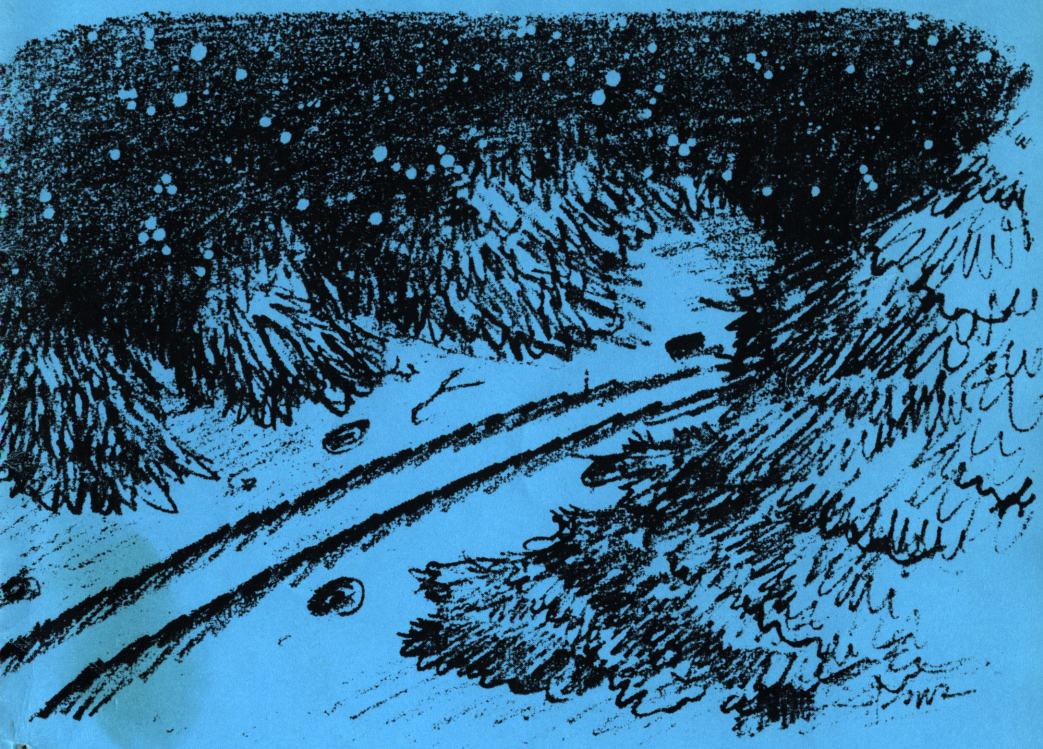


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Newsletter

Moscow Food Co-op

NEW AND IMPROVED!!

Welcome to the latest reincarnation of the Moscow Food Co-op Newsletter. Heeding the responses of those who returned their questionnaires, the Co-op's Board of Directors established this format for a bimonthly newsletter and appointed a new editor (that's me).

About the answers to the questionnaire (with a special thanks to those who did respond): There was an obvious consensus that, first of all, the newsletter appear regularly. That will happen--every other month (and, hopefully soon, monthly), available on the first of the month. A large majority favored the inclusion of stories in all the suggested subject areas. Some (like recipes, new products, reports from the Board of Directors) were favored by more than others (like political and community information). So that will direct the focus of the newsletter--to the business of the Co-op and the products sold there.

The task of writing, typing, and printing of this newsletter is a large one and I would appreciate all the help I can get. An envelope for messages and submissions has been attached to the wall in the coordinator's office. If you would like to help with preparing the newsletter, please leave me a note. Or if you have a suggestion for a story or a great book to review, an idea whose time has come or whatever--that's what the envelope is for. Even better, if you want to write a story, do so and submit it (typed and with your name as you want it to appear in the newsletter, since all stories will be by-lined).

With one exception, everyone agreed in the questionnaire that the Newsletter should try to pay for itself with advertising. So, if you want to send your message out to those who shop at the Moscow Food Co-op, at a very reasonable rate, please contact me.



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CHANGES in MANAGEMENT ¹²¹¹ CHAN DAVIS

David Cook was selected by the Co-op Board of Directors to serve as the general manager of the store after a proposal was adopted to change the managerial structure of the store.

"In the past," Cook explained, "there were three managers hired by the board. We divided responsibilities among ourselves."

Cook said they rotated responsibilities but eventually each of them became specialized into certain areas. The managers were Cook, Betsy Kessler and Kenna Eaton.

