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Moscow Food Co-op 
NEWSLETTER

Dec. 85

OF AD MANAGERS AND WILD RICE

By: Bill London

Phil Lettieri has been wearing too many hats lately. (Hats as in jobs, that is, not headgear). In addition to the normal around-the-house work and his for-real-money work, he has been toiling prodigiously as a Coop volunteer. Besides regularly writing articles for this newsletter (and developing the last two surveys), he has joined the Coop Board of Directors and the Board Finance Committee. And he has become the Newsletter Advertising Manager. All of which is plenty, or even too much. He would like to be replaced as ad manager, or at least have someone share that job. So, hopefully, there is someone who wants to give Phil a hand. (Hand as in assistance, that is, not applause - though applause would be nice). It's a chance for a would-be volunteer, looking for a job for the Coop with real career potential, to help sell ads and have moderate fun. If this sounds like your kind of fulfillment, contact us.

And now on to other serious matters, like Christmas presents for those friends and relatives who have no need for anything anyway. Besides the other seasonal gifts described in Jane Freed's article, there is always wild rice. After all, it has the allure of being Idaho-grown.

The wild rice now on sale at the Coop was harvested from flood-plain land around the southern end of Lake Coeur d'Alene, just sixty miles north of here. A group of Benewah County duckhunters imported some wild rice seed from Wisconsin about forty years ago and planted it in the marshlands on state park land, knowing that waterfowl loved to eat the grain and nest among the stalks. The rice in turn loved North Idaho - the climate and the acidic soil and the abundant water were perfect - and the plants thrived, gradually choking off boat channels and docking areas at Heyburn State Park. Three years ago, the park offered the rice for harvest to the highest bidder.

The state earned \$5,000 on the deal and the new wild rice industry was born, with the first commercial harvest. Since then, a group of pioneer growers have planted several hundred acres with the grain, built the first rice processing plant in the Northwest, and successfully marketed St. Maries Wild Rice all over America. And now, even in Moscow, at the Coop, the "caviar of grains" is available at a reasonable price.

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PREGNANCY NOTES: ULTRASOUND

By: Mary Wright, R.N.

Technology has drastically changed the practice of western medicine over the years. Non-invasive diagnostic procedures have been the main focus of electronic and bio-lab researchers.

One device that has come out of this and virtually replaced x-ray in obstetrics and gynecology is the ultrasonic scanner. An ultrasonic scan may also be called an ultrascan, sonar scan, ultrasound, sonogram or simply US. How does it work?

Remember movies with guys in a submarine listening to the ping-ping sound of sonar while the ship above searched for them? Ultra-sonic scanners work like that. A pulse of sound is sent into the body. Then the scanner listens for the echo. This is repeated hundreds of times each second. All of the echoes together form a picture of the inside of the body including the fetus, placenta, etc.

The crystals that produce, send and receive the ultrasound are contained in a small hand held device that is moved over the belly using an interfacing gel. The information is sent to a larger unit that interprets it and projects it onto a TV screen. Fetal movement can be seen, different tissues defined and measurements taken by an experienced technician.

Ultra-sound is a relatively safe technique. The energy levels put into the body are very small and can deliver a lot of good information. An ultrasonic scan can be invaluable in early detection of potentially life threatening conditions, i.e. abortion, ectopic pregnancy, placental placement and condition, fetal presentation, viability, abnormalities or multiple pregnancy. Other conditions such as the presence of fibroids or IUD can be easily determined.

Ultra-sound should not be used for routine monitoring of fetal progress unless there is a medical indication for it. Animal studies show that ultrasound at these energy levels can cause an interruption in cell mitosis. This could cause problems with normal fetal development. It doesn't mean the baby will have no arms or three eyeballs, but they have learned fetal growth can be retarded with repeated use of ultrasound. The results are low birthweight babies.

As with any procedure the pros and cons must be weighed and a reasonable decision be made on the presented facts. Abnormal vaginal bleeding, extreme or persistent abdominal pain, abnormal uterine growth should all be investigated by an ultrasonic scan to assist in a rapid and correct diagnosis.

The consultation of a knowledgeable and trusted medical care provider is very important in making a decision whether to have a scan done. Find someone who will offer some education on the situation and will take the time to listen to your concerns and needs.

Anyone with questions about ultrasounds, or interested in attending prenatal classes may contact me at (509) 229-3255 or Rt. 1, Bx. 20, Colton, WA 99113.



NEW GENERAL MANAGER PLANS
INCREASED VISIBILITY FOR COOP

By: Stephen Lyons

Working with food is nothing unusual for the new Coop general manager. After all, her family has been involved in Palouse farming for many years.

