



SNEAKING A PEEK AT Moscow Food Cooperative Newsletter

Business at the Co-op has doubled since the move. It is important that we understand this trend so that it continues. Preliminary marketing analysis points to the following factors as instrumental in the sales jump:

- We now have two cash registers
- You can't get out of the parking lot.
- 5:00 Micro Movie patrons race in to buy a bag of chips before heading across the street so that they can park in the lot.

December, 1989

Published by the **Moscow Food Co-op**

310 W. Third St.

Moscow, Idaho 83843

208-882-8537

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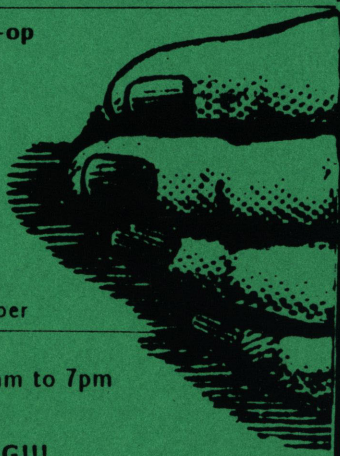
Printed on recycled paper

STORE HOURS:

MONDAY THRU SATURDAY: 9am to 7pm

SUNDAY: Noon to 4pm

PLENTY OF FREE PARKING!!!



REMINDERS AND ANNOUNCEMENTS

Volunteer stockers must attend training sessions before working at the Co-Op. The next sessions, conducted by Candace Cloud, will be on December 5 and 12 from 7:00 to 7:30 p.m. Cashier training for new and current volunteers will be on December 5 and 12 from 7:30 to 9:00 p.m.

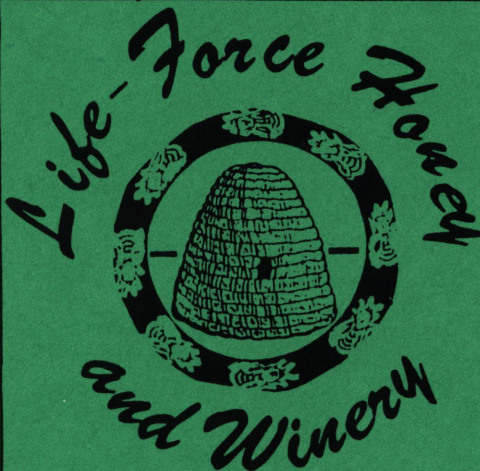
We appreciate shoppers bringing their washed empty jars for others to recycle. Please take empty beverage bottles or jars without lids to the Moscow Recycling Center.

Remember to bring your clean Nancy's Yogurt containers back to the Co-Op for re-use.

Moscow does not yet have a plastics recycling facility; the Co-op can re-use only clean small plastic produce bags. We can use paper bags, so please continue to recycle them here.

Stratton's Dairy requests that we wash all empty milk bottles before returning them.

The Indian and Pakistani foods order was placed November 5, but we have not yet received it. Thank you for your patience in waiting for this order.



(208) 882-9158

Garrick & Andrea Kruse

Presenting,

" MEAD "

(a honey wine)

The Natural Drink of Our Ancestors
"A TASTE EXPERIENCE"

