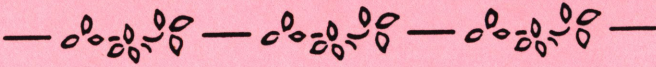
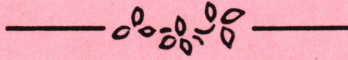


Day-NW HD 3284 N48

Moscow Food Co-op



Newsletter

Published by: The Moscow Food Cooperative February 1985

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Staff: Deborah Danner, Phil Lettieri, Stephen Lyons,

Linda Thomson, David Cook.

EQUINOX HELPS US; WE CAN HELP EQUINOX

By Bill London

Equinox Food Exchange supplies the Moscow Food Co-op with about 75 percent of its products. Equinox is a cooperatively-owned (the Moscow Co-op is one of the owners) and collectively-run warehousing and trucking company in Springdale, Washington--and a real success story in the world of cooperative business.

In the harsh economic climate of the 1980's, when many cooperative warehouses have failed (including the biggest in the Northwest, Pacific Rim), Equinox is surviving, and even managed a small profit for the year. And that's very good news for the co-op stores around the Inland Northwest that rely on Equinox for most, or all, of their products.

And now there is a way for people to help Equinox in return (besides, the obvious support represented by your food-buying dollars). Equinox needs to contact a few well-to-do people who need a tax deduction. Equinox is exploring the possibility of selling its land and buildings to a group of investors--and then leasing back the buildings and ultimately repurchasing the land.

According to Equinox General Manager, Ron Tetz, it is a situation in which everyone would benefit. The investors would get the tax deductions offered by the depreciation of the buildings (plus the ownership of the land). And Equinox would get the large infusion of capital it needs to get rid of a series of short-term loans and increase its inventory. So if you, or someone you know, is looking for an investment that helps all of us, contact Ron Tetz at Equinox (509) 258-4584.

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kinko's

10th



Anniversary MEETING (Party!)



by Stephen Lyons

It was ironic that the Moscow Food Cooperative should hold their tenth anniversary/membership meeting at the site of the recently closed Cafe Libre. Businesses come and go in Moscow but somehow the Coop has managed to endure the ups and downs of a fluctuating economy.

On December 2nd more than 50 members of the Coop gathered to hear financial reports, participate in group discussions, sip wine and reflect on the first decade of the Coop's existence. There were even a handful of original Coop members who had shopped at the first store located in the downtown alley between 1st and 2nd streets. The meeting was moderated by Carolyn Young.

General Manager David Cook opened the meeting with a slide show documenting the evolution of the Coop from the alley store in 1974 to the present location at 314 S.Washington. Altogether the Coop has had four locations in downtown Moscow.

The slide show also featured other regional coops from the small rural stores in northwestern Washington to the larger coops in California. Cook closed his presentation with a brief report on the financial status of the Coop. Cook said that despite some hard times in past years the Coop was in very healthy economic shape. The store had just experienced the highest November sales in their ten year history.

The members then broke into small groups for purposes of brainstorming for new ideas. The four categories discussed were new products, social activities, volunteering and member services. Suggestions ranged from reggae dances to video coops. Some of the members suggested that the Coop carry new food items such as fish, organically grown poultry and beef, and local alcoholic beverages.

Ron Tetz, the general manager of Equinox Food Distributors in Washington, followed the group discussions with an overall view of the cooperative food business. Tetz called the coop movement in America a "noble commitment" and went on to say he was encouraged to hear all the different ideas discussed that evening. Equinox is located north of Spokane and is the Coop's main distributor.

CONT!



Kenna Eaton, the Coop's purchasing coordinator, introduced the local suppliers, many of which were present at the meeting. She stressed her commitment to purchasing local organic foods whenever possible and gave a brief description of her duties at the store. During the summer and harvest months Eaton buys much of the Coop's produce at the Moscow farmer's market.

The meeting ended on a social note with members sampling wines from Stuart Scott's local Camas Wineries. A bottle of the wine was auctioned and a drawing was held for Coop gift certificates. Background music was provided by Heartwind Records.

Design Contest!

Design a new T-shirt logo and
**WIN A FREE T-SHIRT AND A
\$15 GIFT CERTIFICATE!**

Designs must be entered by Feb. 14, 1985.

Must be easily reproducible, black and white.

Will become property of the coop after deadline.

Winner will be chosen by M.F.C. board.

