

**Nov.**

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**Storefront  
Perspectives**



**COOP**

610 S. Main  
Moscow 882-8537



# Our Co-op Reports

## LETTERS

This is hasta luego but definitely not goodbye. As you probably know, I've left the Moscow Food Co-op and moved to Pocatello, Idaho, where my old man will be studying auto mechanics and I'll be job hunting. I don't know what kind of work I'll find, but it will surely pay more and yet be less interesting and fulfilling than the co-op has been. It's been so great meeting and working with all of you—I've grown so much! The co-operative movement has really spread in the past year. It is a good feeling to compare now to a year ago when the Moscow Food Co-op was a tiny struggling venture, always in the red, always trying so hard to find sources and feeling really alone in the world. Now we are so much bigger, in the black, and in continual communication with our sister co-ops in the Inland Empire.

Now is the time for growing again, and when I return to visit Moscow in a few months, as I surely will, I expect to see great changes.

Thank you all for having made my year such a good one.

Peace,

*Sandy*

This issue is printed with many thanks to our friends and contributors: mary, dorothy, phil, mark, alice, larry, chip, maggie, sandy, yvonne & chris.

Letters can be mailed to the Moscow Food Co-op, 610 S. Main in Moscow.

## BOARD NOTES

### Read This

Your board meets, and when it does, one of us takes notes. These are those notes. The board met on Tuesday, October 12. Our managers—Phil, Maggie and Chip—were also there with two interested members, Ann and Alice. The managers reported their suggestion for their new hours as asked for by the board at the last meeting. They asked that their hours become five hours for each of five days and every third Saturday. They thought they should receive \$300 per month, which Maggie said worked out to about \$2.50 per hour. The implementation of the medical insurance for the managers was discussed. No date was set and it is not known if we qualify under the terms of the policy as set by the company. The amount of hours put in working at the store by the membership was discussed because it was felt by some that more members clerking would free the managers for more important work. Actually, it was reported from the store that more people appeared to be working than before. Phil said that workers are especially needed on Fridays and Saturdays and when shipments arrived. For the other times it seems that people are there when needed. Possible relocation to Moscow Tire Supply's old store was brought up by Chip. Problems of moving, using all of the space, and meeting the costs were mentioned and talked about. (See article in this issue for details and input.) The managers' salary increase was approved unanimously, and we went on to talk about the newsletter format and distribution. After awhile we quit. Your Board: Mary Sibilsky, Dorothy MacEachern, Chris Dippel and Chris Santos. Next Meeting: Nov. 9 at 305 Lauder (401). Come as you are; see Store Board for details.



## MEMBER NOTES

### Some Thoughts on Our Co-operative

The Co-op's main purpose is to be a viable alternative to the present social and economic system that affects us all. Providing quality food at a reasonable price is only one way the Co-op works toward this goal. In working to establish a more balanced multi-dimensional system the Co-op promotes these ideas:

1. Increased consciousness of the people towards our problems and possible solutions.
2. Humanistic rather than materialistic values.
3. Exchange of ideas and information to benefit all.
4. Non-hierarchical decision making.
5. Non-exploitive social and work relationships.
6. Self-sufficient communities with less dependence on other regions and of sectors outside the economy.
7. Local worker controlled business and industry in an ecologically conscious society.
8. Promote wholistic view of the world, with due respect towards the planet and the complex interaction of life forces.
9. Friendship.

## FINANCES

### Loans

As an alternative to putting your savings in a bank or investing in other capitalistic schemes that ultimately work against most people, you can loan your savings to the co-op. This money will be used to acquire land or possibly some other investment, however we all decide.

Without these loans the Co-op would be forced to deal with the bank which in turn will charge a high interest for use of your savings. The Co-op would have to charge higher prices to pay the interest. We can by-pass the bank by loaning our savings directly to the Co-op, and take some control and profits away from the bank for our benefit. See a co-ordinator for a look at the loan agreement.

### Credit System

The credit system provides many of the same services as a checking account -- without dealing with a bank. This is how it works: first you deposit money with the Co-op; then you can use this credit to buy food and/or get cash back. Again the bank is by-passed and you save by not writing a check everytime you need money or buy food. The Co-op gains by using your money when you don't need it. The only loser is the bank.