Ginger Clemm, 39, is a Kendrick native recently hired to replace David Cook. Cook officially steps down as Coop manager December 15, but was elected to a one-year term on the Coop Board of Directors.

Clemm now lives in Troy on a family farm run by her husband Dennis and his brothers. They have two daughters, Debbie, 19 and Stacy, 17. Clemm took the Coop job as a challenge and already, after just two weeks on the job, she has some very definite ideas about where the Coop should be going.

"I'd like to see the Coop become more visible to the community," says Clemm. "I want to present myself to the community as a business woman representing the Moscow Food Coop."

To accomplish an increase in visibility for the store, Clemm plans to become involved with the Moscow Downtown Association and the Chamber of Commerce. In addition, she plans an increase in advertising and name recognition in the local media. Already she has been interviewed by the *Idahonian* and the *Lewiston Morning Tribune*.

"We should try to dig out a little more money and advertise at least two times a month," said Clemm. "We need to be in the light." She is exploring advertising potentials in the *Idaho Argonaut* and the *WSU Daily Evergreen*.

Clemm's previous work experience includes a managership at Luv's Hallmark Store in the Moscow Mall and assistant managerships at Kentucky Fried Chicken in Moscow and Hoseapple's previously in Troy.

She was picked by the hiring committee in part for her financial background. The Coop needs to improve their business practices, according to Clemm, and she would like to see a cleaner store, more members, a broader clientele, and adherence by cashiers and staff to appearance standards that are acceptable to the entire community.

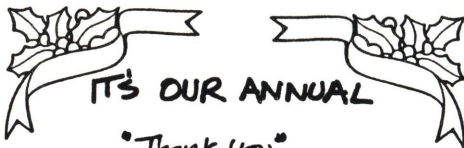
"More members and more money, that's what we're looking for," Clemm said.

So far Clemm is pleased with the products the Coop carries, but plans to expand the selection of meats.

"The products are interesting. We have all the basics for good cooking," Clemm said. The Coop should continue offering the public in-store nutritional information and recipes, according to Clemm.

The Coop philosophy is a new concept to Clemm. She is reading a number of different manuals and books on coops, and she attended her first Coop Board meeting in November. She is required to present a manager's report each month to the Board. Clemm realizes working with seven different board members requires compromise and consensus to get ideas across to seven different people.

Clemm enjoys gardening. Part of this year's crop, grown on a half-acre plot, was sold at the Farmer's Market. She freezes and cans the bulk of the harvest. Clemm welcomes all suggestions and looks forward to meeting Coop members.



IT'S OUR ANNUAL

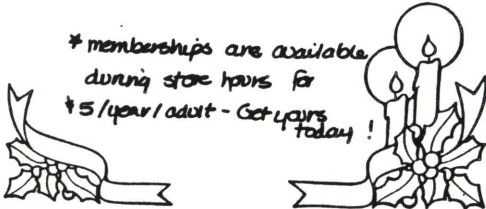
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SENSIBLE WEED CONTROL

By: D.J. Gray

As supervisor of Nez Perce County Weed Control and chairman of the five county weed committee which represents 10 organizations in Idaho and Washington, my job is to enforce the state weed law and see that weeds that are declared noxious are controlled. What we need, and what I am trying to implement, is a sensible approach to weed control. My goals and objectives are: first, a regional approach to weed control; second, coordination of weed control efforts both public and private; third, identifying and eradicating new invading weed species; fourth, promoting weed control through good management practices; and fifth, increased public awareness of weed problems and need for weed control.

Weeds know no county or state lines, therefore a regional effort to control weeds is necessary. This effort must come from both the public and private sector; no one individual or agency can establish an effective control program on their own. In order to establish an effective control program, priorities need to be established. Weeds which are noxious and new to the area should be the #1 priority for eradication or control while the size of infestation is small. Then attention to the next most serious weed problem should be priority #2 and etc.

In addition to coordinated regional efforts involving both public and private agencies prioritizing weed control efforts, we need a vegetation management program. A good vegetation management program utilizes the tools available to establish weed control. Some of these tools are herbicides, cultivation, manual or mechanical chopping or cutting, seeding a desired species, or using a bio control agent.

One example of a vegetation management program would be going in and using a herbicide to take out a weed species, then seeding a desirable grass species that provides competition to the weeds and thus over time reducing the weed population to a point where a spot application of herbicides or manual control takes the place of broadcast spraying.