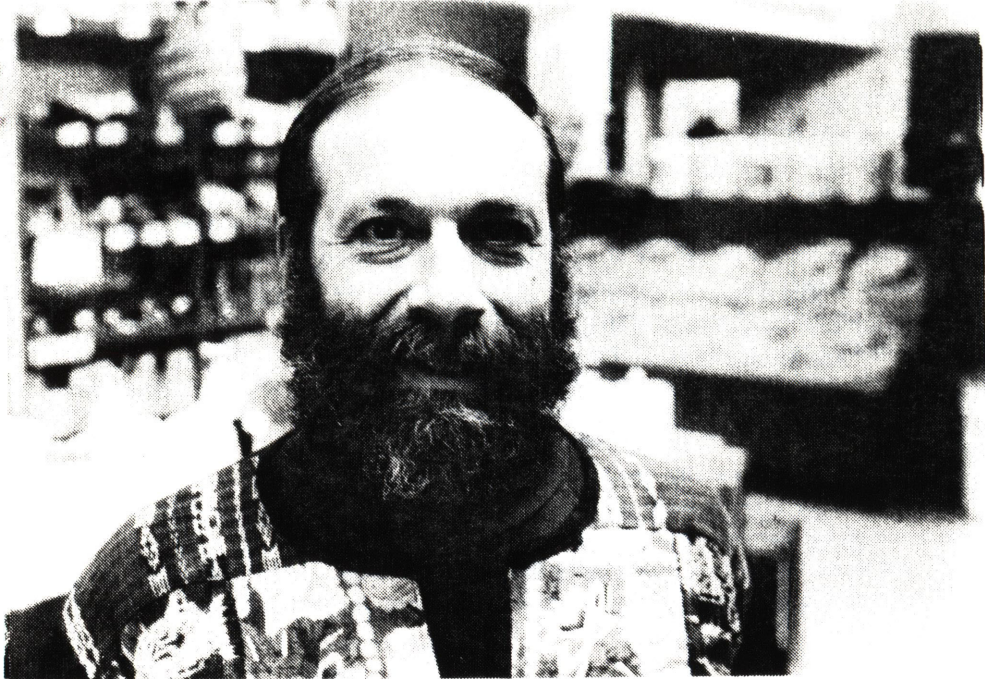
Brewed exclusively with our premium honey for consistent quality.
Give yourself, or some other special person, this truly different gift.

Available at:

LIFE FORCE HONEY COMPANY
882-9158 (Free local delivery)

Camas Wine Company
310 South Main, Moscow

The Wine Company of Moscow
527 South Main, Moscow



ED CLARK

Candace Cloud

The Co-op's new advertising manager is Ed Clark. When I met Ed to talk about what he is doing as the Co-op's advertiser, he was accompanied by his 3-year-old daughter Carmelinda, who is called Bida. Bida is a nickname shortened from a longer version: Carmelinda-Binda-Bida-Boo.

Ed moved to Moscow from Mexico at the beginning of this school semester with his partner, Kim Bouchard and their children, Paco (6), and Bida. They chose to come to Moscow because Kim was offered an assistantship as a graduate student in the theatre arts department at the University of Idaho.

The weren't sure what they would find in Idaho, but Ed expressed a lot of enthusiasm about finding a co-op and a supportive community.

"It's great for us because the co-op carries what we cook with," he said. "We cook a lot together and it's nice to find all our ingredients in one place."

Ed was born in Mississippi while his father was there in the military. He grew up in Connecticut, though, and taught school there after receiving his bachelor's degree in Art Education. He also has a Master's degree in ceramic sculpture.

Ed has travelled extensively and in 1976, he settled in Mexico, where he worked as a graphic artist and a sign painter. He also owned a baking business and introduced bagels, pita bread, and English muffins to his Mexican locale.

Currently Ed makes hand-made paper and produces limited editions of miniature books. The books are either traditional or non-traditional, depending on the subject of the artwork in the book. Some of the non-traditional formats are

accordion books or pop-up books.

Ed's first contact with co-ops began in Connecticut at the New Haven People's Co-op. In addition to stocking shelves for his worker discount, Ed also did art work similar to what he is now doing for the Moscow Food Co-op.

Ed is responsible for designing and placing the weekly ads in the *Idahonian*. He is designing a sign for the store entrance facing Third Street with the help of two other artists and co-op members Jim Gale and Linda Canary. The sign will be a mural, probably of simple scenes: farm life, people working together, food. The sign will also contain graphics about what we are and what we sell.

Ed is also designing a new logo and is planning a design for a new Co-op T-shirt. Although he has never worked with plastic signs, there is a possibility he will find a use for the large lighted sign in the parking lot.

