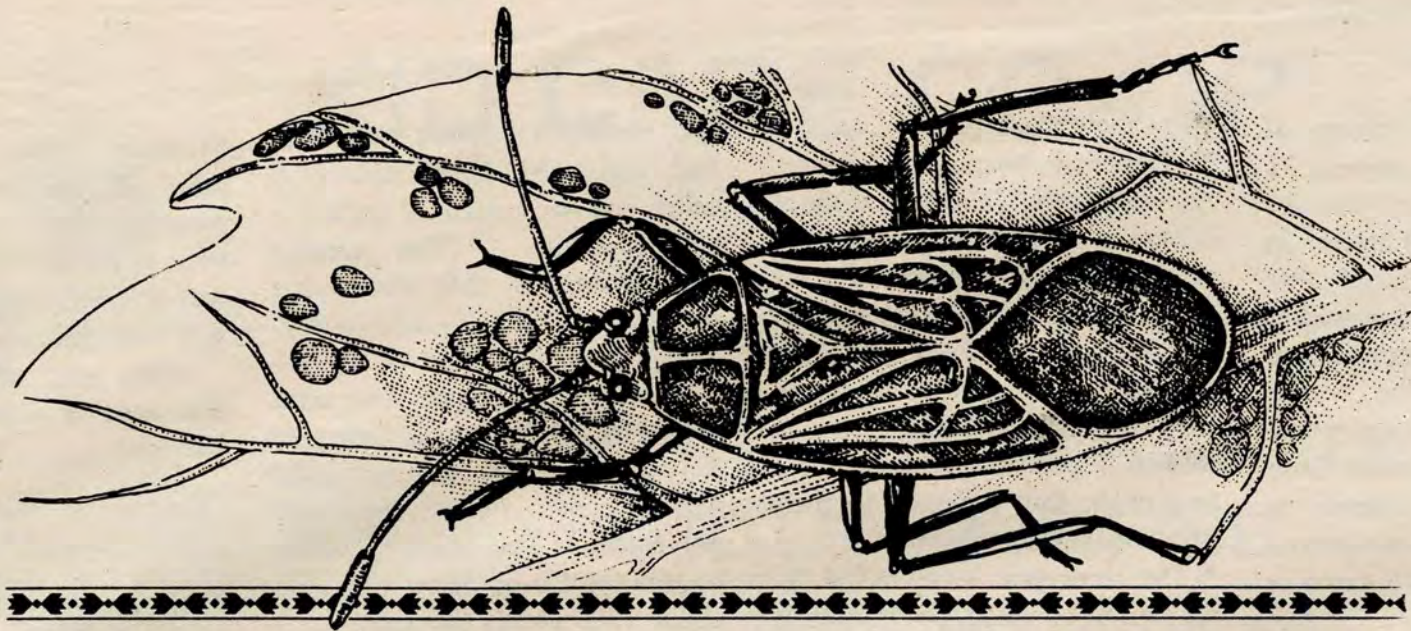
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SHOPPING SMART REDUCING WASTE

By Ed Clark

There are many styles of shopping all aimed toward the same objective, bringing home the bacon, the tofu or the gummy worms -- in other words, the things you want or need. Shopping smart means more. It means considering the environment when you shop and can often mean not bringing home the things you don't want or need. It can be an act as simple as buying organic produce or bulk foods or it can be as dedicated as making your own household cleaners from non-toxic substances.

Thanks to a grant from the Ag Options committee of PCEI and the hard work of Co-op/PCEI volunteers Rene McNalley and Eva Strand, a new consumer education program, Shop Smart, has come to the Palouse. The program, which began in the state of Washington, is designed to educate consumers about the life cycle of a product including its packaging. PCEI approached the Co-op and Tidyman's to launch this project in Idaho. Judi Broderius and Jane Brady from Tidyman's and Eva

and I from the Co-op have been working closely with PCEI and Carrie Lipe from Latah Recycling to get it underway. On September 21, there was a grand opening for Shop Smart which included a reception at Tidyman's and a Shop Smart tour of the Moscow Food Co-op. It was well-attended and seemed to generate a lot of interest.

A major objective of the program is to reduce landfill waste. This is really important to Latah County residents because our landfill has been closed and it now costs \$78 per ton to ship our garbage 250 miles away to a landfill in Oregon. We can also expect volume-based billing in the near future. In other words, the more you throw away the more you pay. As you can see, you pay for excess packaging a number of times -- with the cost of the product, with garbage fees and taxes, and the time you spend dealing with it. If one could learn to reduce packaging waste at the source (our Co-op, for example), significant savings could be gained, both personally and for the

environment.

For the Co-op or Tidyman's, Shop Smart is a short tour through the store where we can point out the choices. There are good options and not-so-good options when you shop. The Co-op has worked hard over the years to cut down on the not-so-good options and we've done a pretty fair job but we still have a ways to go. At the core of the tour are 5 R's. **Reduce:** Bring your own bags and don't leave with products or packaging that you don't need. **Reuse:** It's not waste until you waste it. **Recycle:** Know what is locally recyclable, recycle what you can and purchase products and packaging that contain recycled content. Learn to recognize packaging that can be recycled and reused as opposed to that which cannot. **React:** Write a letter to a manufacturer and encourage them to improve or remove their packaging. They respond to consumers like you.

Would you like to join a tour? All you need to do is call the Co-op at 882-8537 or Tidyman's at 883-

2643. The Co-op has tours, by appointment, on Tuesdays at 10:30 am and 7:00 pm. If you have a group that would like a tour, you can call to make arrangements for a convenient time for your group.

Any other questions about shopping smart? Call me, Ed, at 883-1024.