We encourage all members to become active in working cooperatively in our present ways and in any new ways that can help us fulfill our purposes.

## FROM THE CO-ORDINATORS' DESK

HENCEFORTH: The term 'manager' will be given due neglect; the term to be used for future reference to paid staff will be "co-ordinator" (though we will answer to a host of names!).



# FARMERS MARKET CLOSSES AS SEASON ENDS

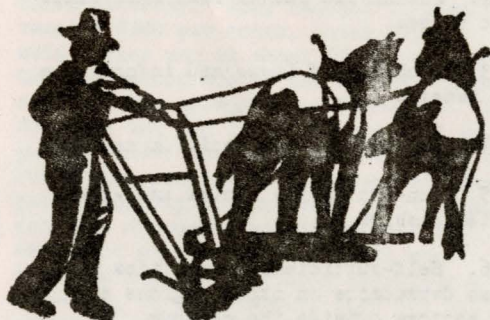
Congratulations to all who helped make the Farmers Market a success. This past Saturday, October 23, marked the last one of the season. So, many thanks and hopefully we'll see you next year.

Plans for the Market began last spring and in June the Co-op went before City Council with its request for a Farmers Market in Friendship Square. Restrictions limited any regular usage of the Square; instead we were granted permission to use the parking lot behind the old post office. The Co-op accepted the responsibility of organizing and promoting, and making sure that the site was left free of litter.

And so it began on the last Saturday of July. As the number of sellers grew, so did the enthusiastic response from the townfolk. Few problems were encountered (though space could be limiting with continued growth) and most market days dawned bright and sunny. No fees were charged for registration, but donations were accepted by the Co-op to cover the costs of advertising and bookkeeping. Preregistration was requested, and the same person was asked not to sell two consecutive weeks to avoid health department hassles.

Response to a survey taken in early October was encouraging. Most people, both buyers and sellers, seemed satisfied with the location and time and would like to see the addition of crafts. Crafts were not approved by the City Council this year, but next year my bring a different harvest. Comment received were quite gratifying. Many felt that it has been a definite service to the community. My favorite comment: "Farmers' Market has made Saturday mornings enjoyable, fun and healthful for the community. The true, personal, friendly touch prevails. We encourage

you to continue this venture and sincerely appreciate your efforts in pursuing the means to establish this source to our area." We are hopeful that the market will become a regular feature in Moscow. And we are grateful to those who were prime movers in getting the market off the ground this summer. Though some have already left town—Sandy Ogle, Judy Gordon—all we can do now is look forward to next season. Many thanks to all involved.



FARMING: A DIALOGUE WITH THE EARTH

Looking ahead to next year, farmers and potential growers should keep in touch with the store about what crops they plan on growing, sources of organic fertilizers and tools such as rototillers that others may use in planting. A little coordination now will make everything work out so much more smoothly next year.



# THE CO-OP LEGACY

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## PART I

The impetus responsible for the storefront emergence of the Moscow Food Co-op a couple of years ago came through a handful of determined people. Originally called the Good Food Store, we began as a private business (a partnership) in August of 1973. The original proprietors modeled the GFS after co-operative food stores in the midwest. They provided labor on a volunteer basis, donated equipment, and placed a 20% mark-up on the food. The store was located first on the alley between Washington and Main, off of second street (where Dave Torrence's Leather Siver Shop is now) and stocked peas, lentils, flour, nuts, herbs, and spices. Quickly outgrowing the small space, they moved around the corner (112 E. 2nd) and expanded inventory with cheese, peanut butter and honey.

After 6 or 7 months of struggling (problems included little capital, poor community visibility, negative connotations to "health food store," and little business experience) the partners sought out additional funding. After being told they could possibly get a Community Action Agency grant if they were a non-profit co-operative the store managers changed the format of the store. The founders opened the Good Food Store to membership, drew up articles and by-laws and a grant proposal, and formed the first Board of Directors. \$4500 of economic development money were given to the GFS in addition to a \$500 loan from the Snake River Community Development Council. Earlier support came by way of a \$100 mini-grant from the Talisman House. The CAA grant went to pay a manager, increase inventory, and set up a book-keeping system.

Next: How resources have been used or misused and the emerging co-operative structure and spirit.

