

Moscow Food Co-op



APRIL 1987

Newsletter

WHAT ARE GARDENERS REALLY LIKE?

By: Bill London

Especially as spring planting time arrives, many of us think of little green things, moist wormy earth, pleasant hours struggling with a pulsating rototiller, and all the other fun stuff associated with gardening. And that brings up this month's question: What are gardeners really like?

The answer comes from Rodale, Inc. (publishers of Organic Gardening). Recently, they hired Simmons Market Research to interview 38,269 American adults about their gardening and consumptive habits. Exactly 12,859 in that cross-section of America have "participated in outdoor gardening activities in the last 12 months," according to their report. So they estimate the total number of American gardeners at 56,612,000 adults.

Gardeners are, this report reveals, a "market of opportunity" for a variety of companies. Gardeners are richer (by 25%) than the average American, 49% have some college education, and 73% are married (though only 44% have children). The report summarizes: "gardeners are predominantly upscale, well-educated homeowners who live in suburbs and small towns." (Does that profile fit anyone you know?)

Gardeners are twice as likely to own outdoor power equipment (like rototillers, lawnmowers, hedgetrimmers, etc.), are 20% more likely to shop at health food or gourmet food stores, are two and a half more likely to control their diets for cholesterol level, 26% more likely to buy natural cold breakfast cereals, 15% more likely to buy herbal teas and yogurt, 31% more likely to buy brown rice, and 42% more likely to buy apricots.

By significant margins, (compared to the average American adult), gardeners buy more honey, vitamins, kitchen appliances, home remodeling materials, dog or cat food, and pickup trucks.

Now you know. The point of all this is to remind all the gardeners out there to consume regularly, and to remind all of the producers of the above-mentioned products to advertise regularly in Organic Gardening.

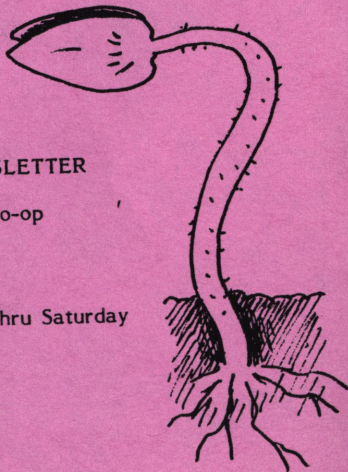
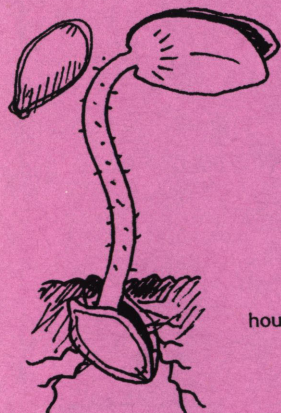
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MOSCOW FOOD CO-OP NEWSLETTER

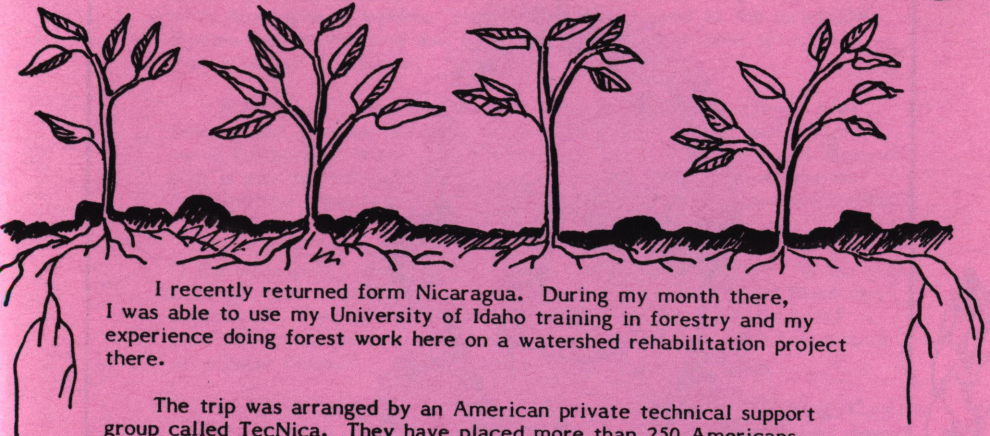
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Editor: Bill London
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Typing: Kay Cronin of
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Cover: Kelly Riley



By: George Donart



I recently returned from Nicaragua. During my month there, I was able to use my University of Idaho training in forestry and my experience doing forest work here on a watershed rehabilitation project there.