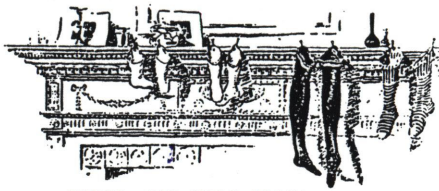
Although costly upfront, a vegetation management program is cost effective in the long run. It pays off by reduced weed control cost, the money saved can be directed to other priorities. Last but not least weed control affects you the price you pay for timber, food, and in higher taxes for government agencies trying to deal with the problem on public lands.

You can help by controlling the noxious weeds near you - in your backyard, along your driveway, on the road in front of your house, or in the field out back. Then the weeds won't be able to spread their seeds. Get rid of them (the choice of method is yours) and make sure you help establish some plant you want in their place.



You can also support vegetation management plans by your local weed control agency. Consult with your county weed control supervisor (Gary O'Keefe in Latah County and Larry Hunt in Whitman County) and attend their annual public meeting. Let them know that you want your local weed control program oriented toward long-term management goals. From my own experience, I know that getting those letters is important. The letters document public concern and support that my bosses, the Nez Perce County commissioners and the County Weed Advisory Board, like to see. If you want to write me, address correspondence to Dennis Gray, Nez Perce County Weed Control, 805-26th Street North, Lewiston, Idaho 83501.

There is nothing really new or innovative about this idea of a long-term vegetation management program. It's really just common sense.



GIFTS, AND MORE GIFTS ...

By: Jane Freed

It's that time of year again - time to think about Christmas. This year try the Co-op for new and unique gift shopping. There is a whole array of goodies from all over the world to choose from.

From Central and South America come beautiful fashion accessories. There are hats and berets from Peru and Ecuador. The belts and small purses from Guatemala would make wonderful stocking-stuffers.

More cloth goods come from Nepal. There are backpack-like bags and smaller purses; and again this year there are the knitted stocking slippers. These come with and without leather soles. New this year are slippers in children's sizes. Of course all these items are done up in striking colors and patterns.

For the home there are beautiful hand dipped candles to add that special kind of light. There is also sweet-smelling incense in a sampler pack to help create the mood. To decorate the Christmas tree there are wooden and woven ornaments. The cook in the kitchen might need the beautiful potholders made by a local crafts-woman.

A couple of delightful items just right for stuffing in stockings come from China. First there are the adorable combs in the shape of animals. Then there is the practical folding scissors in their own plastic case, handy to carry around in a purse or pocket.

There is much more: coloring books, teacups with brew baskets, and scented bath salts. For the coffee lovers the Co-op brought in small packs of "Just Blend" coffee.

Come support the Co-op and the international businesses which supplied these wonderful things. There is something to surprise and delight everyone.

DID YOU MISS THE ANNUAL MEMBERSHIP MEETING?

By: Sara Donart

Fifty people and twenty delectable desserts showed up for the Co-op's annual membership meeting November 10 at the Moscow Community Center.

On the business end of things, members heard the Co-op's annual financial report, elected a new board of directors and amended Co-op by-laws.

On the social end, the pre-meeting dessert potluck provided a smorgasbord of sweets ranging from tofu pumpkin pie to gingerbread topped with whipped cream and chocolate chips. Members digested during the meeting and danced the desserts away afterwards at the Co-op hop.

Outgoing manager David Cook gave the 1985 financial report. Using charts and graphs he illustrated how Co-op sales have steadily increased over the last four years. Expenses have exceeded profits so far this year, leaving the Co-op slightly in the red, but David explained that "historically the Co-op has some years lost a few thousand and some years made a few thousand." He cited two main reasons for the loss. First, the Co-op fell short by 3% of its projected 5% growth in sales for the year. Second, depreciation of equipment such as the scale and cash register was recorded for the first time this year.

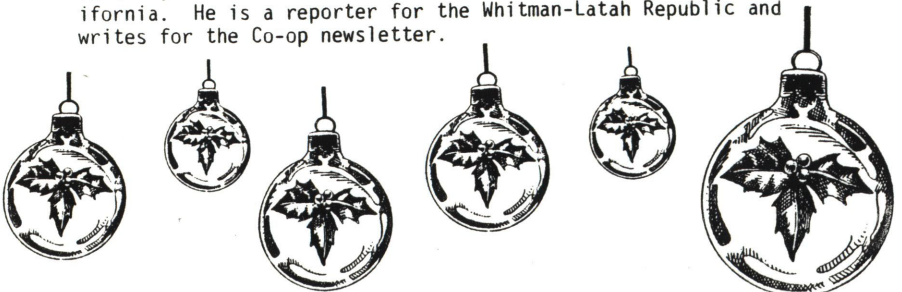
A complete staff turnover during the last year and the financial instability of Equinox, one of the Co-op's largest food suppliers, also added problems for the Co-op during the early part of this year, David said. Since that time, Equinox has been refinanced, the Co-op staff has taken a temporary pay cut and some prices have been raised. Now the Co-op is operating in the black, membership is up 8% over '84 and October showed record sales of \$17,000.