"Although I generally don't like advertising, it's a pleasure to do it for the Co-op, because there is no truth-bending," Ed commented to me as Bida showed us some of her somersaults.

Ed looks forward to establishing himself as an artist in Moscow. He plans to set up a studio and continue his work, keeping open the possibility of teaching.

COMICS
220 West Third
(Inside Twice Sold Tales)
Monday-Saturday, 11-6

SAFARI
PIAARI

Life-Force Honey and Winery

GIVE A TASTE SENSATION TO SOMEONE SPECIAL.

Fine Gourmet Honey in attractive Gift Boxes or individually decorated containers. 100% Beeswax candles, bright and clear burning. Available in North Idaho cedar boxes or separately in pairs. 3 colors: natural, red, or green.

Look for our quality products at these fine stores: Moscow Fine Crafts Coop, The Peppermill, Moscow Food Coop, Pilgrims, and The Combine.

OR call us at RR2-915A for FREE local delivery.

1193 Saddle Ridge Road
Moscow, Idaho 83843
(208) 882-9158
Garrick & Andrea Kruse

NEW BOOKS AND 1990 CALENDARS ARE AVAILABLE AT THE CO-OP

A book can be a treasured holiday gift for a friend, or for yourself! Have you looked at our bookshelf lately? It is ready to overflow. Of course you can find cookbooks: there are Jewish, vegetarian, Mexican, Italian, Greek and Oriental cookbooks. Some of the other new titles we have include:

- | | |
|---------------------------------|--|
| The Bach Flower Remedies | Light-Hearted Seafood |
| First Year Baby Care | Eat to Succeed |
| Sweet and Sugarfree | The New Age Baby Name Book |
| The Oat Bran Cookbook | Salt Free Cooking with Herbs and Spices |
| Macrobiotic Diet | The All-in-one Diabetic Cookbook |
| The New American Diet | Aromatherapy |

... and, of course **Laurel's Kitchen** and the **Moosewood Cookbook** series.

Also in stock are the following calendars for 1990:

- | | |
|-----------------------------------|-------------------------|
| Yoga Calendar | Amnesty International |
| Wildflowers | The 1990 Lunar Calendar |
| The Herbal Calendar | Northwest Artists |
| Llewellyn's Astrological Calendar | Remarkable Women |
| Blessed are the Peacemakers | Indian Images |
| The Jewish Calendar | |

... and more! Check them out!

**TYPE-RIGHT
WORD PROCESSING**



110 E. 2nd
(Between Washington & Main)

Moscow, Idaho
83843

208-882-5546

Nola Steuer

Printing Available



**Five Element
Acupuncture**

**Karen West
835-3181**

MOSCOW FINE CRAFTS COOP



312 S. Main,
Moscow



ADMISSION

ONLY \$1.50

GREAT
MOVIES!

THIRD & ALMON

MOSCOW, ID

882-2499

DR. ANN RAYMER
chiropractic physician

Palouse
Chiropractic
Clinic

803 S. Jefferson
Suite #3
Moscow, Idaho 83843

(208) 882-3723



Quality Instruments, Amps
and Equipment

Full Service and Lessons

Buy, Sell, Trade

882-1823

The Dining Room

MOSCOW'S NEWEST AND OLDEST RESTAURANT

Gourmet dining in a casual but elegant setting.
Serving Thursday, Friday, Saturday
evenings 5:30-9:00 p.m.
IN THE DINING ROOM OF
THE HOTEL MOSCOW

Brought to you by
Main Street
doli

An Example of Featured Dinners
Tortellini Marinara with Vegetables
& Cheese \$8.95
Rib Eye Steak with Brandy Sauce \$14.95
Basque Chicken Saute' \$10.95
Cioppino \$13.95

Dinners include choice of soup or salad and sourdough French bread
Selections also available from our regular menu from \$3.95 to \$5.95

Reservations accepted but not required 882-0743

Mikey's

GRASS



527 SOUTH MAIN ST
MOSCOW
882-0780

Hours: 11-8 Monday-Thursday
11-9 Friday / Saturday

Announcing :

LISA O'LEARY

Liscenced Massage Therapist

has begun her practice at offices located in the Medical Arts Building at the corner of Third and Jackson in Moscow and is currently accepting clients.