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6 TOAD LANE - BIRTHPLACE OF MODERN COOPERATIVES

National Cooperative Business
Association

In 1844, a small group of people opened a little store at 31 Toad Lane, Rochdale, just 12 miles north of Manchester in northern England. From that humble beginning the principles and practices of cooperation have now spread across the world. Although there were many cooperatives and practices of these Rochdale Pioneers defined a cooperative business and assured the success of the cooperative model.

The Cooperative dated its establishment as August 15, 1844; was incorporated on October 24, 1844; and opened its doors on December 21, 1844.

Twenty-eight people founded the Cooperative. Many were weavers, but other occupations--shoemaker, cabinet maker, tailor, printer, hatter, engineer--were also represented. Their aim was to make their meager wages go further by cutting expenses.

Samuel Ashworth is credited with taking the shutters down and declaring the Co-op open on that Saturday evening in December, the longest night of the year.

The Co-op moved to a larger location in 1863. The original store was purchased by the Cooperative Union of Great Britain in the 1930s. In the 1970s, it underwent major structural changes to assure its safety and was re-opened as a museum.

Facts about Toad Lane

* The first employees, Samuel Ashworth and Thomas Cooper, agreed to open the store and serve as shopmen. If the store did not show a profit in the first three months, they agreed to take nothing for their services. However, if it did, they were to receive 3 pennies per hour for a total night shift payment to them of nine pennies per night.

* The three-year lease called for the rent to be paid three months in advance. Mr. Dunlop, the owner of the building, would not accept the Co-op as the tenant. Charles Howarth, one of the original Pioneers, stepped forward and offered to be the lessee and guaranteed the annual rent of ten pounds.

* The board authorized the sale of four items -- butter, flour, oatmeal, and sugar. When the gas company refused to light the store, the staff purchased candles for opening night buying them in bulk and selling the remainder.

* The opening inventory was 16 pounds, 11 shillings and eleven pennies, about 26 dollars in today's money.

* Initially, the shop opened only two nights per week from 8-10 pm. By March 1845 they were open every night except Sunday and Tuesday.

* After a full year in operation, the store had 74 member households,

had raised 181 dollars in capital, had registered 1,100 dollars in sales, and had netted 22 dollars in savings/profits. (The average weekly wage at that time was a dollar and a half.)

Toad Lane Today

Today, the original shop once rented by the Pioneers is dedicated to preserving and displaying the history of the cooperative movement. The building which houses the Co-op Shop was built about 1790 and is the center of a small historical district.

The front room of the first floor of the museum depicts the simplicity of the original store with its meagre supply of the first few products of sugar, butter, flour, oatmeal, and tallow candles. Nearby are the benches where members waited to be served, the scale where their purchases were weighed and the desk where their purchases were entered into the books of the cooperative.

The rear room of the first floor depicts the history of the Rochdale Pioneers and the early leaders of the cooperative movement.

Upstairs was originally a school and a chapel which the Co-op took over in 1848. Initially, the Co-op operated a library and class room on the second floor and a drapery and shoe repair service on the third floor. When the building was extensively remodelled in the 1970s it was decided that the

Museum would be structurally safer if the third floor was removed. As a result, the second floor of the museum is a lofty and well lit meeting and exhibition hall with a souvenir counter.

Each year, the museum hosts thousands of visitors from many countries.



COOPERATIVES HAVE A BIG IMPACT

National Cooperative Business
Association

Cooperatives come in all sizes from small buying clubs to businesses included in the *Fortune 500*. Many cooperatives are household names -- Florist Transworld Delivery (FTD), Welch's, Land O'Lakes, Ocean Spray, Sunkist, Publix Supermarkets, ACE Hardware, Nationwide Insurance, and the Associated Press. Furthermore --

* About thirty percent of farmers' products and farm supplies in the U.S. are marketed through cooperatives.

United States and provide electricity for 25 million people.

* Consumer-owned and controlled cooperatives pioneered pre-paid, group practice health care. Today cooperative health maintenance organizations (HMOs) provide health care services to more than one million Americans.

* Over 50 million Americans are served by insurance companies owned by or closely affiliated with cooperatives.

* Food cooperatives have been innovators in the marketplace in the areas of unit pricing, consumer protection, and nutritional labeling.

* Retailer-owned food and

hardware cooperatives make it possible for hundreds of independent store owners to successfully compete with large chains.

* Child care and nursery school cooperatives serve more than 50,000 families.

* There are approximately one million cooperative housing units serving households with a range of income levels and housing needs.

* Credit unions have over 63 million members and assets in excess of \$100 billion.

* The Farm Credit System has 500,000 borrowers with a loan volume of 53.9 billion.

No matter what their size or purpose, cooperative businesses are owned by the people who use their services; provide an economic benefit for their members; are democratic organizations controlled by their members; recognize the importance of education about cooperative business and organizational practices so that their members, boards and employees will be good decision makers and the general public will understand cooperatives, support cooperation among cooperatives.



by Judith Finel

Kim Cantrell took over Alan Solan's job as a produce stocker about a month and a half ago. The fact that this was the opportunity to do "something different" appealed to her. Although a familiar face in the store since she's been volunteering on and off for the past year and a half, you may have looked at her twice without registering; that's because she got her hair cut at ear length.

Arranging the fruit and veggies attractively and creatively so the 'co-oppers' start holding their stomach in hunger can turn into a challenge in such a small space.

"The produce section is too small and there is not enough aisle space. There are limits to what you can do," Kim says.

But so far she's been an avid learner and is building up her knowledge of different varieties of fruits and vegetables. she also works at the Beanery, baking and cooking, and does some sewing on the side for Retro (the Levi place on East 3rd) or friends.