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QUACKERY LEGISLATION STALLED BY PUBLIC RESPONSE

By

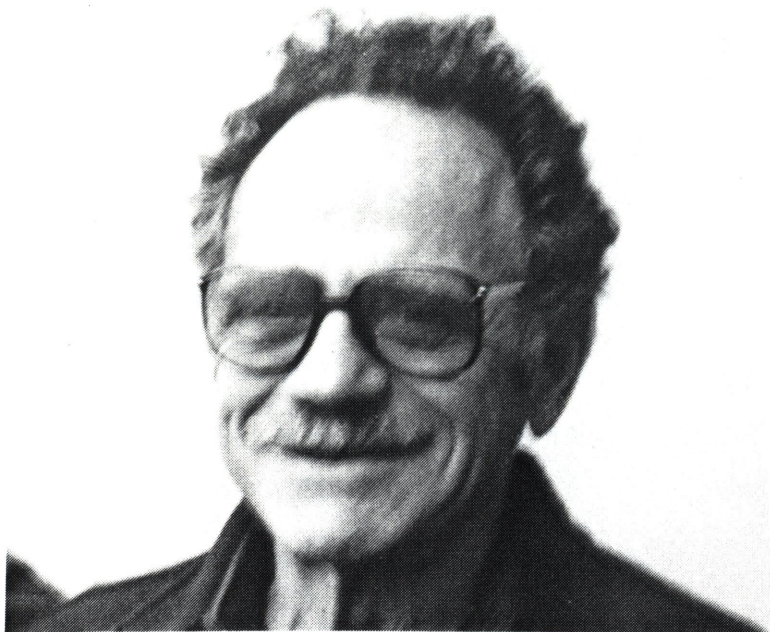
Deborah Darner

Due to a large public response in opposition, Rep. Claude Pepper's bills to outlaw all "unproven medical remedies" for protection of the elderly from health fraud, were voted down by the Senate this January. The set of three bills returns to Rep. Pepper (Fla.) for reworking and has been referred jointly to the Committees on Energy and Commerce and the Judiciary to be reintroduced to the Senate sometime this year.

The bills, broadly wording all "unproven medical remedies" as quackery, brought much concern from voters who have found help and livelihood in natural healing and preventative health care. This legislation will now be redefined to focus on the original purpose- to increase penalties and efforts to curb producers and practitioners with the intent to profit from unsafe or ineffective drugs, medical devices and treatments, and to increase consumer education and information. As the law stands now, nothing in the Moscow Food Co-op would be affected, unless product information, bottling and labeling made claims of health cures.

Without grass roots response in our communities, bringing letters and calls to Congress, these bills might have passed in the Senate and left a door open wide to possible abuses of freedom to choose among many healing systems. According to a member of the Health Sub-Committee, Rick Ehling, no new testimony will be heard now since the bills have become legislation in the House. Original testimony came from the established medical community, with no one representing alternative health practices being invited to respond. Many pending court cases through-out the country involving the AMA and mid-wives, acupuncturists, chiropractors, vitamin companies and more are now testing our rights to choose health care outside of standard medicine.

Continued awareness of these issues, communication between all health care communities and response to Congress is still vital and has been of great benefit so far. Rep. Pepper's bills could have polarized a broad spectrum of health practitioners and growing health industries. Instead this legislation brings a unified response through positive action to support our freedom of choice in health care.



Michael Frame

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Member Profile:



A Positive View

by Phil Lettieri

Would you be surprised to learn that living in Moscow is a man widely recognized as a leading American spokesperson in matters of conservation..., that he has been called "the voice of the wilderness," and that he is one of the "all-time champions of the National Parks"? Maybe, maybe not, eh? Well, would you be surprised to learn that this very same man is one of the new Board members for our Co-op?

Michael Frome was elected at the monthly Board meeting held in December. He is currently entering his third year as Visiting Associate Professor at the College of Forestry of the University of Idaho and has been a Moscow resident and Co-op member for the same length of time. He joined the Co-op out of his belief in the principles of cooperative buying and a concern for better nutrition. He feels that the Co-op personifies the Moscow lifestyle and that it is a gathering place for bright, caring and democratically-inclined people. As a Board member, he will emphasize the need to bring the community and the Co-op closer together. It is important to him that anyone can walk into the store and feel comfortable and that an environment of cheerful hospitality be cultivated. He also sees the newsletter as a helpful tool in promoting the exposure necessary to bring others to our door.

Michael is originally from the East Coast, where he worked as a reporter for the Washington Post before becoming a successful travel writer. Aside from being a regular columnist over the years for such publications as American Forests, Field & Stream and Defenders of Wildlife, to mention just a few, he has also had twelve books published and his latest, Promised Land--Adventures and Encounters in Wild America, is due out this spring. His current schedule also includes speaking and lecturing throughout the western states.