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## THE GENESSEE TRAIN STATION

With the arrival of Fall and the demise of warm summer evenings, the Talisman House would like to once again lend itself as a meetingplace for friends on those chilly weekend nights. Several musicians, artists, and other interested people have asked about the possibility of our hosting a coffee house agains this year. I believe it would be possible, with your help. We need new blood to keep this viable and energetic alternative to the Moscow bars operating for your enjoyment, but as with all our programs the organization and fulfillment of this endeavor lies in the hands of the people it serves. If you are interested in helping out, please let us know at the Talisman House.

Mark Nuttman  
House Manager  
885-6738

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## OUT OF SCALE

We need a more efficient scale at the co-op to help cashiers keep their tempers (and to avoid the inaccuracies which plague us). A scale that will weigh accurately to 100# is needed. New electronic scales run between \$1500 - \$2200. Any information about used electronic scales or a new one which is not outrageously priced would be greatly appreciated.

Membership Meeting: Tuesday, Nov. 2 at the Talisman House. 6:30 pm with a potluck dinner. Topics to be discussed include (1) fairness in the work credit and dues system; (2) relocation possibilities; (3) new Board members; (4) purchasing a digital scale; and other committee reports.



# CO-OP RELOCATION: *the need grows apparent*

Constantly growing daily and bulk sales, lack of adequate storage space, and hopes of expanding store facilities to accommodate modern storage techniques to preserve the quality of organic foods is leading the Moscow Food Co-op to seek another storefront in the near future. A working committee has begun to survey potential sites around and in Moscow and to seek out skilled people who will be needed to assist in the redesigning of a new building. General plans are to rent a facility with an option to buy, but if that option is not found the co-op will consider renting (as it is now doing) or buying some land and building from scratch. Financing will come from no-interest loans from co-op members choosing to invest savings in a working community organization rather than in a local bank.

Increasing purchases indicate a lot about co-op members and their changes in attitudes towards food consciousness and health. The idea of buying a few "health food" items a week is giving way to weekly meal planning based around an understanding of balanced diet and a willingness by people to take the time and energy to learn to cook from scratch. People who were buying sporadically a year ago are relying, today, on the co-op as their central food supplier. This past year has also seen a great leap in the use of herbal teas for both medicinal purposes and general drinking pleasure. Preventative health is a practice only now receiving its due recognition, and the co-op is playing an important role in its development.

As the demand for "earth food" has increased, the problems of limited space has become more acute for the co-op and the people who work there. The need for more storage space is the principle reason for the co-op to seek another storefront. Lack of adequate surpluses of food in storage means that many bins and herb jars are emptied each week without the stock to refill them. This has proven to be especially frustrating for out-of-town members who come to the Moscow Food Co-op -- the only bulk retailer of grains and organic foods in Northern Idaho. Many non-local folk choose to buy grains in 50# and 100# bags directly, and one or two unsuspected visits by our friends in the country-side in a week has been known to deplete stocks even when the co-op has taken pains to over-order. More storage space would allow for larger purchases, lower prices, and better retail service to non-local members. Bulk processing of special items for other community businesses and for nearby co-ops (like the Pullman Food Co-op) would also be facilitated by a larger building.

One of the solutions to the space problem in the last year has been the development of a Northwest trucking route which assures weekly delivery of most grains, produce, and dairy products to the Moscow storefront. The trucking collective is based in Seattle, working out of the collective known as Community Produce -- a wing of the Seattle Workers Brigade. Each week they travel east supplying co-ops in Spokane, Colville, Missoula, Moscow, Pullman, Walla Walla, and Yakima with orders called-in in advance. Also, a regional warehouse for cleaning, drying and storing grains is currently being developed outside of Spokane.

The co-op also hopes to modify some of its work in moving -- adding most importantly a walk-in cold box for dairy and bulk storage. Other possible additions are facilities to sprout alfalfa seeds, a small fruit dryer, and nitrogen compressors which can be attached to 55 gallon drums of oil to prevent the unrefined oil from going rancid. In other words, the co-op needs the space to meet the demands for technological changes occurring in the food storage world.

A roomier storefront could lead to an increased stock selection, most notably fruits and vegetables on a regular basis. There has been talk of purchasing a peanut butter grinder for making peanut butter. Toiletries and cooking ware are further possibilities.

