

Moscow Food Cooperative Newsletter

JULY 1988

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(208) 882-8537

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Sunday: noon - 4 p.m.

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Let's go down to
the Co-op & try out
some Oxyfresh
products!



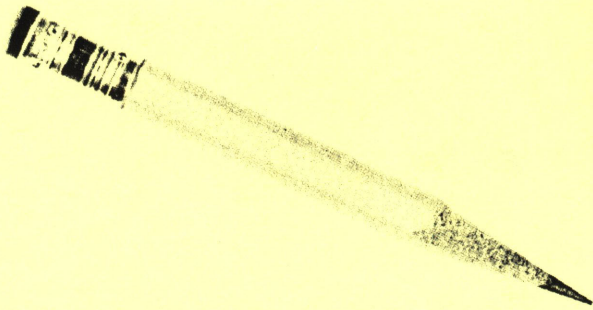
OXYFRESH PRODUCTS COME TO CO-OP!

By: Cassandra Orjala

On Friday, July 15th, from noon until 7:00 p.m., Co-op shoppers will have two Oxyfresh representatives on hand to demonstrate and describe this unique line of health care products. The Oxyfresh difference is Purogene: stabilized aqueous chlorine dioxide. This remarkable oxidizing compound is used because of its ability to control bacteria, fungi, yeast, viruses and odor while remaining as safe as drinking water. Purogene is also biodegradable, non-allergenic, and non-toxic.

Oxyfresh products include the dental hygiene line (toothpaste, mouthwash, and specially designed health brush) which has been well received by consumers as well as many in the dental community because of its ability to control bacteria, the major cause of gum disease and periodontal problems. And for the environment, Oxyfresh offers a deodorizer that actually eliminates the odors at their source rather than masking them. The spray is so safe it can be used by children with no worry. For personal use, the aloe-cleansing gel is a popular product. It gently deep cleans pores and conditions skin. It is also helpful in the prevention of skin problems.

These are only some of the exciting products Oxyfresh offers. So don't miss this opportunity to learn about and experience this new line. We'll see you at the Co-op on July 15.



SMALL BUSINESS DEVELOPMENT CENTER

By: Truman Woodruff

The Small Business Development Center is a Washington State University based advisement group, similar to the Small Business Institute reported on in last month's Newsletter. The Co-op Board of Directors has had an on-going consultation process with the S.B.D.C. for approximately a year now. However, this process has been plagued with funding cuts at W.S.U. plus Co-op and Board of Director changes that have resulted in only sporadic progress.

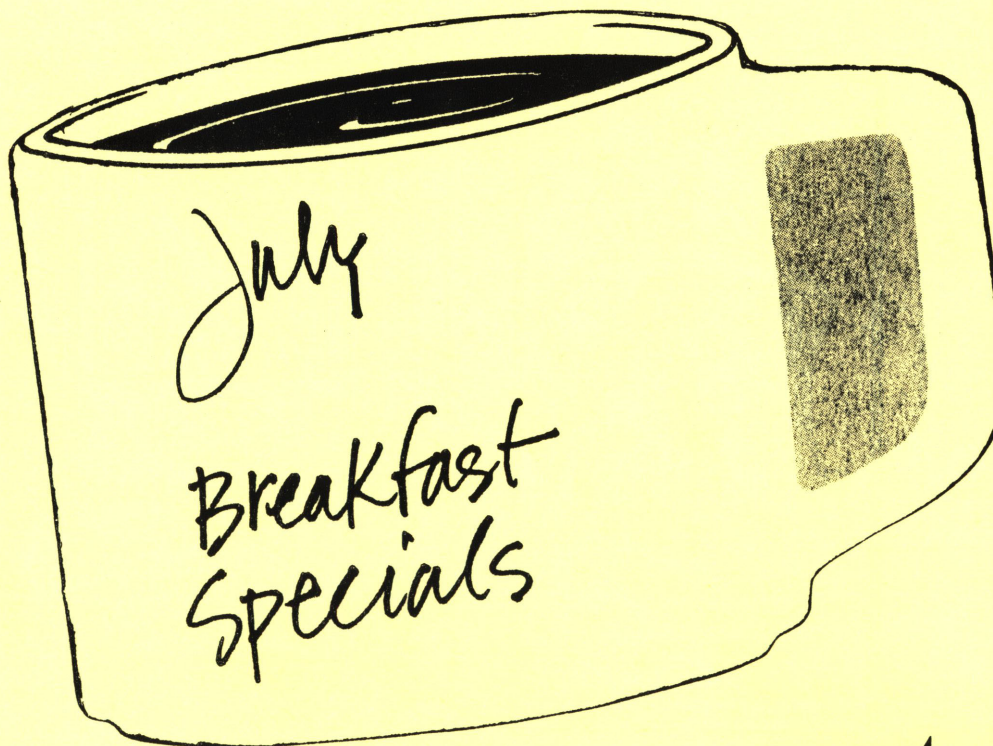
The main impetus has been to find a direction for the Co-op, determine what is needed to proceed in the proper directions, and to implement the procedures necessary. The simplest analogy is a straight line. Determine where the Co-op is at Point A, determine the goal at point B, and proceed along a determined effective course between the two points. Not as easy as it sounds!! The line between points A and B is often not straight and often not continuous. The important thing is to solve problems and return to that line between present circumstances and the established goal. The goal does not have to be an all-encompassing ideal. It may be as simple as inventory control, or marketing strategy, or employee benefits.