EMPLOYEE PROFILE

So how did she come to Moscow, you are all wondering. Well, for school of course. Nothing much to talk about here, Kim's manner of responding told me. She came back in '87, which makes her Moscovite by the force of things, and has been studying on and off toward a degree in graphic design. Now is an off period.

"I'm not in any hurry," Kim tells me. "Actually I'm not really interested anymore and might go back to school for something new."

In the meantime she uses her graphic skills to help friends out and is currently working on a logo for "Pete and Clyde" (Erika and Deb's business for the non-initiated). Last, but not least, she's also been taking care of the layout of this newsletter since May.

Before Idaho, there is not much to talk about, or so I gathered. I just couldn't dig into her pre-Moscow life. And then, she confessed: "I've tried to leave Moscow. I made it to Texas and stayed eight months but I longed for Moscow. I would like to eventually own a place here." Not hard to believe considering the development crisis around town, but how many people actually look at you in the eye and say "I'll probably live here forever, or close to it?" Moscow is just the right size for her, as comfortable a town as can be, and there are enough good friends to share the pervasive sense of community that's almost leaping out to grab you when you

walk down Main Street."

So Kim is here for good. An early bird both by taste and necessity, she gets up in the morning, gets her coffee, and goes in her garden to see what new flower has bloomed before reading for a while (she's an enthusiastic consumer of mysteries) and going to work. Gardening has become part of her life as she tries to teach herself about herbs. Rosemary is her favorite. "Rosemary in everything," she stated as if spelling out a rule. This turned on my silliness as I collected more favorites: navy blue and sweet peas are right up there. She likes all vegetables. She smiled and remarked: "It makes it easy to work in a produce department because I can tell customers about them. What I still don't know about, I sample extensively!"

Right now Kim is trying to learn how to be resourceful which starts with gathering seeds for next year instead of buying new ones. She also worries about what pet may need some care during the day; eleven pets for three people can get scary at times! Free time is almost a problem for her because she doesn't like being idle, but finding some friends to go dance with in the full moon is definitely not a problem. So this takes care of that.

"You covered about all the things I let people know," Kim offered to comfort my interviewer's block. "I'm a quiet person," she added, and I nodded

back in agreement. I also remember how she explained this quietness, telling me how "there are lots of people who can talk better than she does" so she leaves it all to them. Kim goes with the flow (her own words), and so should we all at times.



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COMMITTEE NEWS

STRATEGIC PLANNING

By Dean Pittenger

The Strategic Planning committee has been very occupied this summer -- mostly with thoughts of moving to a new location. As you may know, the 3rd Street Market was under strong consideration (in fact we had started preliminary negotiations) when circumstances forced us to back off and re-evaluate our position. Therefore, we are still looking. 3rd Street Market has become a distant possibility and we

will be forced to make a firm discussion in the next few months with regards to long-term renewal of our present lease location (currently we are operating under a temporary lease arrangement).

If any of you know of any decent business locations, please let us know. We would prefer about 7000 square feet of floor space (on one floor), a downtown location, and good parking. You can drop a note by the Co-op

addressed to Dean Pittenger, Jeannie Harvey or Kenna Eaton or you can call the Co-op (882-8537) and leave a message.

We would also like to re-extend our invitation to any members who would like to make comments to the committee or perhaps join the committee. Your input and help is always welcome.



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By Jeff Purdue

With this issue I will be starting a new column. In it, I will share with you magazine and newspaper articles of general interest to Co-op members. I'll be looking at food and health issues in both the mainstream press and in alternative publications. In addition, I'll bring in material that has to do with larger social issues (the health care debate, for example) that impact our lives, since Co-op members are a socially conscious group. I welcome your comments and suggestions in the coming months.

The September issue of *The Progressive* contains an intriguing interview by Linda Rocawich with Michael Jacobsen, the founder of the Center for Science in the Public Interest. They've reported on the unhealthiness of movie-popcorn and Chinese food, among other things. Their first targets in the 1970s were McDonald's and other fast food chains. Through this work, Jacobson became interested in the ways advertising sells harmful food, especially to children.

Anyone who has sat through a spate of Saturday morning cartoons knows the frantic marketing of junk that goes on there. But this commercialism doesn't stop there: increasingly, schools are becoming a forum for business. Food industry groups give "instructional aides" to teachers for free. These charts of the four food groups and other items express the message that eating meat is necessary for protein and other ideas favorable to the industry. Poor schools are especially vulnerable to this practice because their tiny budgets allow no room for "extras," like teaching materials. Chris Whittle, the loudest proponent for

privatizing schools, gives television sets to classrooms. In exchange, they receive his twelve-minute educational broadcast, of which two minutes are commercials.

The latest trend in the corporatization of our lives is the increasing presence of Taco Bell, Pizza Hut, and other fast-food chains in schools, especially poor ones. School lunch programs are thus undercut, and the campus becomes a place where consuming fast food is accepted. Poorer schools are again especially vulnerable because the chain restaurant takes over the operation of the lunch room (at a profit, of course), freeing the district from this particular financial headache. The underlying message is that the health of students and values other than commercial ones are secondary to profit.

In response to these issues, Jacobson has started the Center for the Study of Commercialism. Our lives are, he says, focused around consumption. If corporations can get us to eat unhealthy food because of the convenience ("cooking is becoming a lost art" he says), it is worth examining how consumption is affecting our lives in other ways.

For those of you who take your composting seriously, *Mother Jones* has a photo-essay in the September/October issue exploring the artistic side of humus. The text, by Barbara Ramsey, takes on composting as a spiritual activity. The photos reveal some strikingly beautiful images. If you like to color coordinate your meals, this article suggests the next logical step.