..... specialising in a therapeutic and caring approach to relieving your muscle tension, pain and stress and all massages are done with respect for your modesty and sense of comfort.

for appointments, call 882-9339
gift certificates are available.

MASSAGE for WOMEN

Yvonne Kay Piper



882-6899

Gift Certificates Available

New Studio

\$25.00

CAFÉ SPUDNIK



**European
Cuisine
Imported Beers
& Wines**

215 S. Main Moscow 882-9257

THANKS TO OUR VOLUNTEERS

from the Staff

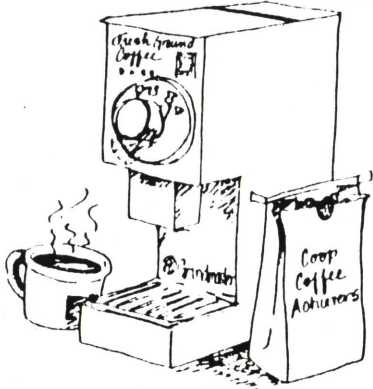
Special holiday cheers to the volunteers who make the Co-op a wonderful place to work and to shop:

- To David Hall for making new labels and signs for our bulk bins.
- To George Mancini for hanging bulletin boards.
- To Isaac Young for painting the new chairs.
- To Sherrie Lutsch for organizing the First Annual Co-op Tie Dye Bash, and to Wes Bonzo for helping her clean up after everyone.
- To Angela for keeping the Co-op clean and tidy, to Bob Thyberg for recycling boxes, and to Candace for training stockers and cashiers.

Co-op volunteers spend countless hours scrubbing carrots, bagging tortilla chips and hauling 50-lb bags of flour around the store. They organize packaged foods on the shelves, they produce this newsletter, and they organize people for special events. They paint, hammer, saw, and get their hands dirty for the Co-op. Hats off to all our volunteers!! See you all at the volunteer holiday party, Sunday, December 17, at Mary Jo's at 2pm. The staff will provide all the refreshments.

Remember...

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



Buy a membership or
renew your old one-
Membership dollars
go towards improving
your Co-op!

NEW TO ME

QUALITY USED CLOTHING
224 W 3RD ST

LL BEAN BANANA REPUBLIC

BRAS FLOU

ESPRIT SPORT FENDLETON

SILK WOOL ANGORA

LINEN COTTON

LEATHER

EXPLORE!

You never know
what you'll find
in

YOUR MOSCOW
goodwill
STORE

504 S. Main



1939

50th ANNIVERSARY

1989

FALAFEL TO YOU

Mary Butters

"Bringing Back Good Food" is the theme of our new business venture called "Paradise Farm". My children (Megan, age 10 and Emil, age 6) and I own five acres of fertile farmland on the backside of Paradise Ridge. We're presently selling falafel mix. Megan and Emil ate a bit too much of it during the testing stage, referring to it as "Mom's Awful Falafel".

To their delight, I still serve "Paradise Farm Falafel". They like it. You'll like it.

Falafel is a nutritious protein food originating in the Middle East. Ancient falafel was relied upon for thousands of years as a food staple because it is stored dry and is easily prepared. This ancient tradition from the past is now popular throughout the world. I'm told that in India, falafel is sold on street corners like hot dogs and pizza in New York City.