"The board adopted the new system in October, I think," said Cook. In this system, the board hires a general manager to work directly with the board as well as a purchasing manager, a cashier, a book-keeper and a floor coordinator.

"All the positions are part time, ranging from 15 hours a week for the book-keeper to 32 hours for the purchaser," said Cook.

Cook explained that the reasoning behind the change was to make things work more efficiently by focusing specific responsibilities to separate positions.

Asked how the original system worked, Cook said that it worked well when there were three managers.

"Then we were at kind of an in-between stage," he said. "And that wasn't working too well. Right now it's too early to predict how well this system will work. We're still training some of the new managers."

The new managers are Cook as general manager, Eaton as purchasing manager, Pam Palmer is the cashier, Austin Boyd is the floor coordinator, and the newest manager is Penny Rice, the book-keeper.

SPROUTS for the THIRD WORLD

by Bill London

Researchers at Washington State University have for several years been investigating sprouts as a food source for the people of the developing countries of the Third World. And according to David Beguin, of the Department of Human Nutrition there, what they have discovered has "extremely important ramifications world wide."

Using sprouts, the researchers have created breads and soup bases that not only have high nutritional value, but are very easily digested. The digestibility is crucial for children and people who suffer from the chronic gastro-intestinal diseases like dysentery or cholera. Food for both groups must be concentrated, packing lots of nutritional value in a small volume, and be quickly digested and easily assimilated--or it will pass through their bodies unused.

America's response to the widespread hunger and malnutrition throughout the Third World has emphasized "high-technology" and animal products. Aid programs are often designed to develop a meat-based agriculture by providing starter herds or introducing "superior" animals to existing herds. Foods sent to these countries are often processed, such as refined grains and dry powdered milk. The poor people receiving the shipments of food rarely have the money to buy it and can not set up the machinery to make it themselves. This sets up a cycle of dependency which destroys self-sufficiency and the health of the people.

Sprouts, however, are a very different kind of food. "Germinating seeds is very low-tech," Beguin explained, "anyone anywhere can do it." Promoting the idea of sprouting the present locally-available seed crops results in a locally-based process that helps families, villages, and countries on the road to self-sufficiency.

Sprouts can also lead to better health. "Sprouting makes a good food better," Beguin said. "Poor people can get a lot more value from their very limited resources." According to the researchers at WSU, sprouting generally increases almost all of the vitamins, many of the minerals, and renders the seed or bean much more digestible.

Dr. Patrick Finney, a food researcher for the U.S. Department of Agriculture who was working at WSU, has published a definitive scholarly work on sprouts. In the Seventeenth Volume of the text, "Recent Advances in Phytochemistry," he discovered that of all the vitamins, only D was not significantly increased by germination. Even in seeds that in the dry state contained no vitamin C for example, sprouting caused the seed to manufacture its own vitamin C. He cited tests done on soldiers during World War I who suffered from scurvy, the disease caused by a lack of vitamin C. The scurvy victims responded better to the addition of sprouted beans in their diet than to lemon juice. Also, during a famine in India in 1941, an epidemic of scurvy and malnutrition was stamped out with the distribution of germination grains.

Dr. Finney also discovered that sprouted seeds contained more minerals than their dry counterparts. Vital minerals--like iron, calcium and zinc--were found in sprouts in higher concentrations. He discovered that the water used to rinse the sprouts should not be distilled. The seeds needed the traces of inorganic salts found in "hard" water to raise their mineral content. The seeds tended to lose minerals into the distilled water, but if soaked and rinsed in mineral-rich water they absorbed them.

Several compounds naturally occurring in dry beans and grains (phytic acid and trypsin inhibitors) make digestion of those seeds difficult. These compounds were evolved by seeds to make them less palatable to mammals, which helps the seed but not the people who hope to eat the seed. Generally, there are three ways to break down the phytic acid (which causes zinc deficiencies) and the trypsin inhibitors (which makes the food value of the bean less easily assimilated). They are prolonged cooking, fermentation, and germination. Of the three, germination is by far the most healthful and usually the most economically feasible.

By discovering the underlying scientific reasons why sprouting is a good method of preparing food for consumption in the Third World countries, researchers have taken the first incremental steps to promoting sprouts as a tool for food self-sufficiency and health worldwide. Their task is made easier by the fact that sprouts are a traditional food in some Third World countries. Through education and research on sprouting they hope to counter the introduction of refined western foods to Third World countries.