The trip was arranged by an American private technical support group called TecNica. They have placed more than 250 Americans, Canadians and Europeans in two or four week jobs in Nicaragua that require a wide variety of technical or professional skills. With TecNica, it's an opportunity to do something constructive there and to see what that young nation is like.

TecNica volunteers don't get paid - in fact, you have to pay your own travel costs, accommodations, and a small placement fee to TecNica. My month in Nicaragua (with travel) cost me \$1200. I lived in a small family-run inn with other TecNica volunteers, and lived well.

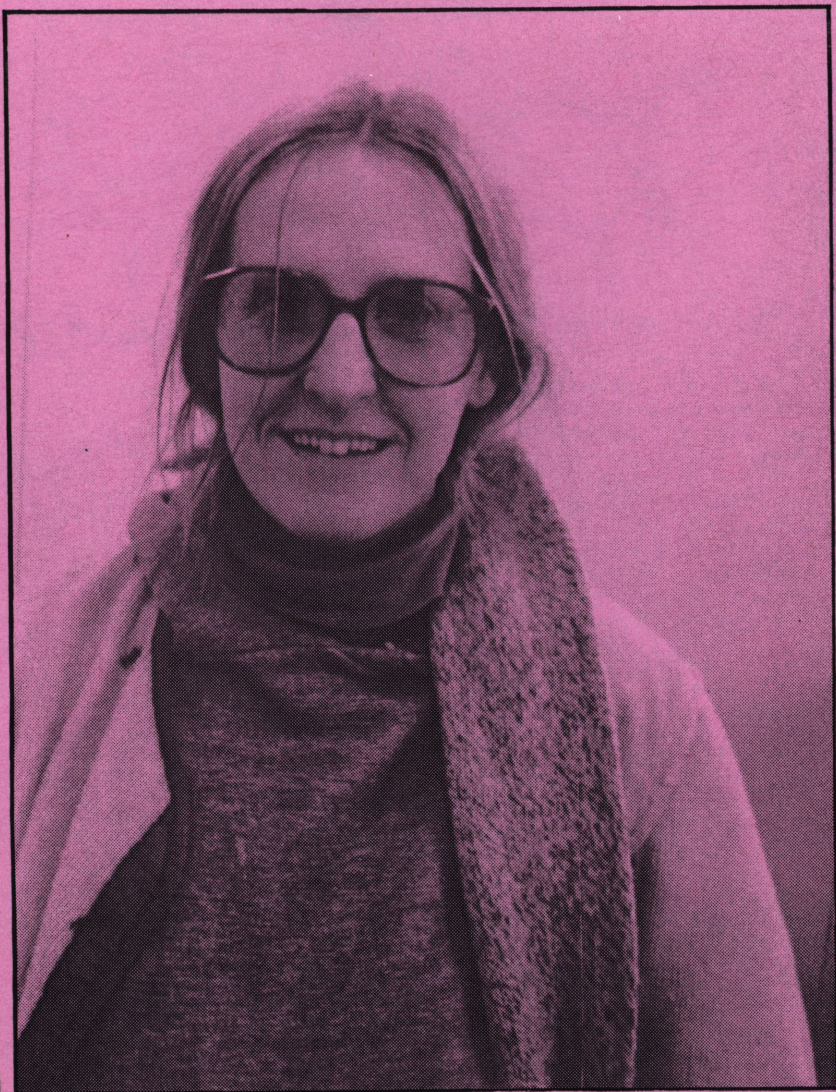
I enjoyed my chance to experience (for a short time, unfortunately) Nicaraguan life. The parts of Nicaragua I saw were not as poor as I had expected - and not as poor as Honduras where I visited three years ago. Real improvements in the needs of the people there have been accomplished since their revolution. I saw new electric power lines to villages, new ambulances, and so forth. The people were very nice and gentle - a real contrast to Mexicans who are much more macho and aggressive. I felt more comfortable in Nicaraguan bars than in American bars.

For my project I helped design a general plan for the rehabilitation of a large ranch. The ranch had been owned by a supporter of the deposed Somoza regime, and was now owned by the Nicaraguan government. Clearing the trees there and planting export crops by the previous owner had caused serious soil erosion. The government wanted now to replant trees and stop the soil loss and stream contamination. And because there are virtually no trained foresters in Nicaragua, even my limited knowledge was very useful. I also spent a week training others in techniques of forest inventory.