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Appointed to office by Governor Cecil Andrus in June of this year, Duncan Palmatier is the Latah County Commissioner for District One.

Duncan is an attorney, specializing in public interest law. His career began with Catholic Charities, where his focus was housing law. He has also worked as a civil rights attorney and a public defender.

Duncan and his wife, Monique Lillard, live in Moscow and are members of the Moscow Food Co-op.

Duncan is working for:

- a strong, effective and fair county-wide growth plan
- a fair and responsible tax rate
- open and accessible government
- greater citizen input and involvement
- advanced solutions to solid waste problems
- cooperation between the county, and our cities and towns

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Bring water, firewood
More Info: (509) 486-4188

During August we asked members and non-members to complete a simple survey regarding possible products and services which might be offered in the Co-op at some future time and place. Thanks to 157 of you, we have some idea about what a broad spectrum of our shoppership thinks is important at our store.

We asked these questions of you thinking that the Co-op might soon be moving to more spacious quarters. No such magic has yet happened. In the meanwhile, we've gotten to really like the feel of our new remodeling. So, until something perfect shows up we'll just stay put and stay happy. Nevertheless, here is how our representative respondents answered the question, "Would you like to see the following at the Moscow Food Co-op?"

To **Full Service Deli**: 103 respondents, or 67 percent, said yes, 26 percent said maybe, 1 percent said no thank you, and 5 percent had no opinion.

More than half of those surveyed want an **Indoor Eating Area** and 33 percent might. Five percent don't, and 12 percent don't care one way or the other.

112 or 73 percent say keep the **Outdoor Eating Area** while 1 person says mix it. Fifteen percent said maybe and 11 percent no opinion.

Our 50 percent caffeine junkies (includes most of the staff) say yea to **Espresso** while 16 percent say no way. Twenty-four percent say possibly and 8 percent have no thoughts on the matter.

Fresh Juice is demanded by 69 percent as 4 percent say "NOT." Eight percent declined to opine and 17 percent want to think it over.

Half those surveyed said they'd buy **Beer and Wine** at the Co-op but 23 percent just say no. Eighteen percent might give it a chance and 10 percent abstained.

About selected **Organic Meats**, 42 percent said go for it, 20 percent said maybe and 30 percent said please, no, while 7 percent of the group withheld their opinions.

A whopping 66 percent shouted, "No **Tobacco**, organic or otherwise," while 12 percent puffed outside hoping for an alternative. Only 6 percent said maybe, and 15 percent offered no opinion.

Refined Sugar fared slightly better as 46 percent said, "We don't need it" to 20 percent who like their sugar sweet. Fifteen percent might tolerate it, while 18 percent had no reason to decide.

Sixty-five percent like the idea of **Organic Gardening Supplies** while 2 percent would rather buy their produce at the store. Seventeen percent are still considering the idea while 16 percent could care less.

As for **Organic Cotton Clothing**, 62 percent would like it next to their skin and 2.5 percent are happy with what they are now wearing. Twenty-five percent might give it a chance and the remaining 10 percent will leave it up to the rest.

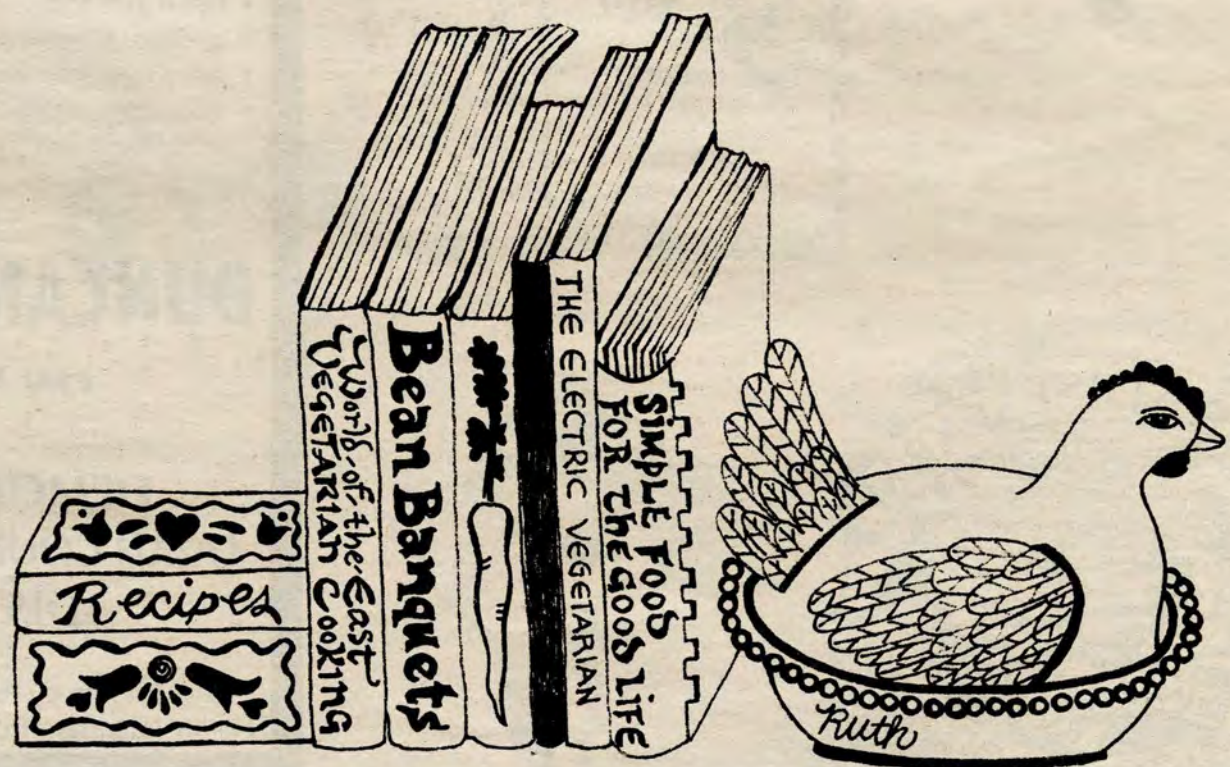
We can't do without a **Kiddie**

Play Area say 59 percent of respondents but 5 percent say they can. Maybe, answered 11 percent, and 24 percent have no opinion about it (or have no kids).