For example, in many poor countries, health professionals and other modern educated people have been told that the best food for weaning babies to use as a supplement or replacement for breast milk is a commercially available milk and soy product sold by western multinational corporations. It is extremely expensive and dangerously unhealthful.

The researchers at WSU have developed a weaning food made of sprouted cereals and legumes. Using the rules of complementary protein that have been popularized by Frances Moore Lappe, they use both a seed (cereal grain) and a legume (a bean or pea) in a dry ratio of 2 parts cereal and one part legume. The variety of seed used is not important--the choice should be dependent on what is, or could easily be, grown in the area in question. Both the grain and legume should be sprouted and then dried and powdered. The result is a soup base or gruel which is an excellent baby food. Tests on rats at WSU showed that the animals grew as well, or slightly better, on the sprouted seed mix as on the common commercial milk-based supplements. This mixture would not be used as a replacement for beast feeding but rather as a weaning food.

They have also added sprouted legumes to bread. After comparing 25 legumes for nutrition and flavor, they decided that the flour made of sprouted chick peas (or garbonzo beans as they are also called) was the best. It had the highest average protein efficiency ratio and ranked among the best in digestibility and palatability.

The researchers stress that their work with sprouts has implications beyond the use by people in developing countries. "Everyone can benefit from sprouts," stated David Begun. For the average healthy well-fed American, replacing their daily intake of dry seeds with sprouted seeds would have a small but significant improvement in the nutritional value of their diet. He estimates that the improvement would be in the area of five or ten percent.

Also the researchers say that their work certainly proves that meatless diets are nutritionally adequate and that feeding grains to animals to produce animal protein is unnecessary.

The main hurdles to alleviating hunger in Third World countries appear to be overcoming the profit-centered interests of multinational corporations. Dr. Finney, however, is optimistic about the role which sprouts can play in feeding people. Based upon 100 years of chemical studies, 70 years of animal feeding studies, a few human feeding studies, and thousands of years of experience by millions of people, Dr. Finney has concluded that the germination of cereals and legumes is "capable of significantly alleviating today's food problems and avoiding tomorrow's food needs."

WHAT'S NEW???

by Stephen Lyons

Organic produce, nuts, beans and lentils are the featured items among the Moscow Food Cooperative's new products.

The Coop has always had a strong commitment to carry the highest quality organic produce. Availability is a big consideration in purchasing organic produce and the Coop tries to buy locally grown fruits and vegetables whenever possible.

Perhaps the most interesting of the new organic products at the Coop are eston lentils. These lentils, grown on the Palouse, are mainly found in the Middle East. They are a smaller variety of lentil that will not break down as easily as most lentils making it an attractive addition to salads.

The Coop has now introduced organic blackbeans, pintos and almonds to its shelves. Although prices for these items are typically higher than their non-organic counterparts, the Coop feels that the higher price is justified because of the health benefits that come with eating less pesticide residues.

For coffee lovers the Coop now offers two new varieties of coffees. The Nicaraguan variety is an arabica species of coffee bean. The arabica bean is naturally low in caffeine and is from the earliest cultivated species of coffee tree. Kenneth Davids' book "Coffee" describes Nicaraguan coffee as "decent, straightforward flavor, fairly acid, with medium to light body."

From the east African nation of Tanzania comes the peaberry bean. The peaberry grade of coffee is known to be superior to normal grades of coffee. This superiority is attributed to the unique quality of the plant to produce a single bean rather than the usual double bean most coffee plants produce. Many Tanzanian coffees are grown on the slopes of Mt. Kilimanjaro near the Kenyan border. Davids describes Tanzanian coffees as "medium to full-bodied, and fairly rich in flavor."

From African coffees we move on to Brazil nuts which have arrived just in time for the holiday season. The Coop plans to carry these nuts year-round if they remain a popular item with shoppers.

For those customers that have dairy allergies or who simply want a delicious drink, the Coop now has two brands of soymilk. Edensoy soymilk comes in two flavors; plain and carb. Westsoy soymilk has a plain variety. Soymilk, like tofu, is high in protein and contains no cholesterol. An eight-ounce glass of soymilk provides nine grams of protein which is more protein than contained in the same amount of cow's milk. A cup of soymilk, a cup of ice, three medium bananas, two tablespoons of honey and a dash of salt blended together will make a delicious smoothie.