The S.B.D.C. was initially approached for two purposes, one dependent on the other. First, a concise, effective, bookkeeping system was desired. The Board of Directors recognized this absolute necessity for concise financial statements and procedures to accomplish the second goal of moving the Co-op to a new location.

Moving the store is not financially possible at this time. So, the S.B.D.C. has been helping with a financial accountability system to help support more immediate needs of the Co-op. Financial information has been entered into an out-of-store computer system and the Co-op can soon start making cost projections and other cost saving strategies.

The assistance of the S.B.D.C. is proving to be an invaluable help in implementing computer recommendations made by the student advisory group from the Small Business Institute. We know point A and point B - and the line between is in the process of being defined.

- * All coffee 10% off
- * Co-op Granola
reg. 1.59 sale 1.27
- * Muesli
reg. 1.80 sale 1.44
- * Coarse Rye Flour
reg. .35 sale .28
- * Egg Scrambler
(egg substitute) with
no cholesterol
reg. 1.65 sale 1.32
- * Organic Baby Food
in jars
reg. .87 sale .70



NEWS OF THE BOARD

by: Lynn Lloyd

The June board meeting was eventful in that a new member was present - one Fritz Knorr (a thoughtful and seemingly knowledgeable one at that). He is replacing Larry Press who took an evening job at Tri-State - if anyone wants to visit him, you'll find him there.

Steve Dodson presented some information on computer possibilities for the Co-op. We kicked the idea around for quite some time. If inventory could be simplified by having a computer then everyone felt it would certainly be worthwhile. Not everyone is well acquainted with computers systems and we don't want Mary Jo, Candace and Rosemarie glued to the CRT in the back. However we needn't be left in the dust while progress roars onward. Some of us on the Board are fairly computer illiterate and we nod our heads periodically and "hum" about these matters.

NOTE: Following the meeting, a computer system was located and purchased. Come visit it in the manager's office.



Mikey's
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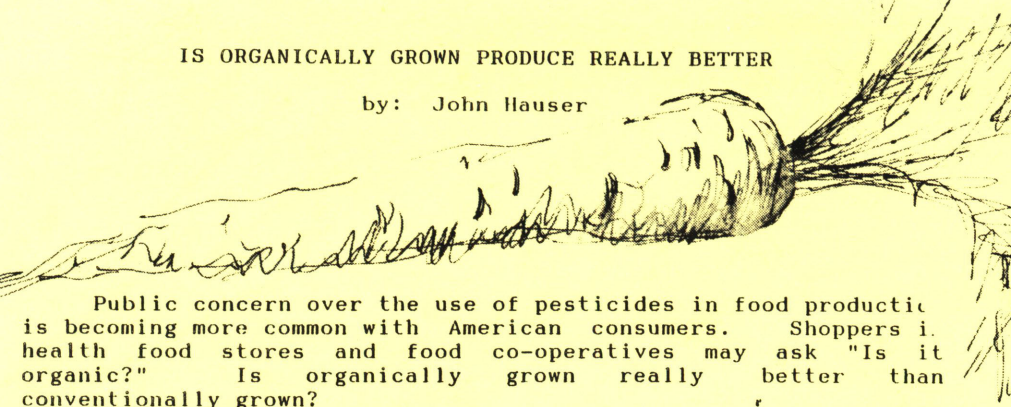
Hours: 11-8 Monday-Thursday
11-9 Friday & Saturday