Falafel is ground up desi garbanzo beans, yellow split peas, wheat germ, sesame seeds, parsley, herbs and spices, baking powder and sea salt. The dry mixture is mixed with water or milk and soaked for 15 minutes before pan frying in patties or balls. We buy locally grown products when available. Next summer, we'll grow some of the ingredients here on our little farm. Right now, we're buying desi garbanzo beans grown in Washington without the use of pesticides. Some day we hope to boast that everything in our falafel is organic. Our garbanzo beans and yellow peas are ground up on Joseph Barrons' one hundred-year-old mill in Oakesdale, Washington.

If you're like us, you have a thing against plastic. That's why our falafel packaging is made from 100% plant fiber cellophane. Additionally, we use recycled paper and donate 1%

of our profits to organizations working to promote peace and solve environmental problems. Not only will our falafel help keep you healthy, but our packaging is environmentally sound.

Paradise Farm Falafel can be purchased at the Co-op for \$2.09 per pound.



Things we
can do
to bring



Some gift suggestions for Mother Earth this Holiday season!

SHOPPING

- Shop efficiently. Use a car as little as possible.
- Buy products that will last.
- Try not to buy anything disposable.
- Search for products with the least amount of packaging.
- Choose paper, (rather than plastic or styrofoam) bags, cups, plates, etc.
- Chemicals used in dry cleaning are harmful to the atmosphere. Try to buy only washable clothing.
- Avoid products made from endangered plants, animals or tropical rain-forests.

DECORATING

- Consider a living Christmas tree which can be replanted.
- Minimize you holiday lighting.
- Save your decorations from year to year.

RECYCLING

- Ask merchants for products made from recycled paper (cards, wrapping, etc.) Creating a demand will create an industry.
- Open gifts carefully and save the wrapping to use again.
- Make your giftwrap from old roadmaps, comics, magazines, etc.

ABOVE ALL! Have a joy filled Holiday and please remember our home planet in your thoughts and prayers now and in the coming year.

CO-OP HOLIDAY GIFTS: INTERNATIONAL AND HOMEGROWN

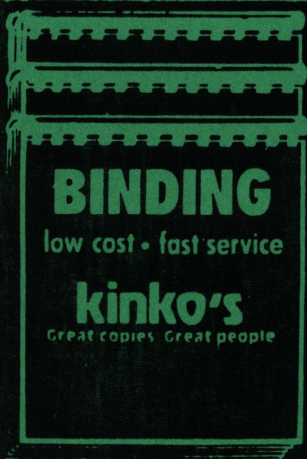
Kristine Peterson

From neckties to lentil gift packages, you can find all of your holiday gifts at the Co-op this season. We have a great selection of brilliantly colored handicrafts from Peru, Guatemala, and Bolivia, supplied through Latin American Medical Service, or LAMA. Because it is staffed by volunteers, LAMA sells high quality items at costs far lower than other suppliers, and all of their profits are sent directly to socially- and politically-conscious medical aid projects in Latin America. Emphasis is placed on those places where U.S. policy has been most detrimental to the lives of the local people.

Items from LAMA are labeled with specific LAMA tags, with prices ranging from \$2-\$40. You can find affordable handmade woolen hats, scarves, socks, and jackets; bright cotton wallets, pot-holders, aprons, table cloths and napkins; belts, skirts and shirts, all from LAMA.

Other special gift items are from Ganesh Himal, a small private Spokane company. We currently have their big bright handknit wool cardigans and machine-knit pullovers, as well as handmade stationery sets. We will have more Ganesh Himal hats, socks, sweaters and handmade paper stock by mid-December.

Would you like to give gifts from the Palouse? We have Paradise Farm Falafel, Life Force Honey, local lentil mixes and lots of handmade jewelry and gifts made locally. If you're still not sure what to give, let us help you put together a gift basket; or consider giving a Co-Op membership or gift certificate. Happy holiday shopping from all of us at the Co-op!



BINDING
low cost • fast service
kinko's
Great copies. Great people

608 S. Main St.
882-3066

Twice Sold Tales

Quality Used Books!



mon - sat

11 am -

6 pm

*sell, trade,
visit the cats.*

*220 W. Third St.
(208) 882-8781*