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Moscow Food Co-op

# NEWSLETTER

SEPTEMBER 1986



# WHAT WE NEED IS A BIOREGIONAL JOURNAL

By: Bill London

Well, I certainly think we need one--so that's why I spent 2 days with Jere and Rick. They live in the Okanogan Highlands (north-central Washington) and for the last eight years have published the Okanogan Natural News (there's probably some issues on the Co-op magazine rack).

It was their idea--that we meet and discuss the possibility of expanding the ONN to a regional journal, covering the Upper Columbia River area of southern British Columbia, Eastern Washington, and North Idaho.

We hadn't met before and I had really no idea what to expect--but I'm pleased and even moderately excited about what we arranged. We agreed to publishing a monthly tabloid in four local editions, including one based here in Moscow covering the area from the St. Maries River to the Snake River (that I would edit). Five pages of the issue (we're planning a 12 page paper to start) would be locally produced. The other pages would contain the best of all four editions (the information most relevant to the entire region).

By now, you're (possibly) curious about the meaning of the term "bioregional". It refers to an environmentally and politically alternative perspective. Bioregional concerns (and our journal) will include long-term and short-term political choices and visions, self-help health care and nutrition, home-based businesses, alternative technology, appropriate fiction and poetry, etc. In essence, bioregionalism explores a personally and regionally self-sufficient and non-exploitative society with a well-developed sense of place.

If you're content with the status quo, this journal won't be of much interest to you.

But if you can envision--or would like to envision--something different, why not help get this publication going? We need people who want to distribute the journal, write for it and collect advertising. We can pay (money even) for writers, distributors, and ad people. If you're interested, please let me know and/or come to our meeting: September 17, Wednesday, 7 p.m., Mama's Pasta House (was Mercy Beanz) in the ABC Mall, 52/ S. Main in Moscow.

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## BACK FROM OLYMPIA

By: Bill Beck,  
General Manager

Last month, I went to the 9th annual Northwest Provender Alliance Conference in Olympia, Washington. Provender is comprised of natural foods stores, cooperatives and proprietorships, committed to building a self-sufficient, ecologically-sensitive food system in the Northwest.

I attended four 3 1/2 hour workshops and (more importantly) had a chance to meet and share experiences with co-op managers and others in the natural foods business. It's absolutely inspiring to witness the shared political and health-oriented spirit there.

I was hoping to discover what we could do to improve our business. The comparison with the other stores sparks a self-critical and very useful view of our store's operation.

One thing I learned is that we need to maintain a higher visibility in our community and retain our goal of offering the best product at the best price. That's our market niche--an alternative to the mainstream grocery industry, offering good food at reasonable prices. We need to market ourselves and our healthy low-cost flyers, better communication of our products to groups as diverse as senior citizens and sorority sisters. In our hiring process, we'll be looking for people with merchandising experience.

We need to better integrate and utilize our volunteers. No co-op I'm aware of in the Northwest offers such a large discount for such little work commitment. Also, there's no coop that is so easy to join.

We visited the Olympia Food Co-op twice. I realized again the reality of the network of alternative food supply throughout the Northwest. While travelling, we should seek out those places and those interesting people. The Olympic Co-op sells about a million dollars of products every year. It's very encouraging to see operations on that scale. It gave me a perspective that makes obvious our limitations (in money and population base), but it also inspired me because in some ways we're the same as those co-ops and we can become more successful.



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# LENTICCHIE

By: Dave Boyd

Having travelled fairly extensively throughout the United States from my hometown here in Moscow, I was used to bearing the brunt of "potato jokes" when it was discovered I hailed from Idaho. I didn't expect the same reaction when I went to Italy for several months last year, since the Italians, while no more ignorant about Idaho than your average New Yorker, at least haven't been exposed to our infamous license plate slogan.

Nevertheless, while visiting my girlfriend's aunt and uncle at the family beach house on the Mediterranean, I found myself presented with a spud of Vesuvian dimensions found at the local market. J. R. Simplot would have been proud.