The pedal crowd pulled in 82 votes or 53 percent for a **Covered Bicycle Rack**. Eight percent voted negative while 18 and 20 percent voted maybe and no opinion, respectively.

Lastly, 41 percent asked for **Longer Store Hours** while 20 percent felt they would be unnecessary. Twenty-five percent responded with a definite maybe, and 13 percent just didn't know what to say.

There you have it. Whether or not you can make heads or tails of it, I know it will guide us through any changes and will probably foster vibrant discussion at our next membership meeting. A special thank you to those who took the time to add comments. There are many fine suggestions which will be shared among the staff, the Board and any other interested parties. Suggestions from the survey may also be the subject of a future newsletter article.



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serve 120 million people from coast to coast.

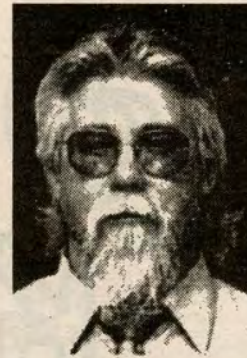
Cooperatives play an important role in the
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marketing and supply, news services, florists and
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October Ideas

Kids Page

by: Robin Murray

Did you know...

Pumpkins are native to America? Before Europeans came here, some of them made Jack-O-Lanterns by hollowing out turnips, carving faces on them, and putting a candle inside. They believed the spooky faces would scare away witches. That's how the halloween pumpkin tradition first got started!!



Try This

MAKE YOUR OWN FACE PAINT!

Mix together in a cup:

- 1 Tablespoon Cornstarch
- 1/2 Teaspoon Facial Cream
- 1 Teaspoon Water
- A few drops of food color

The mixture should be a thick paste. If it seems too runny, add more cornstarch. If it is too thick to paint your face with, add more water one drop at a time! Have Fun!



LOOK FOR THESE BOOKS AT THE LIBRARY:

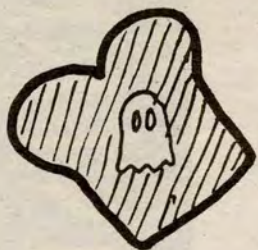
- The Little Witch's Black Magic Cookbook by Linda Glover
- The Big Pumpkin by Erica Silverman illustrated by S.D. Schindler

Ghost Toast

To make Ghost Toast you will need:

- | | |
|---------------------|----------------|
| 1 TABLESPOON SUGAR | A SMALL BOWL |
| 1 TEASPOON CINNAMON | A TOASTER |
| BUTTER OR MARGARINE | A BUTTER KNIFE |
| SLICED BREAD | A PLATE |
| ALUMINUM FOIL | SCISSORS |

- ① Mix sugar and cinnamon in the small bowl. Set aside. This will be enough for several pieces of Ghost toast.
- ② Cut a little ghost out of foil. It must be smaller than the bread slice. Set. Aside.
- ③ Toast bread slices in toaster. When toasted, put on plate and spread with butter.



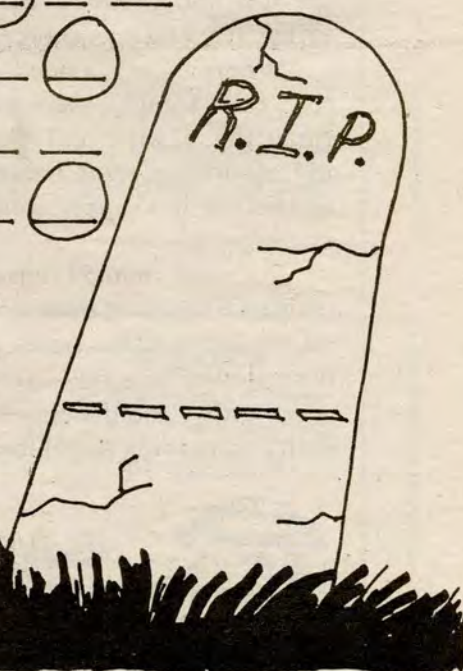
- ④ Lay cut out foil ghost on toast and sprinkle generously with the cinnamon-sugar mixture.
- ⑤ Lift off foil ghost and a ghostly image will remain on your toast!
- ⑥ Eat!

Puzzle!

See if you can unscramble these letters to make words!

PIPMUNK _ _ _ (O) _ _ _
 THOGS _ _ _ (O) _ _
 TABS _ _ _ (O) _
 NOMO _ (O) _ _ _
 SKAM _ _ _ (O) _

Now, unscramble the letters with circles around them to find out who's buried here.