The
Moscow
Fine Crafts
Co-op
312 S. Main,
Moscow

IS ORGANICALLY GROWN PRODUCE REALLY BETTER

by: John Hauser



Public concern over the use of pesticides in food production is becoming more common with American consumers. Shoppers in health food stores and food co-operatives may ask "Is it organic?" Is organically grown really better than conventionally grown?

Since the late 1950's, American farmers have come to depend upon the use of chemical fertilizers and pesticides to produce food crops. According to a recent survey of produce, three of every four samples of celery contained pesticide residues although other crops such as in corn only one of a hundred samples contained detectable residues.

The International Federation of Organic Agriculture Movements found pesticide residue in just 3.2% of organic produce compared with 37.7% of samples grown conventionally. Residue free organically grown produce may not be possible because of spray drift and pesticide contaminated (not biologically degraded) soils.

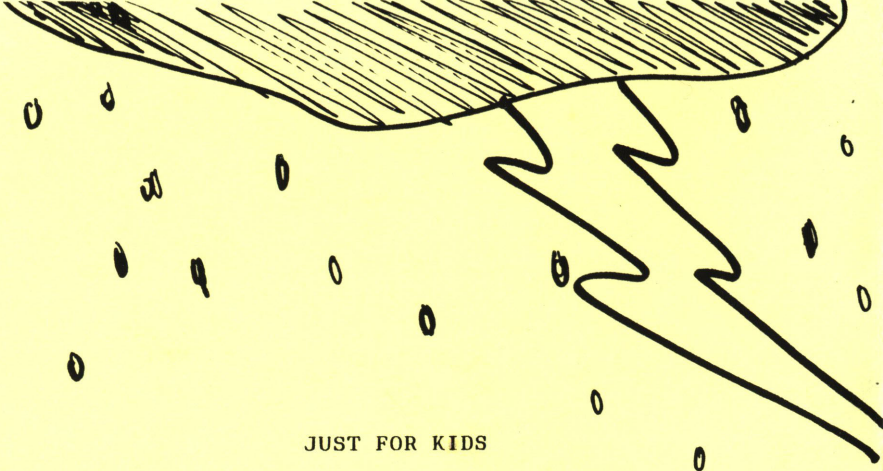
Although there is no conclusive evidence of organically grown produce having consistently higher nutritional qualities, there is evidence that organic food may be higher, for example, in Vitamin C. Because vegetables grown conventionally tend to take up more nitrates, the plant may utilize a portion of its Vitamin C in oxidizing the nitrates.

The taste of organically grown produce is thought to be better than conventionally grown crops. Organically grown produce may seem more vigorous and "alive" having been grown in "biologically active" soils. The genetic makeup of a plant plays an important role in the nutrition, taste, and vigor of any produce.

The outward appearance of O.G. produce may be somewhat less appealing than the "blemish free" conventionally grown produce (for example, scale on oranges and tiny holes in the leaves of Bok Choy).

More experimentally controlled research needs to be conducted before some of the controversy can be settled. What seems apparent is that organically grown foods are about ten times less likely to contain detectable pesticide residues, may have higher nutrition, better taste, and help you to feel better about what you are eating and the type of agriculture you support. Organically grown produce is available at your food co-op.

NOTE: This is the first in a series on organically grown food.