I am very glad I went, and really did not want to leave when it was time to go. I hope to return - but this time with a better understanding of Spanish.

I hope more Americans with technical skills (they need help in almost every technical area from welding to computer processing) will use the TecNica program. TecNica will send you a brochure and application if you are interested. Contact them at:

TecNica
2727 College Ave.
Berkeley, CA 94705 (415) 848-0292



A VOICE FOR ORGANICS

By: Laura Bokor

Carolyn Fortney's belief in the growth and consumption of organic foods led her to involvement in the Moscow Food Co-op, and her involvement now includes membership on the Co-op Board. She has served since December.

Wearing overalls, with her large glasses, big blue eyes and very long blonde hair that usually trails down her back in a braid, Carolyn reminded me of a farmer. In fact, she does enjoy working outside and has worked for Whitman County in park maintenance during the summers. She has also worked as a teacher of ceramics with students ranging from very small children to senior citizens.

She came to Moscow with her husband Dan and son Ryland, now 3½, from Minnesota. But, since she grew up in Montana, she has always considered herself a westerner.



Currently she is working towards a Master's in Art with an emphasis in Ceramics. Carolyn specializes in sculptural ceramic pieces that are unique and abstract forms. Some are pit-fired, and they are colored with slip, paint or oxides. Her work was displayed at the Graduate Review last month and will most likely show again next spring at the Graduate Exhibition.

With Dan's career at the U of I (he is a political science professor), and Carolyn pursuing her master's, Moscow has been a good move for both of them. They wanted to live in the west, and Moscow's size is also something they like. The shopping malls don't interest her, and she feels that Moscow's identity lies with its downtown area.

The only factor Carolyn does not find appealing about the Palouse is the widespread use of pesticides and artificial fertilizers. If farmers continue this spraying, ground water will become more and more contaminated. Carolyn feels that all people must have a relation of stewardship to the land, and that Co-ops should stress the importance of organic foods.

Since co-ops give all members a say in the decision-making, Carolyn has always been involved in co-ops. She regularly joins the food co-op where she lives, and in Canada lived in a co-operative apartment building.

On a final note, she feels all members should save bottles and paper bags for reuse at the Co-op.



MAIN STREET ARMY NAVY STORE

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DR. ANN RAYMER

chiropractic physician

Palouse Chiropractic Clinic
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Moscow, Idaho 83843





COMING OF AGE: COOPERATIVES OF THE 80's

Reprinted from Natural Foods Merchandiser

Iowa City, Iowa—At one time they were considered the rebels of the natural foods industry. They didn't have much structure or sophistication. But recently, cooperatives throughout the country have been undergoing major transformations and many of these institutions are emerging stronger than ever.

Many industry representatives told Natural Foods Merchandiser that one of the biggest changes they see co-ops making is the institution of marketing and merchandising programs. According to Jess Singerman, general manager of Blooming Prairie Warehouse, a co-op in Iowa City, "It used to be that you went into a co-op and you got what they had. Today, co-ops are actively trying to figure out and meet the needs of their members and customers."

Additionally, many cooperatives are taking a much more aggressive stance toward promotions and sales. Richard Shortt is general manager of the 15-year-old Middlebury Natural Foods Co-op (900 square feet of selling space) in Middlebury, Vt., which currently does an annual volume of \$1 million. He noticed dramatic increases when he began experimenting with signing sale items and putting together end aisle displays.

"I think there use to be an inherent bias against any sort of merchandising, marketing or promoting of products," he explains. "Until recently, we pretty much downplayed the promotion of any particular product. Standard flat mark-up was applied to all items put on the shelves of the store. We didn't even put up signs to indicate that certain items were on special. I began to experiment by just putting up signs when things were on sale and found that sales doubled or tripled on those items. It became clear that members really did want to see sales and appreciated the fact that we called attention to items that would save them money."

Stewart agrees. In his previous marketing position with Arcata Co-op, a large co-op in Northern California, he implemented a major promotional program. At the time, the co-op was losing sales to the competition of a new local Safeway supermarket. His aggressive plan of action not only recouped lost sales but also significantly increased overall volume.