The move being considered by the food co-op is a sign of a growing co-operative community in Moscow based upon ecological and non-sexist considerations rather than on the profit motive. In order to serve this community better, the food co-op hopes to produce a semi-monthly (we may miss a few) newsletter which discusses the growth of the community and which will hopefully provide some necessary links between groups in the city. This month we include only a calendar of events in the community. In later issues the newsletter will address ideas on a natural foods restaurant, a child care center, environmental action and general information on current city-wide activities useful for all of us to have.

## ON WORK COMMITMENTS

The possibility of a storefront move raises the question of membership work commitments -- currently assessed at 3 hours per month per household. Many members have slacked off in their work, sometimes only showing up once in every three or four months. Previously, the managers of the co-op have overlooked this slack attitude, but several factors involving the store may necessitate a change in this.

First of all, by failing to meet time requirements, people are receiving price breaks that non-working members do not get. This is unfair both to non-working members who are honest and pay more and to working members who put in time in the store.

Secondly, a larger storefront will lend itself to a larger sales volume -- requiring more food handling and more needed time in stocking, at the cash register, and in the warehouse. Thus, consistent service will rely more heavily on membership participation.

Most important, however, is that the co-op cannot actually expect to move without an enormous input of energy to remodel whatever building we find and to move existing shelves and inventory to the new storefront. Members and friends of the co-op with carpentry, electrical, plumbing, and painting skills will be greatly needed. If the store can count on commitments from skilled members, we can expect the move to be carried out smoothly, cheaply, and relatively rapidly. Below is a coupon which the store is using as a survey of its membership to judge our capability of moving successfully. Cut the coupon out, fill in the information needed, and bring it by the store this month -- it'll help us out a lot. Also indicate if you want to learn a skill during the remodeling process -- there is no reason why men and women cannot work together teaching each other skills on the job.

See you at the store--

Chip, Phil & Maggie (and Sandy, too!)  
Co-ordinators

## work coupon

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Skill and tools for Co-op use: \_\_\_\_\_



# EARTH WORK

—reprinted from Country Women

Whether there will be land to live on, whether there will be an earth not polluted to its own destruction, whether there will be food to eat, for us and for peoples of the world, depends in large measure on what we, as Americans, do in the relatively few years left before there are no longer questions.

Some things that we can and must do, as reflected in article after article in this issue are:

1. STOP BUYING AT SAFEWAY. Begin to buy as much as possible from independently owned stores. Pressure stores to buy from local producers and non-corporate farms and to label local foods. Educate consumers to buy independently produced food and to understand the real costs of supposedly cheaper agribusiness products. Make a commitment to pay farmers fair return for their labor and investment, not an artificially manipulated price. Re-educate yourself to eat what is in season and decrease your dependence on the elaborate technologies that deliver eggplants in December.

2. ORGANIZE AND SUPPORT alternative food distribution systems and non-profit stores. Put your money and energy into stopping monopoly control of food marketing.

3. AS FARMERS, we country women need to become far better skilled and more committed to the production of food for others. We need to build farmer's markets and co-operative farmers' associations and to produce in enough quantity to supply city alternative distribution networks.

4. SUPPORT the National Farmer's Organization and buy from NFO farmers.

5. FIGHT for tax reform on local, state, and federal levels, partly by organizing tax strikes (see CW #18).



6. WORK FOR LAND REFORM. One recent encouraging development was a ruling in Federal Court that all federally irrigated land in California's Fresno Valley must be divided into 160 acre parcels and sold at pre-irrigation prices. The 1906 Water Reclamation Act limits farm size to 160 acres, but the Federal Bureau of Land Management has allowed large corporations to control thousands of acres in the Fresno Valley. Hopefully similar rulings will follow law suits in other areas.

7. Fight for new legislation to break monopoly control of agriculture. One such act is the NFO sponsored "Family Farm Act" which would prohibit any corporation or individual with a substantial interest in manufacturing farm equipment or supplies, and marketing farm produce, or pursuing any other agriculture related business, from engaging in farm production.

Food is perhaps the only thing we all must have. Yet unless we begin now to act consciously and collectively, we will soon have no choice at all about the quality, quantity, or price of food available to us. The defeat of the "small" farmer is the defeat of all of us.