JUST FOR KIDS

By: Sunshine Storholt
(Borrowed in part from Sierra Magazine)

Summer is here and so is my favorite weather condition. I love thunderstorms!

About 1,800 thunderstorms are happening each minute all over our world. Our earth is charged about 100 times each second.

There are many kinds of lightning strikes such as a strike between a cloud and the ground, between clouds, or inside a cloud.

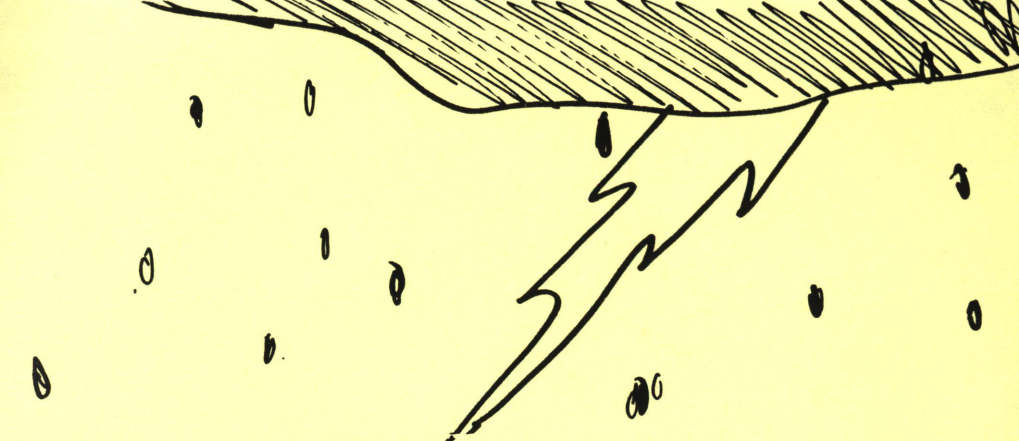
Horizontal flashes are the most common and the longest. They occur 4 times as often as vertical flashes, are up to 100 miles long and appear as either fork lightning or the eerie glow of sheet lightening.

However, much to my surprise and delight, I recently learned about Earth to cloud flashes. That happens when the earth beneath a thunderstorm changes from negative to positive and lightening leaps from the ground to the bottom of the thundercloud.

Lightening is usually caused when wind, raindrops and ice combine in a thundercloud to concentrate huge amounts of energy. Thunderclouds called CUMULONIMBUS are giant weather factories that can be 8 miles high and 10 miles across. Thunderstorms develop easily in the hot and humid tropics and in areas where tropic air rises up to meet cool air

The largest thunderclouds look like huge cauliflowers. They contain millions of gallons of water and are topped by an umbrella of ice crystals. Inside, everything is a wild commotion of energy with millions of volts of electrical potential.

Without lightning, earth would loose its electrical charge in less than an hour. Lightning returns to the planet much, if not all, of the negative energy it looses to the atmosphere. Lightning also converts nitrogen to an oxide that falls with rain to fertilize soil. It starts wildfires that clear underbrush and allow new plants to grow. Nearly half the fires in forests are started by lightning.



If you like being outdoors you should be aware of what to do to not be a target for lightning. During a thunderstorm stay away from peaks, ridges, water and tall, isolated objects such as trees that become natural lightning rods. Also avoid tents, small buildings, and shallow caves. Deep valleys or dense stands of shorter-than-average trees are best.

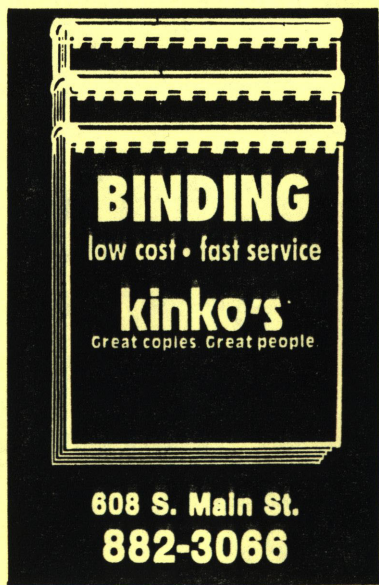
If you can't find shelter, make sure your shoes have no metal in them and crouch low to the ground on the balls of your feet. (It is better to get soaked than shocked.)