"Everybody loves a good deal," Stewart says. "When I was originally hired at Arcata, I don't think that anyone, including myself, knew what marketing meant. I decided that the first thing we should do was put some items on sale, which was something we had never done before. Everything was always marked up to the same price. Instead of passing on manufacturer specials we took in the extra margin for the store. We didn't think it was right to try to entice people to buy more items than they really needed. I argued that sales would create excitement and I didn't think that it was morally right to keep that margin."



From sale items, Stewart moved to signs, events, monthly promotional calendars - even television and radio ads. He also involved the staff home economist - who previously spend much of her time, comments Stewart, telling customers what not to buy - as a co-op spokesperson preparing radio nutrition tips and television marketing.

Encouraged by a vast increase in sales, Stewart began holding in-store promotions, educational programs and food demonstrations. He sent speakers out to community functions and senior citizen groups.

"Eventually, the Safeway wasn't even competition anymore," says Stewart. "Not only were our prices competitive but we were offering something that they weren't - the element of education and the advantage of having a specialist on hand."

Stewart also cites the creation of a fun and exciting atmosphere for shopping as vital to a successful co-op. Food Conspiracy recently held a tasting fair, which featured over 40 vendors and manufacturers. The co-op saw a 60 percent increase in customer count, as well as a surge in sales.

"I think the key was that everyone had a great time," says Stewart. "I think we have to give our membership a little more respect and trust that they are an educated group of people. Instead of telling them what they can't have, let's educate them on the difference between one thing and another and let them make the final choice."

Shortt agrees that creating an exciting atmosphere is essential. When Middlebury Natural Foods Co-op underwent expansion almost two years ago, he approached the board about organizing a grand opening but his ideas were met with resistance. The board felt it was wrong to try to promote the co-op. Shortt eventually prevailed, however, and the new operation held a grand opening celebration with balloons, samplings, baked goods, special promotions and signs pointing to sale items every few feet.

"We had these volunteers filling balloons with helium," Shortt recalls. "Most of the board members thought the balloons were a pretty hokey idea, but the volunteers got incredibly excited and soon we had the store's ceiling covered with about 500 or 600 balloons with strings hanging from them. When people came into the store they just grabbed balloons off the ceiling. Soon everyone was carrying balloons with our name on them through the center of town. People who had never been in the co-op saw all of these balloons and came down to the store to see what the excitement was about. Our sales went up between 15 and 20 percent from that event alone."

Spring



PLANETARY PEOPLE a Rock-n-Reggae group
from Colville, Washington.

Moscow Community Center 8:00 pm
Saturday April 11 \$3.00 Adult, under 12 FREE

Advance tickets available at the Moscow Co-op
Sponsored by the Friends of Columbiana
DANCE DANCE DANCE DANCE

IS IT RENAISSANCE FAIR TIME ALREADY?

By: John McCarthy

The Co-op is planning to have a presence at the Moscow Renaissance Fair this year, May 2 and 3, as well as having a food booth.

Last year the weather blew out plans on Saturday, but about \$250 was raised from a beverage and dessert booth on Sunday. This year with a little more planning, at least twice as much money ought to be raised for special projects at the Co-op, or maybe for a summer-time carryover fund.

Again the plan is for a beverage and dessert booth, although a little different. Arrangements are being made to share a tent with Hanford Watch, which will do nachos, chili and quesadillas using recipes from Alex's at Pullman. We'll be out of the sometimes-badnews-weather but with flaps that tie up so we can catch the action of the fair.

The Co-op will offer hot teas, both bag and bulk; hot coffee, both decaf and straight up; cold drinks from the cooler such as spritzers, juices, soy milks and mineral water. Plans also call for some munchies and individual yogurts with maybe granola for a topping. The granolas with the granola.

Now dear reader, this is one place where you come in. Plans also have Co-op members baking one of a couple wonderfully delectable desserts. Last year it was a grab bag of bake-your-own, whatever you want. But this year a little more specific approach will probably be tried with ace bakers choosing a tried and true recipe, such as Moosewood brownies. Any suggestions for knock-your-eyeballs-and-tastebuds-out desserts will be gladly accepted.

Don't be surprised if you are recruited to bake something. The only thing to worry about is if you refuse and we have to send out the enforcers. The recipes will be simple and good. Some provisions for supplies may be made.

The other place where you, dear reader, can step in to participate in the festivities will be at the festivities, where a bunch of people will be needed to take two or three hour shifts at the booth. People will also be needed to set up and take down the show each day. Set up begins at 7:30 a.m. The booth/tent can be kept up over night, but the contents have to be taken out. A list of times will be posted at the store so sign up and take a time slot at the fair.