And, speaking of soy products, the Coop has two new items for those of us on the run. For those quick meals there is now a Lite Chef tofu mix and a miso-curry ramen soup. These meals are not only quick but nutritious as well.

Is anyone still smoking? Well now is the time to stop and the Coop can help. Traditional Medicinals has a Smokers Tea

which can aid in kicking the smoking habit. And, as the flu and cold season descend upon us, the Coop brings us Traditional's Herbal Pharmacy, high in vitamins to help fight off infections. Finally, our good friends at Celestial Seasonings have introduced a new tea called Cranberry Cove. This tea is great for bladder infections and a good source of vitamin C.

For the neat freaks among us there are three new cleaning entries on the Coop shelves. The Bon Ami cleanser contains the natural silicate feldspar which won't scratch dishes and pans. If you are having trouble getting the chlorine out of your hair after swimming then try Swimmer Shampoo. This shampoo will not only remove chlorine from your hair but will also prevent any hair damage resulting from swimming as well. Aubrey Organics' Sea Soap has also made an appearance on the Coop's shelves.

Buying granola from a reliable source has been a problem in the past for the Coop. The problem is now solved with the introduction of maple-nut granola from a supplier who promises a steady stream of granola in the store. And to go with your granola the Coop now stocks 1% cow's milk in the dairy section. The Coop always welcomes new product ideas.

DON'T MISS IT!

our 10th yr.

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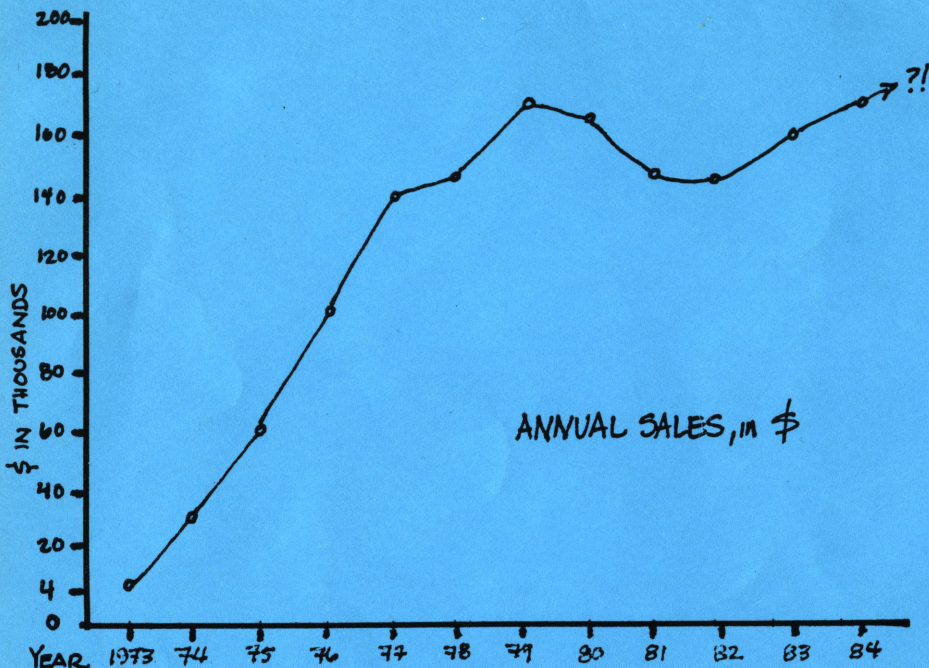
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SOLID GROWTH PROJECTED FOR CO-OP

by Bill London

"We're on a strong financial basis now," according to David Cook, Co-op General Manager. It wasn't always that way. From 1979 to 1982 sales declined, the Co-op was buffeted by periodic financial crises, and its very survival was threatened. Looking back, Cook feels that the explanation for the decline was a combination of factors: increased competition (Safeway, for example, opened its huge natural foods section), the Recession, and price increases at the store necessitated by serious losses.

But for the last two years, that decline has been reversed. Between 1982 and 1983 sales increased by almost 6% to \$162,323, and between 1983 and Cook's conservative projection of \$171,000 in total annual sales for 1984, the rise will be more than 7%. 1984 will be the highest sales year ever.

The most important factor in that turnaround has been consistent and professional management, by a group of co-ordinators dedicated to controlling costs and improving merchandising methods. And for the future, Cook is optimistic: "With reasonably strong management, an annual growth rate of five percent should be possible."

At that rate, at our 20th Anniversary, annual sales would be \$278,500.