When people are hit by lightning, they get severe shocks and may be burned. But the do not carry an electric charge after they've been hit. You can give them first aid as soon as it is safe to approach them.

I do not wish to frighten you - in fact the opposite is true. So take care and do enjoy the light show.



Sidewalk Cafe 882-0743
Sunday Brunch in the Hotel Moscow



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SEA SALT

By: Rosemarie Waller

Since ancient times every race and civilization knew that salt is indispensable to life. Religions claimed salt to be a symbol of worthiness; "You are the salt of the Earth."

But today, salt is not always what it seems. There is refined salt and the real thing - sea salt. Real sea salt is obtained by the slow evaporation of sea water. Then sometimes ground into a finer texture. Seasalt contains many vital elements from the sea: mineral salts like sodium, magnesium, calcium, and trace minerals like iodine, manganese, iron, fluorine, and many more which are all essential for a healthy body.

Regular table salt is extracted from the sea or from mines. But through the refining process, sand and traces of the marine vegetation are removed so only pure sodium chlorine remains. It's only quality is that of giving food a salty taste.

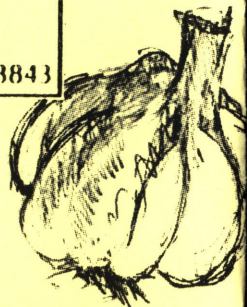
Why is salt subjected to refining? Natural salt absorbs moisture from the air and so tends to form moist, compact lumps. This prevents industrial grinding and packaging so it is necessary to remove the substance which extracts moisture (Marine vegetation). To make the salt look presentable and to flow easy out of your salt shaker, other chemicals are added like magnesium carbonate.

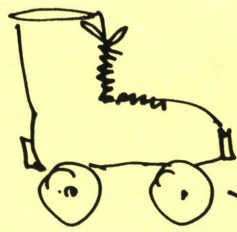
Lima company gets their salt from the southern coast of Brittany. Sea water is let into narrow channels where it is left to decant for several days in the sun. Then it is channeled into salt pans where the water gradually evaporates. The remaining salt is raked up and left to dry in small heaps on a slope. Lima receives their salt in this stage by the wagon loads. It undergoes a further hot air drying process and is packaged as is, or ground to a finer texture for use as table salt. You can buy Lima brand sea salt at your Co-op.

DR. ANN RAYMER chiropractic physician

Palouse Chiropractic Clinic
(208) 882-3723

803 S. Jefferson
Suite #3
Moscow, Idaho 83843





need some volunteers to roller-skate around town for walk even) and place cop flyers on car windshields.

and place cop flyers on car windshields.

If you are that special someone, please contact Mary at the store.

Thanks

882-1656 •
 527 S. main • moscow •
 wine • beer • espresso
 sandwiches • soup • pasta

NEW PRODUCTS: ORGANIC BABY FOOD
AND NO-CHOLESTEROL EGGS

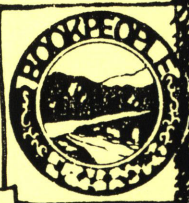
by: Candace Cloud

One of our new products is Earth's Best Baby Foods. Only foods that have been grown organically are used by this company in making their product. This ensures that your baby will not be eating any of the pesticides that are sprayed on non-organic foods. Since a lot of pesticides become systemic (which means they can not be washed off) they can become concentrated when food is being prepared for canning or freezing. Fortunately, Earth's Best Baby Foods eliminates this worry for conscientious parents. Also, no sugar is added.

Currently we have pureed carrots, apples, and sweet potatoes. These foods are handy for trips, picnics, or quick lunches on busy days. Also, the jars can be used for other purposes after baby is finished eating. (I heard someone say they would come in handy for homemade jams!)

Another item new to the Co-op is New Morning Egg Scramblers. Each package contains 3 four ounce cartons, and the total amount is equivalent to 6 large eggs. This product contains half the fat of whole eggs and has one-third fewer calories. Egg Scramblers can be used in recipes calling for whole eggs, can be cooked in a microwave or as conventional scrambled eggs.