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Sweet Avenue, Moscow

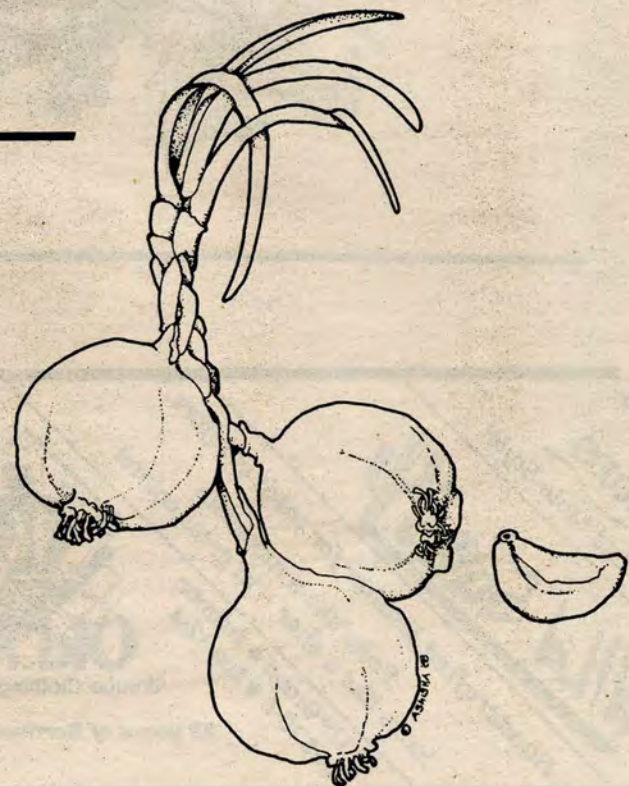
Speaker: Christian Petrich
Executive Secretary of Pullman-Moscow
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Moscow, Idaho



By Donald Hungerford, M.D.

The major problem with overcoming sickness is lack of knowledge of its root cause or lack of knowledge of how to overcome it. These two things are what all health professionals have to address. The methods used vary with the philosophy of science being applied. One science that has seen great advancement and application is Contact Reflex Analysis.

It is proven that the brain produces and stores electricity. Electrical impulses are sent throughout the body via the central nervous system. Nerves feed all the organs, glands and cells of the body. If an area of the body becomes unhealthy, the electrical flow to that part of the body will be "overloaded" to keep it functioning. This will cause weaknesses in the body's electrical system.

A perfect analogy of how the body's electrical system works is to compare it to writing in a house. A house wiring system will function well, with smooth flowing currents throughout unless there is a power surge. A typical cause of such an incident is when too many appliances are used at the same time. This causes the breaker to

blow, leaving no electricity to that part of the house. When the body has too much energy going into an unhealthy part, it causes that energy pathway to shut down like a blown breaker on a house. Electricity will no longer flow freely to that area of the body. It is important to find out what caused the breaker to blow in the house. The same is true with the body. The problem cannot be fixed until the cause is determined.

To prove to yourself that your body is electrical, try this simple test on a friend. Have him/her stand with one arm parallel to the floor. Make sure the elbow is locked. Take your hand, placing it above the wrist and push down on the arm making sure not to overpower the person. This will give you a general idea of the arm strength. Now touch the bridge of the nose, right between the eyes with the tip of your finger. Hold this position while you test the arm just like you did the first time. The person's arm will become suddenly weak and he/she will not be able to resist your downward pressure. By touching this point on the body, the natural flow of energy has been disrupted. The electrical current is not flowing freely.

The popular method of checking the body's electrical system is the procedure called Contact Reflex Analysis (CRA), developed by Dr. D. A. Versendaal, D. C., Harry Eidenier, S. R., C.N., Dr. Peter Northouse, M.D., Dr. Ed Hartman, D.D.S. and Walleed Karachy, hematologist. These men determined that nutrition was a major factor in staying healthy. They developed Applied Clinical Nutrition and later on CRA. CRA is a natural method of checking the electrical flow of the body. It can determine the body's physical, nutritional and structural needs very accurately.

One of the best ways to keep optimum electrical flow in the body is with proper nutrition. The most energy building foods are those that are grown naturally and have undergone the least amount of processing. Processing includes things like chemical fertilizers, pesticides, food additives to extend shelf life, microwaving, irradiating and overcooking.

Know that you are responsible for what happens to your body. Your body is governed by electricity and sickness is an imbalance of electromagnetic fields

in your body or brain. By restoring this balance FIRST through proper nutrition, you will be on the road toward good health.