After posing for the obligatory photos with the beast, I explained that while Idaho does produce a lot of potatoes, they're grown hundreds of kilometers from my hometown, which happens to be the "dried pea and lentil capital of the world" (that always impresses people, Italians no exception). "Ah, lenticchie!" they responded, the Italian word for lentils (pronounces len-TEE-kee-ay). "You'll have to come over to our house for Capodanno (New Years)".

It turns out that Italians traditionally start out the New Year with a bowl of lentils and zampone, a pig's leg stuffed with sausage, or cotechino, a mild pork sausage. Folk legend has it, I'm told, that eating lots of little round lentils on New Years helps bring in lots of money in the coming year. So far it hasn't worked for me, but it's a nice tradition, and I'll probably be eating lentils on New Years from now on--not only because I like them, but my bank account can use all the help it can get.

The question is whether to use the traditional Italian recipe, or my own lentil soup which I started developing here and continued to refine during my stay in Italy. The choice is academic, since, as with many Italian dishes, the proper ingredients just aren't to be found here. Lenticchie di Capodanno just wouldn't be right without zampone or cotechino. Nevertheless, here are two descriptions of how to prepare lentils; all'Italiana and my way.

The Italians start by cooking a mixture of finely chopped onion, garlic, celery, and carrots in oil and butter at low heat. When the onions are clear and soft the lentils are added along with salt and pepper, and stirred into the vegetable mixture until it is absorbed. Then, a little at a time, the water being used to cook the zampone or cotechino is added, allowing the lentils to slowly absorb the liquid and the flavor of the sausage. When the lentils are fully cooked and the last of the liquid

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absorbed, they are served with the sliced zampono or cotichino, not as a soup but as a thick condiment.

My lentil soup recipe virtually reverses the cooking process. Start with 1 1/2 quarts of water, a tablespoon of salt, a pound of lentils and a few ounces of cured ham and bone for flavor (in Italy I used the ends of various types of prosciutto, which can also be found here at times, and whatever piece of prosciutto bone I could get the butcher to give me). Bring all to a boil in a large pot, then cover and let simmer for an hour or so. Then chop and add carrots and a medium onion, 2 or 3 carrots and stalks of celery, a clove of garlic, a handful of parsley, and bit of basil and oregano, if the mood strikes you, and a 1 pound can of peeled tomatoes (or sliced fresh tomatoes). After another hour add a slosh of dry red wine and a teaspoon or so of vinegar (preferably balsamic vinegar). Another half hour or so and the lentils should be fully cooked. Cooking times vary depending on the type of lentils and water may be added if needed, but the idea is to have a thick, hearty soup with the vegetables cooked but not mushy. Sprinkle a little grated parmesan on top and ...bon appetite!