# Recipes, Jokes & bits of wisdom

**CORNBREAD** 6 generous slices  
one slice = approx. 6g usable protein  
14 to 17% of daily protein allowance.

Mix together: 1 cup whole ground corn-  
meal  
1/3 cup soy flour  
1/4 cup wwf1  
2 t baking powder  
1 t salt

Mix together: 1 egg  
1 cup milk + 2 1/2 tbsp  
non-fat dry milk  
3/4 instant  
3 tbsp honey

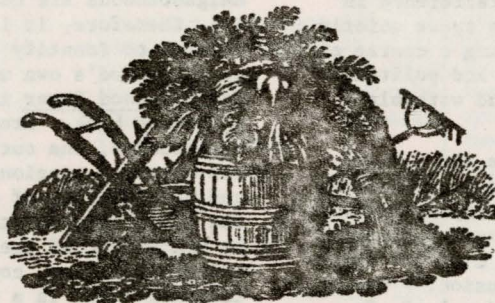
Add liquid mixture to dry mixture and  
beat until smooth. Pour into a well oiled  
cake pan and bake about 30 minutes  
at 375°F.

\*Diet for a Small Planet\* P.M. Lappé

## CARROT CAKE

2 cups honey  
1 1/2 cups oil  
4 eggs beaten  
2 cups wwf1  
2 t bk. poud.  
1 t salt  
1 t cinnamon  
1 cup chopped pecans  
1 t flavoring  
1 cup crushed pineapple  
1/2 - 1/3 cups grated carrots

Mix honey, oil, beaten eggs, crushed  
pineapple, and warm over stove. Blend  
flour, salt and baking powder. Combine,  
and fold in other ingredients. Fill greased  
pan 1/2 full. Bake at 350° 1 hour



"Rule a big country as you would fry small fish."

-Laotse



# Seeking Neighborhood Power

Neighborhood Power: the New Localism, by David Morris and Karl Hess. Boston: Beacon Press, 1975, \$3.45 paperback, 180 pp.

Behind the central theme of this book is a simple assumption: people want to control their own lives. People feel a sense of responsibility and commitment to the place where they live and work, not to a hierarchy of bureaucracies, and when given the opportunity will devote a significant part of their lives to making where they live a clean, healthy, productive, and enjoyable place. On this assumption the authors, David Morris of the Institute for Local Self-Reliance and Karl Hess, author of America, build a framework well illustrated with successful examples of how neighborhoods can seek and find self-reliance and self-government. They operate on the premise that the smallest unit of social organization is the neighborhood; therefore, the most effective and efficient use of economic and political power is at this level. In contrast to the recent vogue for every political candidate to decry the overgrowth of federal power and its interference in our lives, Morris and Hess speak quietly and thoughtfully, outlining a course of action to bring economic and political forces down to a human and workable scale.

Morris and Hess believe that "...community control and local liberty can only be retained if they stem from a productive base. There must be partial economic independence or else the democracy becomes only an illusion." How is this productive base to develop? It starts with the necessity for a sense of neighborhood awareness, a sense of community and identification of common problems and desires. Who owns the property in the neighborhood, the businesses? Who makes the zoning ordinances, decides the school curricula, determines the street designs? Are

these people elected or appointed, and how do they receive input from the people they are supposed to serve? Then local businesses are established which are concerned with offering goods and services badly needed but not supplied by governments or national conglomerates. Day care and social centers, community development corporations, and cooperative food stores and buying clubs are steps in this direction. On a greater scale, credit unions, banks, and holding companies will make the neighborhood an economic unit, utilizing local funds for local purposes not usually aided by big banks downtown. Finally, a neighborhood which has developed a suitable economic and political climate may attempt neighborhood production of both consumer goods and services such as sewage, garbage and police.

All of their advice, however, is tempered with the acknowledgment that neighborhoods are unique in character, and, therefore, it is up to the residents of each to identify and utilize the neighborhood's own unique potential. Neighborhood Power is an inspired and inspiring book. From their personal experiences, the authors speak clearly and at times passionately of the needs and possibilities of community life. As the jacket states, the book is motivated by the spirit of the new localism, of self-sufficiency, cooperation, and participation; it is a book for those who share these goals. Also included is a complete bibliography and resource directory for those interested in cooperative movements in other places.