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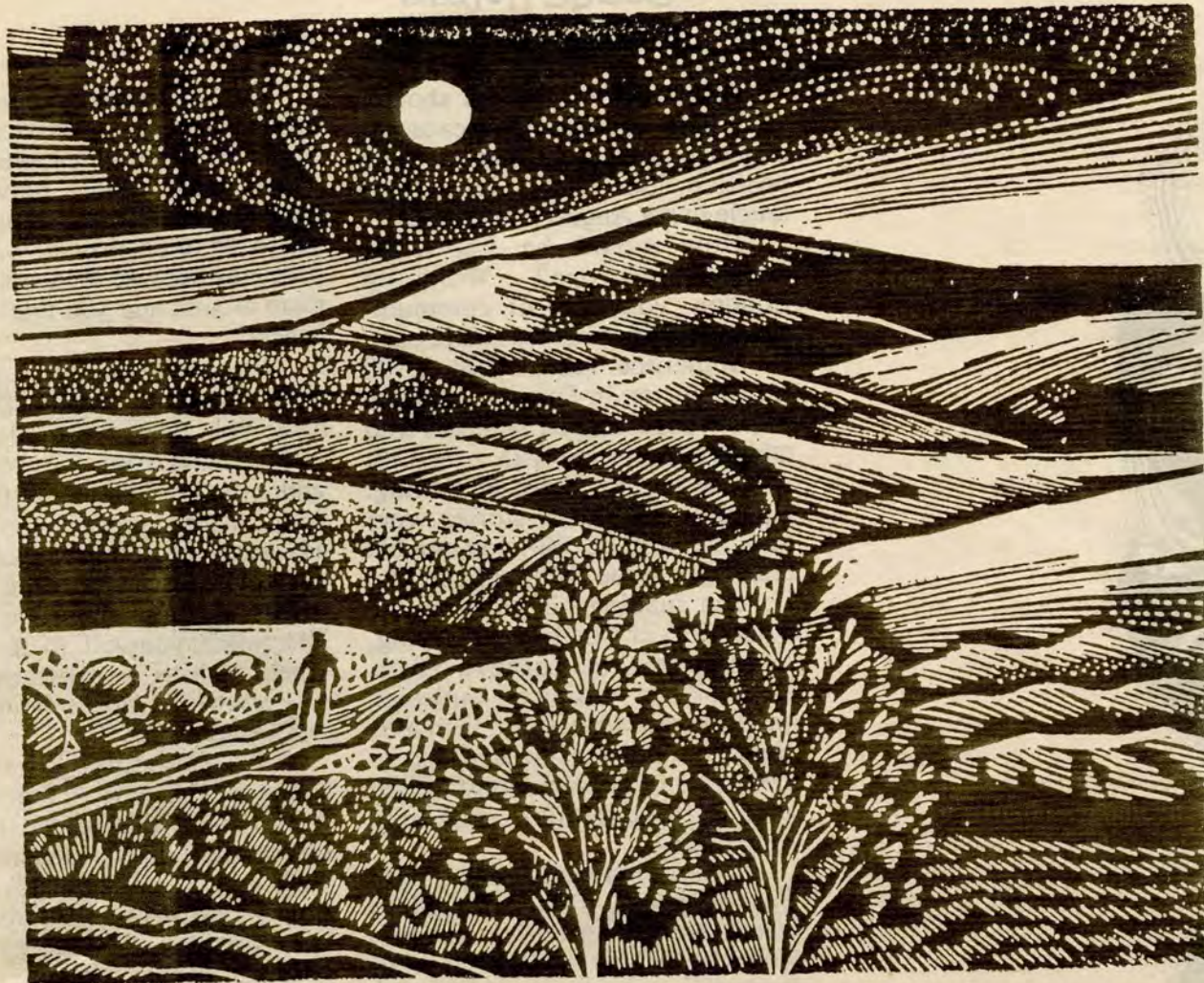
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CHOOSE YOUR WORDS CAREFULLY

By Natalie Shapiro

Last month, I wrote an article about a dairy producer who was sued for "false and misleading advertising" regarding rBGH-free labels. An August 31 Tacoma *News Tribune* article stated that the Puget Sound Consumers Cooperative was being investigated by the state Department of Agriculture over whether they made false statements about rBGH. The cooperative posts signs in their stores listing suppliers that don't use rBGH and those that do. rBGH (recombinant bovine growth hormone), also known as rBST (recombinant bovine somatotropin), is a synthetic form of GBH (or BST) that was developed by Monsanto to boost milk production by more than 10%. The FDA has stated that rBGH is safe for humans and animals despite an increase in udder infections in lactating cows. In addition, many dairy farmers fear that the increased production of milk will force prices down. Many stores, including the Moscow Food Co-op have opted to label products as being free of this synthetic hormone. However, labeling can be potentially dangerous business.

The FDA has decided that they lack the legal authority to impose a

special labeling requirement for milk products derived from rBGH-treated cows; they maintain that rBGH given to cows does not become an ingredient of milk subject to labeling under the Federal Food, Drug and Cosmetic Act, and that milk from cows given rBGH is safe to consume. The FDA stated that companies that do not use milk from rBGH-treated cows may voluntarily inform consumers of this fact in product labels, provided that the statements made are truthful and not misleading.

What constitutes "non-misleading" statements regarding rBGH? Here are some key points from the FDA's guidelines on rBGH labeling:

1. The FDA confirms that rBGH is safe and effective from cows, that milk from cows given rBGH is safe for human consumption, and that there is no compositional difference between milk from treated and untreated cows.
2. As trace amounts of natural BGH are present in all milk, a "BGH-free" statement about milk would be false.
3. A statement that a product is "rBGH-free" would be misleading because it would falsely imply a

compositional difference between milk from treated and untreated cows.

4. A statement that milk is "from cows not treated with rBGH" could be misleading as it falsely implies that milk from untreated cows is safer or of higher quality than milk from treated cows. Adding a statement "no significant difference has been shown between milk derived from rBGH-treated and non-rBGH-treated cows could avoid a misleading implication.

5. Because there is no way to differentiate analytically between naturally occurring and synthetic rBGH, states could require that firms making any rBGH claims should establish a plan and maintain records to substantiate the claim. Companies making rBGH claims must be able to demonstrate that milk products are from cows not treated with rBGH.

Note that it's a sort of Catch-22 situation: stores can label their milk products as being free of rBGH, but any label could be potentially "misleading," meaning a lawsuit or investigation could happen. What about the Moscow Food Co-op? The Co-op uses "rBGH free labels" only on those products whose manufacturers can

prove that their cows are rBGH-free. These are small companies, such as Strattons, Nancy's Yogurt, Stonyfield Farm, and Brown Cow. Large companies, such as the Southern Idaho Dairymans' Cooperative presents a problem, however, as they pool milk from many dairy farms during collection. Therefore it is virtually impossible to determine if any cows were treated with rBGH. Stay tuned for more on the labeling dilemma!



By Charlie Powell



Bill London says we should, "Kill ugly television!" because its negative aspects far outweigh the positive (Ed. Note: In a short article in the August newsletter.)

How would he know, he doesn't own one? Wake up London, your fear of communications advancement is an old one.