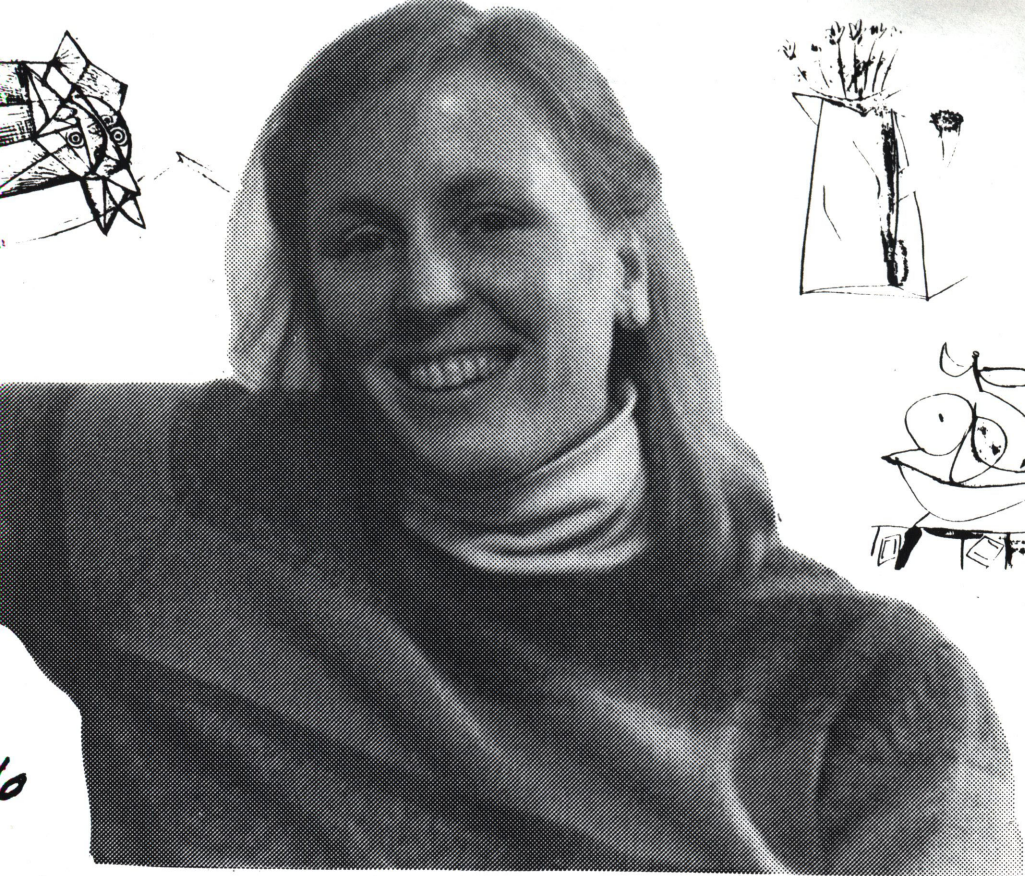
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THE CATALOG IS AVAILABLE AT THE COOP, ASK A COORDINATOR FOR ASSISTANCE!



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## BETSY ON BOARD

By: Sara Donart

Two things motivated Betsy Rockwood Snyder to run for the Co-op Board of Directors last winter. She was curious to see how a small business, especially a co-operative business, operated and sister Melissa asked her to.

Melissa Rockwood, Betsy's sister, was already serving a second term on the board when she first suggested Betsy join her as part of that august body. So, in keeping with a long sisterly tradition of co-operative ventures, Betsy agreed and was elected at last December's general meeting.

According to Betsy, the two sisters have been backing each other that way since they were small. In fact, Betsy first moved to Moscow seven years ago because Melissa was attending the UI and wanted Betsy to join her. She figured Betsy owed her one on the sibling scoreboard since Melissa had already followed kid sister Betsy to California's Humboldt State where Betsy was then a sophomore studying psychology. Melissa stayed at Humboldt for two terms, then headed north to Moscow. It wasn't long before Betsy followed suit, completing her degree in general studies at the UI in 1982.



Betsy and Melissa's father was a career naval officer, and Betsy said the frequent moves the family made cementer the special bond between the sisters. In fact, before Betsy and Melissa had even finished high school they lived in a half dozen states and Japan. Since they were always making and losing new friends with every move, the girls learned to count on each other. And if being able to count on one another is what co-ops are all about, the board certainly gained a good example of co-operation with the addition of a second Rockwood sister.

Since her term began Betsy has served on the Renaissance Fair Committee, where she helped organize the co-op's baked goods booth, and has served as a permanent member of the Review Committee. The latter was originally formed to evaluate Ginger Clemm's performance as co-op manager, but when Ginger left, the committee stayed together as an informal watchdog of co-op management policy. Betsy also helped put together the co-op's information booth at UI registration last fall.

Betsy manages to sandwich her co-op activities between busy hours at the Main Street Deli where she works as counter manager. She is, in fact, a charter employee there, starting work at the Deli when it first opened in the fall of 1981, "thinking it was going to be a part time job". Besides serving up soup and sandwiches to hungry customers, Betsy oversees much of the Deli's ordering and banking and manages the employee's tip fund. Under her shrewd application of sound money management, Deli workers anticipate being able to go on their Caribbean dream vacation by the year 2006. And that's no small feat from a jar of nickels and dimes.