An organizational meeting will also be held sometime early April - time and place will also be posted at the store, maybe before the newsletter is in print. If you have questions about how to help or suggestions on how to do it, contact me or let a store coordinator know what is happening.

We'll also need some equipment, and if anyone has access to some things, let us know. Needed are some propane burners for heating water and a number of good thermos (thermi?)* to keep it hot; those big standup things with the pump would be great.

As we all know the Renaissance Fair is a great time. It is a good chance for the Co-op to show a little about what it is about. Music will be brought to you by Peter Basoa and friends.

*The typist is taking a few liberties here and there.

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WHAT'S NEW AT THE CO-OP

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By: Mary Jo Knowles

Employee News: Lehnard has left the state. Due to his untimely departure we are now desperately seeking his replacement. We should, if all goes well, have a new person in here by the first of April.

Board News: No news is good news. Since very few people were at the last board meeting, it was cancelled. The rescheduled meeting will have been held March 24 (after this newsletter went to press).

New Products: Since the orange juice went over so well we are now carrying Western family lemonade in the freezer. Great, new, fruit sweetened preserves by Sorrell Ridge, Peach and orange marmalade also grace our shelves. Kefir is back! in four flavors, quarts and pints.

Specialty Breads Available at the CO-OP



JAN HALLAQ

MEKONAH GATES PARK
408 SOUTH MAIN
MOSCOW, IDAHO 83843
(208) 882-3452



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SPECIALS

INDIAN

OVERSTOCK SALE

PRICES GOOD
MARCH 15 - APRIL 15

	REG.	SALE
White Basmati Rice	.96/#	.81/#
Desi-Chick Peas <i>tiny, quick cooking</i>	.59/#	.49/#
Mild Curry Powder	4.95/#	3.99/#
Nancy's Plain Yogurt	2.09	1.79 8+
Ceylon Orange Pekoe Tea	5.29/#	4.75/#
China-Dahl Chickpeas	.59/#	.49/#

PRICES GOOD
APRIL 15 - MAY 15

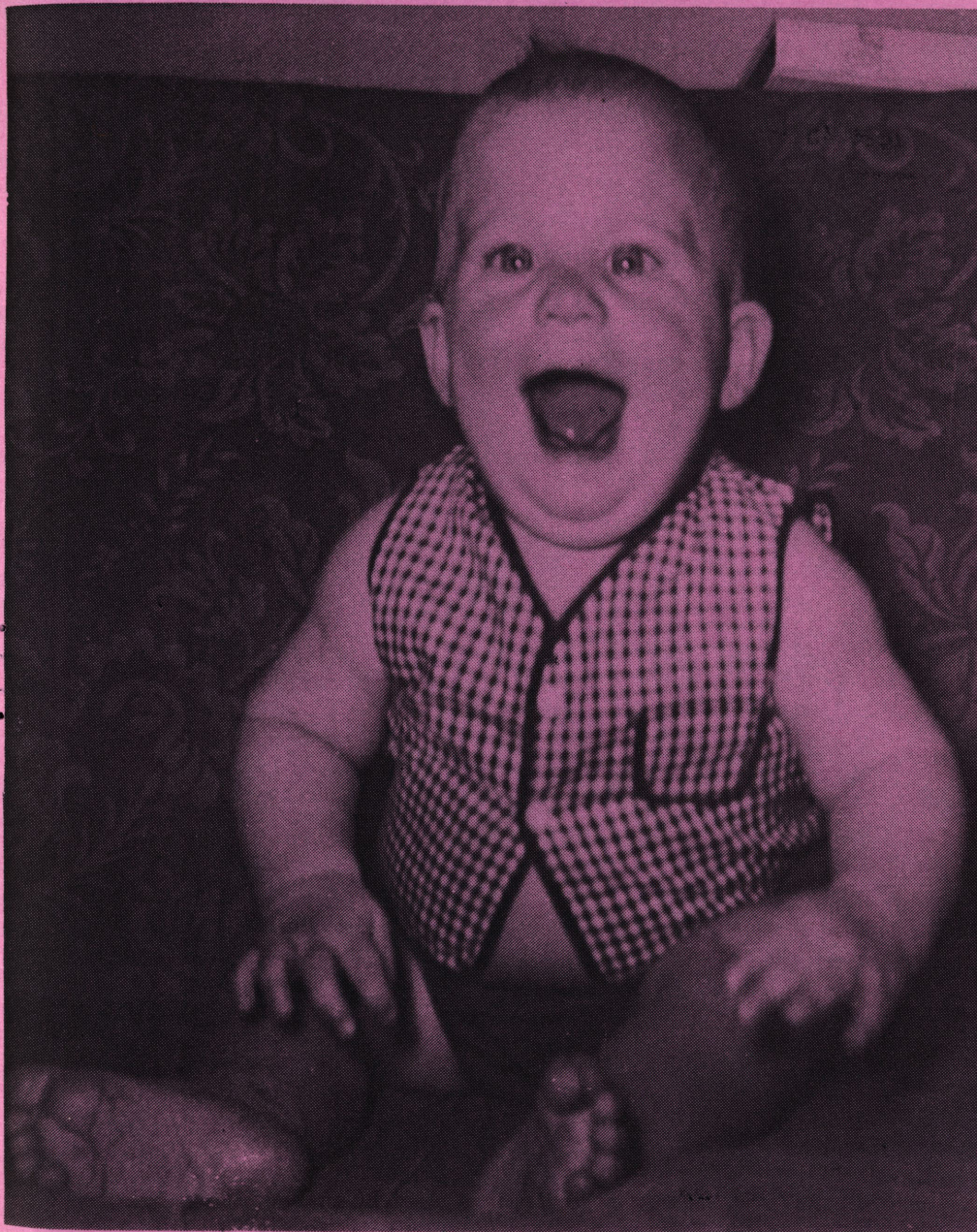
	REG.	SALE
Celestial Seasonings Cinnamon Rose TEA	\$1.95	1.56
Raspberry Patch TEA 24 bags/box	box	box
Barbara's fruit Sweetened COCONUT COOKIES 5 oz.	1.45	1.16
<u>NEW ITEM</u> IDAHO BLEND COFFEE BEANS		5.99
ESTON LENTILS small, firm	.58/#	.46/#
HEALTH VALLEY ALL NATURAL BEEF HOTDOGS	3.19/PKG	2.79/PKG