Sometime back about 3,100 B.C. a person in Sumeria began to press wedge-shaped symbols into tablets of wet clay with a reed. It was the earliest form of writing. Up until that time, stories were told, not written. But you can bet there was some technophobe like London rubbing his belly on the other side of the fire pit saying, "No way man, the negative effects of cuneiform writing far outweigh the positive." Cuneiform increases violence and desensitizes readers to the events of the real world. Fight cuneiform addiction! Kill ugly cuneiform!"

Is television really all that bad? Yes, if you're dumb enough to watch everything on it. Reading would be bad for society too, if all there was to read was Soldier of Fortune magazines. Film would be irresponsible if all there was to watch was the Faces of Death series. But television viewing is just like going to the newsstand or box office and getting the most out of it. The activity requires discrimination on the part of the consumer. The fact that it is more readily available is irrelevant, except in the case of minors.

The key to effective transfer of information via television is like any other communications method -- you must choose between the messages, not the messengers. Do you wish to destroy all watercolor paintings because there are more of them around and you think oils are better?

With rem con (military-speak abbreviation for remote control) in hand you must learn to channel surf the electrons. Become one with your set. Pick only the ripest fruit. Tarry not over commercial advertisements, infomercials, most network telecasts, and sports involving more than one person. Discipline yourself to turn it off when nothing worthwhile is on. ("Worthwhile" not to be confused with "interesting.")

This Christmas I'll start my friend Bill off easy. I'll get him an A.M. radio with a lighted dial from Goodwill. Oh, I know, he'll jump back and cover his head the first time I turn it on. But soon he'll learn to enjoy its warm glow on a winter's night. When he gets brave enough to touch it, I'll show him the world of light behind the big station-changing knob rather than the darkness behind the little on-off one.

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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.

By Sioux Westervelt

Wilderness Awareness Week was celebrated on the UI campus during September to commemorate the 25-year anniversary of the UI Wilderness Research Center, the only one of its kind in the nation.

We also celebrated the 30-year anniversary of the Wilderness Act of 1964. The wilderness act was a great accomplishment, but as we face a major influx of newcomers to the northwest, we cannot forget that it was only a beginning in terms of protecting wilderness in the Northern Rockies Region.

The current and projected growth in Idaho disturbs me. I probably wouldn't find it so unsettling if I knew there were land use plans in place, but there aren't, and still cities seem intent on annexing more acres into their urban growth boundaries. Existing water supplies, highways, schools, sewers are becoming inadequate, and yet legislators are slow to address problems that loom on the horizon. Increased property values, new businesses, and population growth are all looked on as positive developments for a healthy state budget, but urban sprawl speaks louder than dollars.

I applaud the citizens of Troy who are cautioning their city council to proceed slowly with a proposed 135-acre, 85-homesite subdivision west of town until compatibility questions are answered. That's something we can all do -- monitor the growth that's happening and demand that legislators make thoughtful, forward-thinking decisions. We have the power to elect politicians and appoint civic leaders who will approach growth in our state with caution and concern for the future.

What makes Idaho so special, and may be her saving grace, is the wilderness that is her heart. Ours is a rugged, unforgiving land that does not cooperate well with


development. Useable water is hard to reach, steep and mountainous terrain surrounds us, it is not easy to get from north to south quickly. These things will slow down development in Idaho, but our countryside and cities are changing rapidly.

There are 20 million acres of public land in Idaho. Four million acres are designated wilderness, and nine million remain roadless. If we're serious about being the Wilderness State, not only will we guide our urban growth as though we care about the quality of life here, we will continue to demand that much of our undeveloped, public land be designated wilderness.

We have the opportunity to preserve vast acreages of biologically diverse ecosystems. There is nothing more valuable we can offer our troubled society than the serenity of intact wild lands. Those untrammelled ecosystems are worth far more in their natural state than the resources we are able to extract from them. Perhaps it is hard to agree with that rationale now as jobs are being lost and people are forced to change their lifestyles, but I feel certain that the spiritual renewal, pure water and air derived from wild places is priceless. I believe there will come a time when future generations will thank us for the legacy of wild lands we leave them.

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Palouse-Clearwater ENVIRONMENTAL INSTITUTE

*invites you
to join us for a celebration of
our eighth year.*

**Saturday, October 29
9:30 am - 4:30 pm**

Please join us for a celebration of PCEI's eighth year of operation at the Annual Membership Meeting at The Combine located in downtown Pullman. The day's activities start at 9:30 am with the State of PCEI report to be presented by PCEI's Board and Staff. During lunch Dorothy Craig, founding member of the nonprofit Sustainable Community Roundtable of Olympia, Washington, will give a presentation focusing on international support for implementing sustainable community and what the City of Olympia is doing to achieve their goals for sustainable community development. Our afternoon session will follow addressing how we can work together towards sustainable community development in the Palouse. To celebrate the day's accomplishments we can dance the night away to the music of Planetary Refugees. For more information contact: Kristin at 882-1444.

Bulletin Board Announcements

Announcements of events, classes, give-aways, and non-profit sales will be printed here, at no charge, on a space-available basis. **Submit written announcements by the 20th** of the preceding month, to Beth Case at the Co-op.

at the Co-op....

**Moscow Food Co-op
Community News
Editorial Policy
Discussion**

**October 20
Noon**

upstairs at the Co-op
What do you think about
this newsletter and its content?

The Audobon Quartet

Friday, October 28
UI Auditorium
8:00 pm

an
All-Beethoven
Program



Tickets at Ticket Express & at the door.

Moscow Chapter Idaho Conservation League Fall Hiking Series

October 15th, Saturday
We will hike among the **White Pines**, north of Moscow in one of the last uncut areas on the Palouse.

For more information
contact ICL at 882-1010