New Morning egg Scramblers have no cholesterol, and may be helpful for those concerned about their cholesterol level, but who don't want to completely eliminate eggs from their diet.



*"EAT
better foods!
READ
better books!
LIVE longer!"*

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83843

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9:00 AM
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WE'RE MOVING

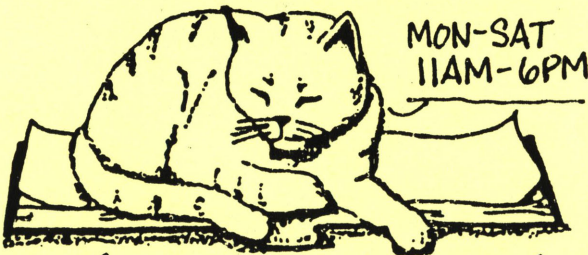
By: Bill London

Yes, my Newsletter envelope and I are moving. You will no longer find us (or actually, find the brown manila envelope) taped onto the wall in the far corner of the manager's office. We've stepped up to the black plastic folder holder on the wall above Rosemarie's desk.

So from now on, as you enter the manager's office, the place for Newsletter stuff is on your immediate right - the holder, shoulder height, on the pegboard wall.

And while we're on the subject of Newsletter stuff, please put some in the holder. Things like letters to the editor, cartoons, poems, drawings, cute baby pictures (only black and white prints, though), articles, etc. This Newsletter needs your help, so please type, draw, or write something soon. When submitting newsletter items, please be sure they are either typed (preferably), printed, or written in a manner that is legible (to everyone, not just you). Please give us CLEAN copies. By clean copies we (both those who edit and those who type) mean copies that don't have entire paragraphs scratched out or little arrows pointing to words or sentences, etc. Having clean copies makes both editing and typing much easier. Thanks.

Twice Sold Tales QUALITY USED BOOKS!



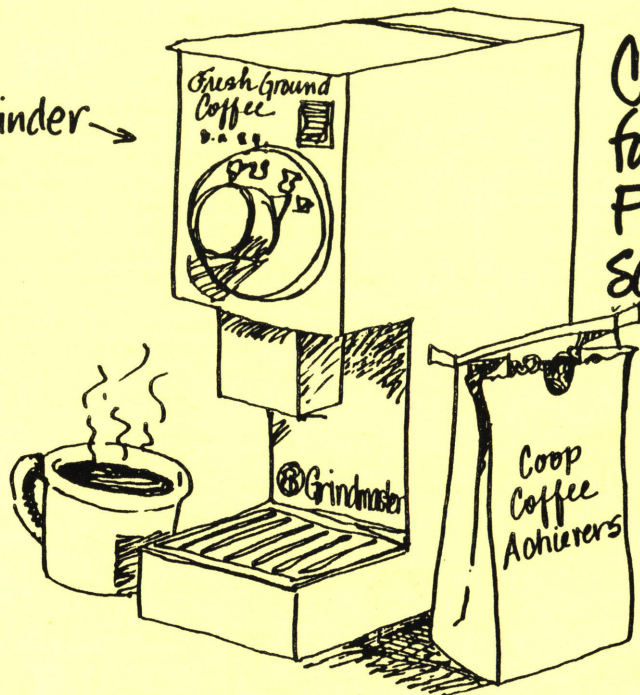
Sell-trade - visit the cats.
220 W. Third St. (208) 882-8781

Remember...

Local milk in glass bottles?
We've still got it.
Milk in recyclable glass bottles
from Stratton's Dairy in Pullman.

It's Coffee Time Again!

With the
NEW!
Coffee Grinder
at the
Coop!



Come in
for a
FREE
sample!

And to celebrate we're offering
10% OFF any coffee purchase
(in the month of July)

The Co-op has a large selection of fresh coffees; organic and non-organic along with Swiss Water process decaffinated. Also flavored coffees in de-cafe and regular. Come in and try some...

Moscow Food Co-op 

314 S. Washington
M-Sat 9-7 Sun 12-4