We also have a large supply of ingredients for Indian cooking including: chutney, dahl, custard powder, cardomon pods, asufoetida, tamarind, tamarind paste, amehor, kulang and Udad Papad.



Little Pam Palmer...

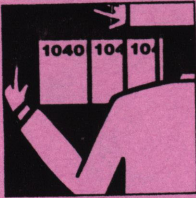
11



Is just trying to get your attention -
to remind you that the best food
deals are at the Moscow Food Co-op.

12

TAX TIME



Kinko's is open early. Open late. And open weekends.

kinko's®

808 S. MAIN ST.
882-3088
MOSCOW, ID 83843

Twice Sold Tales
an alternative bookstore
220 west third st.
moscow, idaho 83843
mon - sat, 11:00am to 6pm

A black and white illustration of a cat lying on a rug. To the left of the cat is a lit candle in a holder. To the right is a stack of books. The scene is framed by a simple border.

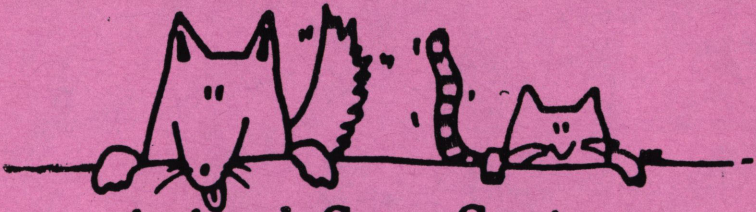
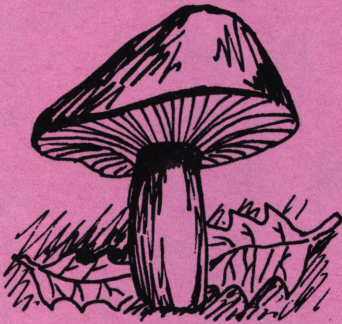
Main Street deli

pickle inc. prop.



*** HOME OF THE "DOWN-HOME" ***

HOTEL MOSCOW, FRIENDSHIP SQUARE, DOWNTOWN MOSCOW, 882-0713



Animal Care Center Kathy Babson, D.V.M.

328 N. Main Moscow, Idaho 83843
(208) 883-4349