At home, Betsy divides up her time between her seven-year-old tabby, Ezzers, and husband Gerry, a photographer for the UI. (No one's saying who gets pampered more.) But Betsy has decided that one year of dividing her already scarce time with the co-op is enough. She says she won't be seeking a second term--but then maybe if Melissa were to ask her...

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A PLAYFUL, PARK-FULL OF PEOPLE,  
DOGS & KIDS...

By: Phil Lettieri

...complemented our Board meeting at East City Park on August 18. It was a warm, green, beautiful Moscow summer evening, later to be besieged by a full moon, in which we conducted the business of the Co-op.

Seated on our grassy amphitheater, we comfortably listened to Bill relate his woeful tale of Co-op finances. But it was too nice an evening to get very upset, so we chose to optimistically look at ways to improve business -

- To contact U. of I. living groups about buying from us
- General fund-raising letter to all members, and possibly to groups sympathetic to our purpose
- Knocking on the doors of restaurants in town, trying to interest them in our products and prices
- A flyer and discounts for senior citizens
- Co-op booth at the International Food Fair, September 27
- Increase membership through a student recruitment drive during registration

The other big deal on the agenda was the proposal from the Review Committee. The two main points, of which, dealt with appointing Bill Beck General Manager; and hiring, through the open hiring process, two store coordinators.

In case you didn't know it, Henry will be leaving his paid position with us shortly, although he probably will remain an active volunteer. Thus, we decided to go back to the General Manager system, and felt comfortable in simply appointing Bill. The other two positions needed to be handled more democratically, though, so we're opening them up to whoever feels like applying.

The proposal was unanimously approved, with an amendment which will provide training, if necessary, for the coordinators, but without carrying their full salaries plus Henry's

I think this arrangement will work out well. There was a great deal of dissatisfaction with the General Manager system after the Ginger fiasco, but I don't think there's anything inherently wrong with the system, just the person that was in the position. The proposal also consolidates the paid cashier's hours into the coordinators' job descriptions, which should provide better customer service at the check-out counter and throughout the store.

Darkness, and other emergencies, caused us to split up early, and go our separate ways. But we'll be gathering once again, in September, for some more of the funnest form of volunteerism you can imagine. It will be happening at 507 S. Almon, Moscow, September 22, 6:30 p.m. Be there, or...

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## COOKING FOR YOUR HEART

By: Connie Driver,  
Executive Director

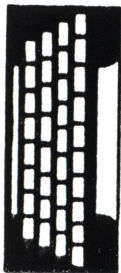
This September CHEER (the Center for Health Education Experiences and Resources) is presenting a seminar on dietary cholesterol, sodium, their relationship to coronary heart disease, and how to prepare diets low in sodium and cholesterol. This seminar is a part of the 6 session course "Culinary Heart's Kitchen" prepared by the American Heart Association. It is free and open to the public. The seminar will be presented twice on Tuesday, September 9, at the David's Center, corner of Third and Main, Moscow. One session will be from 2:00 to 4:00 and the second will be from 7:00 to 9:00 that same evening.

The seminar is being presented as a part of a healthy heart awareness week, Sept. 7-13, sponsored by the American Heart Association. During that week there will be informative pamphlets handed out at three local supermarkets, drawings for three Heart Association Cookbooks, and dieticians will be available at supermarkets to answer questions. Keep your eye on your local newspaper for more things that will be happening that week as a part of the American Heart Association's "FOOD FESTIVAL".

CHEER is a non-profit community service organization established to provide the general public with health information. The CHEER center in Moscow is now located at the David's Center. If you can volunteer time to help organize this new health information clearing house, please come by our new office and see me.

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Please feel free to call on CHEER to provide needed health information. All information used by CHEER is provided by professional Health Organizations such as the American Heart Association, the American Lung Association, The American Cancer Society, March of Dimes, etc. For more information about the upcoming Seminar, or about CHEER, please don't hesitate to call be at 883-1117.