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## POETRY

### 'ODE TO A WATERMELON'

Written by Pablo Neruda  
Chilean Poet Laureate

The tree of intense  
summer,  
hard,  
is all blue sky,  
yellow sun,  
fatigue in drops,  
a sword  
above the highways,  
a scorched shoe  
in the cities:  
the brightness and the world  
weigh us down,  
hit us  
in the eyes  
with clouds of dust,  
with sudden golden blows,  
they torture  
our feet  
with tiny thorns,  
with hot stones,  
and the mouth  
suffers  
more than all the toes:  
the throat  
becomes thirsty,  
the teeth,  
the lips, the tongue:  
we want to drink  
waterfalls,  
the dark blue night,  
the South Pole,  
and then  
the coolest of all  
the planets crosses  
the sky,  
the round, magnificent,  
star-filled watermelon.

It's a fruit from the thirst-tree.  
It's the green whale of the summer.

The dry universe  
all at once  
given dark stars  
by this firmament of coolness  
lets the swelling  
fruit  
come down:  
its hemispheres open  
showing a flag  
green, white, red,  
that dissolves into  
wild rivers, sugar,  
delight!

Jewel box of water, phlegmatic  
queen  
of the fruitshops,  
warehouse  
of profundity, moon  
on earth!

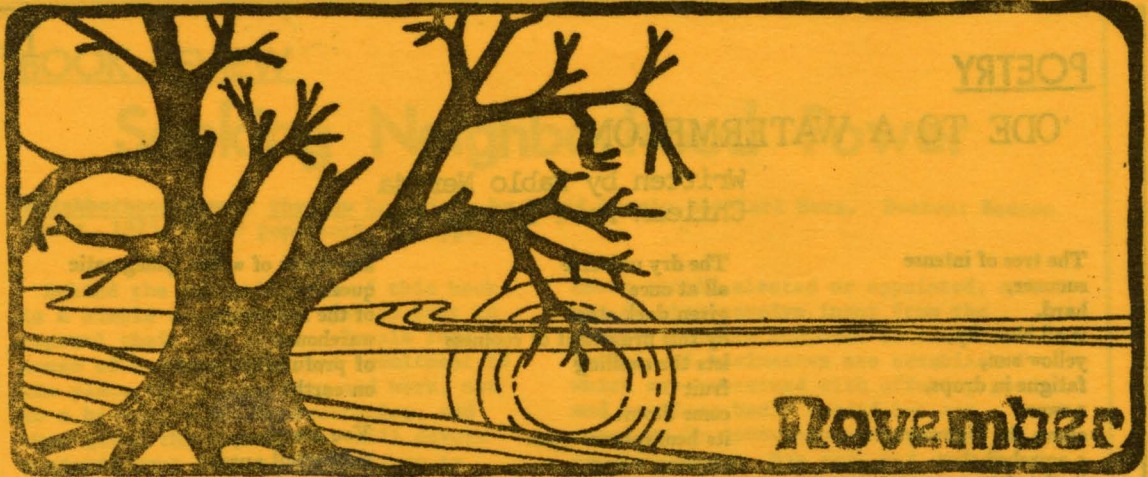
You are pure,  
rubies fall apart  
in your abundance,  
and we  
want  
to bite into you,  
to bury our  
face  
in you, and  
our hair, and  
the soul!  
When we're thirsty  
we glimpse you  
like  
a mine or a mountain  
of fantastic food,  
but  
among our longings and our teeth  
you change  
simply  
into cool light  
that slips in turn into  
spring water  
that touched us once  
singing.  
And that is why  
you don't weigh us down  
in the siesta hour  
that's like an oven,  
you don't weigh us down,  
you just  
go by  
and your heart, some cold ember,  
turned itself into a single  
drop of water.

### the correct line

Ballet Folk	882-7554
Bookpeople	882-7957
Campus Christian Center	882-2536
Creative Workshops	882-3751
Employment Office	882-7571
Food Co-op	882-8537
Food Stamps	882-2433
Grapevine	885-6160
Idaho Conserva- tion League	882-1955
Joe Halls	882-9808
Library	882-3925
Micro	882-2499
Pullman Food Co-op	509-332-1284
Rape Crisis Clinic	882-0320
Recycling Center	882-0590
Talisman House	885-6738
The Store (Spokane)	509-624-0058
U.I. Information	885-6111
Women's Center	885-6616

Translated by Robert Ely





POETRY

# November

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