Michael, who prefers to give his age as "older than I used to be," has two grown children, a son, living in Texas and a daughter in Vermont. He is a sincere, energetic and modest man with many irons in the fire. We are fortunate that he also has time and energy to devote to the same ideals we all share for the Co-op. Please join me in welcoming him to the Board.



SURVEY RESULTS:

MEMBERS STRONGLY SUPPORT GROWTH OF CO-OP

(But only 5% returned their surveys!)

The members of the co-op would like to see the store double in size. Members also gave strong support to the idea of classes on cooking and nutrition. Members also called for changes in the product line: first, an expanded produce department; second, a greater variety of dairy products; third, a greater selection of frozen foods, and tied for fourth are more housewares products and a wider selection of herbs and spices.

The above are some of the preliminary returns from the member survey mailed out in November with the invitation to the Tenth Annual Membership meeting (held Dec.2).

More on people's opinions about the store:

* Seventy-three percent wanted to see the co-op grow. The average size desired (including 27% calling for the same size) was 1.8 times larger.

* Fifty-four percent wanted to see the newsletter expanded.

* Thirty-one percent wanted shopping carts.

* Thirty-five percent wanted check cashing.

* Forty-eight percent wanted the store open more hours.

* Fifty-five percent wanted more social activities.

* Twenty-nine percent wanted a home economist in the store.

Members revealed some interesting data on themselves:

* Respondents have completed an average of 16.5 years of schooling.

* Sixty-five percent have volunteered in the store.

* Eighty-one percent consider themselves permanent residents of the area.

* Three and one half years is the average length of co-op membership.

* Fifty-seven percent have no children.

* Those with children have an average of one and a half per household at an average age of six and a half years old.

* Fifty-eight percent chose not to report their income. Of those reporting, the average was \$10,975.60 (high=\$40,000 low=\$3,000)

* Interest was indicated in 119 volunteer jobs!

This is a summary of the interesting numbers. Next time we will have a report on the written comments and suggestions. They are numerous and provide much more specific information.

Some of the survey info is news; most of it reinforces plans already afoot. All of it will be considered by the board and management in planning for the co-op's future.

Of over 800 surveys mailed only 48 have been returned as of Jan. 21 !!!
PLEASE BRING YOUR SURVEYS IN. IF YOU DIDN'T GET ONE, PICK ONE UP AT THE CHECK-OUT COUNTER.

For those curious about the drawing for gift certificates (a reward for prompt return of surveys), the three winners were: Lee Harris, Beth Steen and James Cooley. Coincidentally, two of the three have been with the co-op for ten years!

Thanks for your help, all those who returned (or will yet return) your surveys.

David Cook - General Manager





..... —————> *Melissa
Rockwood*

Member Profile:

Artist on the board

by

Cinda Thomson

The public's first impressions of the Co-op are ads in the Palouse Journal, the sign on the store front, the tee shirt logo--and they were first born in the mind of Melissa Rockwood, artist.

Melissa, who is a partner in the design company RMSB (for Rockwood, Mowrey, Slade and Black), has donated skills and expertise to the Co-op it could never afford to purchase. The artistic contributions are the visible ones. Her design following a 17th century French painting of gleaners, for example, can be readily appreciated by the eye. The colors used in the Co-op's interior, chosen by her, and signs, hand lettered by her, are also sensate contributions.

CONTINUED →



On another level, however, her work is just as important, although not as easily visible. A board member for two years, she has been a major planner and worker in the remodelling efforts which consumed the month of August, involving many other Co-op members as well.

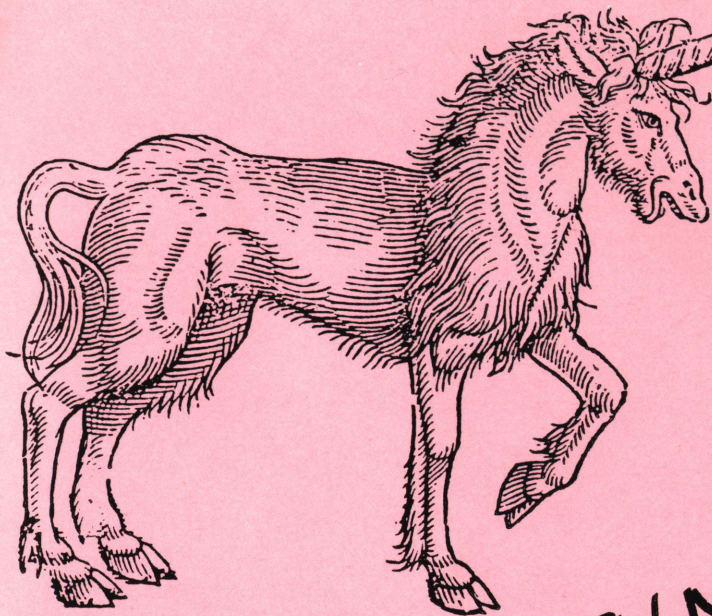
"Working on the board is really satisfying, especially because it involves the effort of so many to achieve common goals." Melissa interprets the major intention of the board as soliciting input from members, finding out what is wanted to be seen and done within the Co-op. "People aren't willing to gripe," she said, so the board has to go the extra step to ask-- and to listen.