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DON'T MISS THIS PLAY

By: Lesli Peterson Scott

The exciting, award-winning play, "A Peasant of El Salvador" is going to be performed in the Palouse, this month. This powerful drama has been written, directed, and performed by the members of Gould & Stearns, an outstanding theater company from the east coast that has devoted its work to Central American concerns.

The play is the human, tender story of an aging hill farmer, his wife, and five children who are trying to maintain the life they have always known. Rooted in land, faith, and family, their struggle stands out against a backdrop of sweeping social and political change.

"A Peasant of El Salvador" has received standing ovations in 29 states and in London. The company has collected a large library of very positive critiques and reviews from magazines, newspapers, and university faculty. As examples:

Graham Green calls PEASANT "an excellent and timely play." Pete Seeger declared it "magnificent and moving." New Age Magazine said, "riveting two-man drama . . . bare-bones brilliant theatre." A New Hampshire reviewer wrote, "It has the gentle eloquence of a folk tale, the simple beauty of a folk song, and the impact of a bulldozer."

This play will be performed on Tuesday, September 23, at 8:00 at Bryan Auditorium, Washington State University in Pullman. Tickets can be reserved by calling 332-2611 or 882-2536. They may also be picked up at the Moscow Food Co-op, the Common Ministry at WSU and the Campus Christian Center at U of I. Tickets cost \$5.00 in advance (\$6.00 at the door).

Groups who are contributing to efforts to bring this play to the area include Advocates for Peace in Central America, Coalition for Central America, MECHA (Chicano Student Organization, WSU), The Common Ministry, The Campus Christian Center, and several student organizations at WSU. If the money raised exceeds the costs, proceeds will be used for appropriate Central American education and relief programs.



A D M I S S I O N

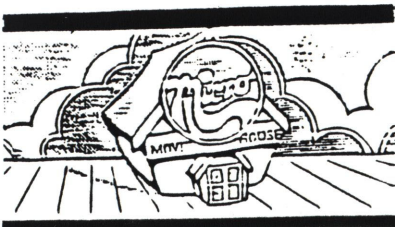
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1.50!!

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## FALL CLEANUP

By: Judy Simpson

School is starting and the weather is cooling. It's time to prepare for winter, which can include cleansing your intestines in preparation for the demands that winter makes on our bodies.

Psyllium seeds swell up in your intestinal tract, clearing away the garbage in their way. The best results are obtained by taking them on an empty stomach in the morning. Just soak two tablespoons of the seeds in warm water for ten minutes, then drink them.

Antibiotic herbs, like goldenseal or echinacea, will destroy all intestinal flora. Other herbs, like comfrey, fenugreek, and slippery elm, will gently cleanse intestines leaving the beneficial flora intact.

After ten days to two weeks of cleansing, it's wise to add more of the beneficial organisms that help us digest our food. Miso, yogurt, and tamari are good for that rebuilding process. Acidophilus is especially good. Bottles of acidophilus are available at the Co-op in the blue cooper. The Co-op also sells the other herbs and foods mentioned here.

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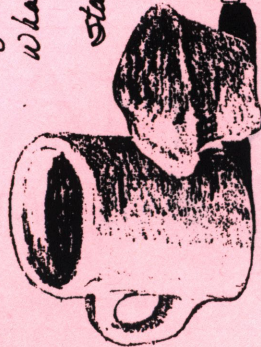
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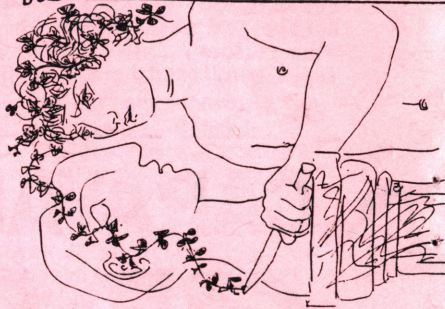
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