The proposed slate of new board members received a unanimous vote from those present. The slate, composed of seven candidates and two alternates, included:

David Cook: After serving years as general manager, David will resign that position in January but will continue to lend his expertise to the Co-op as a board member. He plans to study economics at the UI, starting in January.

Blue Leitch: Blue, who stepped in last spring to fill a vacancy on the board, is working on bachelor degrees in fine arts and art education at the UI.

Phil Lettieri: Phil originally joined the Moscow Food Co-op in 1977, then left for six years to raise quarter horses in California. He is a reporter for the Whitman-Latah Republic and writes for the Co-op newsletter.



Annual Membership Meeting
Page Two

Sue Beatch: Sue, who used to manage a food co-op in St. Cloud, Minn., has been a Co-op member here for three years. She works as a lab technician at Gritman Memorial Hospital and does groundwork for the Moscow Public Library.

Betsy Snyder: A Co-op member since 1979, Betsy brings a background in food management with her to the board. She has worked for and helped manage the Main Street Deli for the last five years.

Melissa Rockwood: Melissa is a member of the Moscow graphics arts firm, RMSB Design. She was elected to a two year term last year and is largely responsible for those big bold window signs on the Co-op's storefront.

Stephen Lyons: Stephen will also be serving the second half of a two year term as board member. He studies journalism at UI and often contributes to the Co-op newsletter.

Sara Hesse: Sara joined the Co-op in August when she moved to Moscow from Anchorage. She works at the Latah Care Center and volunteers at the Co-op as a stocker and cashier. She will serve as an alternate board member.

Mary Butters/ John McCarthy: The second alternate is really two people. Mary and John are the Co-op's weekend janitors and are kept busy with their two children and John's job as a reporter for the Lewiston Tribune.

In other business, by-laws were amended to require only one general membership meeting a year instead of four, and membership fees were raised from \$5 to \$6, effective Jan. '86. Two proposals were defeated in an advisory vote. The first would have raised membership fees to \$10 per person and \$15 per couple. The second would have increased non-member mark-up on a par with membership fees. That would mean a \$6 membership fee would require a 6% non-member mark-up. The current mark-up is 5%.

Blue Leitch and staff member Pam Palmer reported on workshops they attended in Seattle at the Provender Conference, a meeting of natural foods workers from around the Northwest. Blue attended three workshops, among them one on store design. She said she plans to make store design and the effective use of space her main focus as a board member. Pam attended a produce workshop at the conference, which she said gave her new ideas on how to attractively present produce and how to balance produce mark-up. So keep an eye out for Pam's prettier but not pricier produce.

She also took a moment to thank all the Co-op's hard working and seldom seen volunteer workers, including janitors, granola makers, cashiers and, of course, those hard-driving and dedicated newsletter staffers.



Editor's Note: Phil Lettieri, recently elected Co-op Board Member and longtime Newsletter contributor, will report regularly on the goings-on at their monthly meetings - starting with the November get-together.

A VIEW FROM THE BOARD

By: Phil Lettieri

At the monthly Board meeting on November 18, we discussed personnel evaluations and whether to deal with them in open or closed Board sessions. It was decided by consensus vote that we adopt the following policy -

- * Ginger, our General Manager, will do staff evaluations and confer privately with each staff member.
- * Evaluations will then be presented to the Board for discussion at a closed session.
- * Then, in open session, a decision will be made on any necessary action.

As part of the new Board member orientation, packets of information dealing with Board procedures, etc., were handed out and briefly discussed.

Blue's proposal, for raising membership fees during 1986, was hastily presented at the Membership Meeting and caused a mild panic among those present. It met with no more enthusiasm at our meeting and was shelved for more serious study and discussion at a later date.

Staff changes are in the offing. Lynda Herrick has resigned. Pam Palmer will be reducing her hours to approximately 20/week beginning in January, and come summer, she will stop working altogether, and return to academic and other pursuits. Since the hiring process from Ginger's appointment is still functional, and since we were gearing up to hire for the paid cashier position, anyway, we have decided, instead, to hire for Pam's position and have Pam assume the paid cashier position in January. It seems more reasonable to do it this way now, and then hire a paid cashier when Pam leaves later on. If you are interested in Pam's position, apply at the Co-op.

The next meeting will be held December 9, 7 pm, at 206 E. Morton, Moscow; and, as usual, anyone may attend.

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