Melissa, who earned her BFA in 1980, from the UI, finds art and graphics keep her busy much of the time. In May of last year, her mixed media Weasel Show at Cafe Libra took her two months to prepare, and this winter she's again planning many whimsical, humorous items for a Renaissance Fair booth next spring.

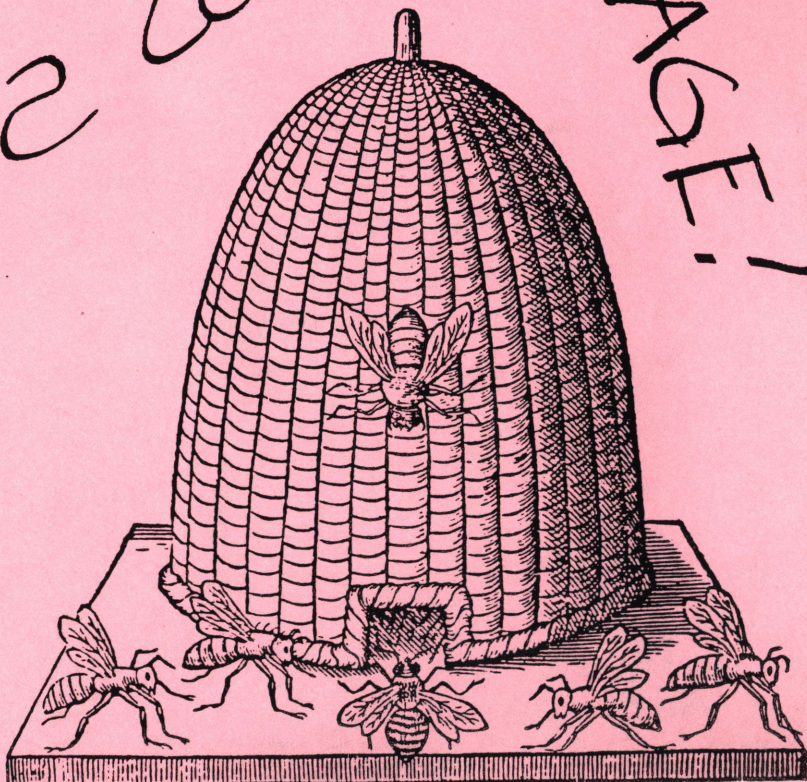
Another winter hobby, cross country skiing, is well-provided for by the Palouse weather this year. This is one activity she could not so easily pursue in the San Francisco area she came from seven years ago.

Freelance art work, however, she can do, and has done, independent of climate. She used to draw houses for her parents' friends (and will still negotiate a fee for such a project if anyone would like a "portrait" of their home). Her freelance graphics and artistic work, under the name "Petville Designs," is a sideline overseen by three resident pets, Henry, a Welsh corgi, and two cats, Ted and Artemis.

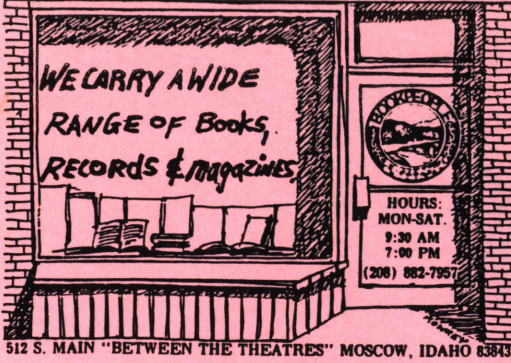
Her influence has steadily grown since she joined the Co-op five years ago, when she began working as a cashier, a job she presently does now only as a substitute. Volunteering where she sees a need, she contributed in several ways throughout the years, including designing and constructing the Co-op's Latah County Fair Booth in 1983. As Carolyn Young says, "Melissa's work is practical as well as pleasing. She has very good ideas and is able to implement them."



KIDS COLOR IN PAGE!

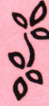


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