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# MOSCOW FOOD COOPERATIVE NEWSLETTER

FREE

PLEASE TAKE ONE

FREE

Don't stay home alone on **November 11th** ... Join us  
for the Co-op's **Annual Membership Meeting** at **7 PM**

*Cake served by the Upper Crust Bakery*



November, 1990

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*The opinions expressed in this newsletter are not necessarily the  
opinions of the Moscow Food Co-op, its staff, or Board of Directors.*

**INSPIRATION & VISION  
PROVENDER ALLIANCE CONFERENCE, 1990**

by M. P. McHugh

In early October Coop's manager Mary Jo Knowles and Kenna Eaton, along with board member George Mancini, traveled through the crisp Indian summer weather in Mary Jo's new red car to Eugene, Oregon to attend the Provender Alliance annual conference. The Provender Alliance is a regional trade organization of natural foods businesses and associates. Since 1977, Provender sponsors an annual conference as a way to facilitate the exchange of ideas and information among its members. Our Coop is a Provender member.

Our three delegates attended many workshops, had opportunities to chat with other Coop people, and were able to meet some of the faces behind the products. They learned that there really is a Nancy behind Nancy's Yogurt! Most important they returned from their experience at the conference energized and full of new ideas to implement and share. Some of the highlights are expressed in the following interview.

What trends do you see happening in the natural foods business?

George: The greatest market growth is occurring in the area of prepared food items. Bulk sales are down. The sales of fresh baked goods, delicatessen goods, juices (fresh and frozen) are up. It appears that people who would not buy bulk foods, or 'health' foods are more than willing to buy nutritious 'healthy' food if it is in a prepared form. I would like to see our own Coop continue to expand into this area.

Is this a productive period for food coops?

Mary Jo: It's a boom time for coops. Its happening all over. In fact, larger corporations are now studying what coops have been successfully doing for 15 years, and using those market strategies such as recycling and promoting ecological packaging.

What did you learn from meeting with other cooperatives?

Kenna: The awareness that we weren't in contact with any other coops. We were out of touch.

Mary Jo: We need to network; we plan to meet monthly with the Tri-County Coops, 3 coops from Terry, Okanagan and Colville. It's beneficial to meet with them as rural coops have different problems and concerns than urban ones.

How were you inspired at the conference?

Mary Jo: We are inspired to create a new managerial structure, with the focus for management to support and provide education to staff and volunteers. It's managements' job to make staff's job easier. Lets change the management pyramid around and have management at the bottom of the pyramid laying a strong foundation for our volunteer staff. We'd like to reach out and bring the community back into the store. We grew so fast that for a while we lost our focus on our volunteers. And volunteers are one of our jobs.

Kenna: Many larger coops have very active volunteer programs. The management puts a lot out to support their volunteers and they get a lot back.

Mary Jo: We want to let our volunteers know how important they are.

What type of educational goals do you have now for coop staff and volunteers?

Mary Jo: I'd like to have our staff write down the 10 most-asked questions. Then, I will work at presenting an answer in the form of a memo, or a 15-minute class once a week, or address the questions and problems at a staff meeting. Our staff would appreciate knowing more and someone helping them to do a better job. We'll focus



on nutrition and product information. We'll give people staff time to sit down and read for 15 minutes.

**Kenna:** We can have staff potlucks where each person brings something they cooked from a product they haven't used before.

**Mary Jo:** It is also a goal to continue with community education in areas of nutrition, consumer and product information.

It seems the conference has reaffirmed for you that Moscow Food Coop is doing well.

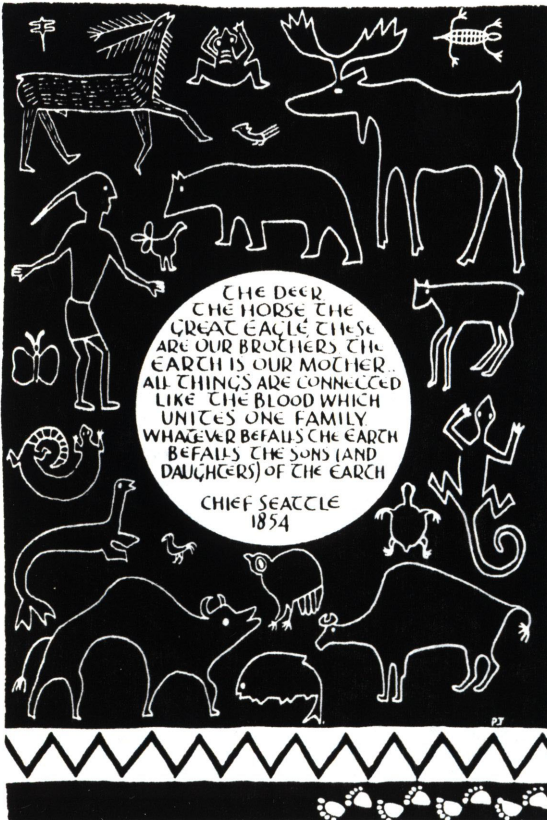
**Kenna:** It has reinforced that we are on the right track. We have a sound financial footing. There are changes that need to be made, some shifts of emphasis, but basically we are doing real well. We have survived a weak period a couple of years ago, when one of the major suppliers went out of business. Other coops folded. We are survivors, we made it through!

What is the future of natural food coops?

**Kenna:** To fill in the 'niches', to be innovative and ask new questions. We will continue to ask the 'hard' questions. For example there is toilet paper (on the market) that's made from recycled fibers. But, do people know that they have to also question: does it have dioxins; what other processes are going on with the paper product? Our role in the future is to ask more questions, more questions.

So food coops will continue to work at the front lines on a grass-roots level?

**Mary Jo and Kenna:** Yes!



PALOUSE-CLEARWATER



2nd Annual  
 Membership  
 Meeting  
 &  
 Dessert  
 Potluck

Thursday, Nov. 15, 7:30 p.m.  
 Moscow Community Center

Presentation:

Environmentalism in  
 Australia-Ron Hatley,  
 Professor of Politics,  
 Monash University in  
 Melbourne, Australia.

## ANNOUNCEMENTS

**Bicycle Rack Committee:** We want to accommodate all your bicyclists by building the best bike rack ever. We need your ideas. Contact Nadine Solomon, 882-9372, Nancy Casey 882-9698 or Jeanne McHale 882-5860.

**Dietary Analysis:** Available at the Coop on Thursday, November 15 from 2 pm to 6 pm. Christine Price, the WSU/Whitman County Extension Home Economist, will use a computer program to identify nutritional strengths and weaknesses in your dietary intake. Bring a 24-hour food intake recall (including food eaten, quantity consumed, and preparation method). No cheating. It's free, and takes about 30 minutes.

**Stratton's Dairy Update:** Look Mom! No recyclable glass milk bottles in our dairy case! Stratton's is unable to sell the Coop any milk products until they obtain a special interstate permit. Hopefully it will take one month or less. "We look forward to selling you milk again, soon!" says Ward Stratton.

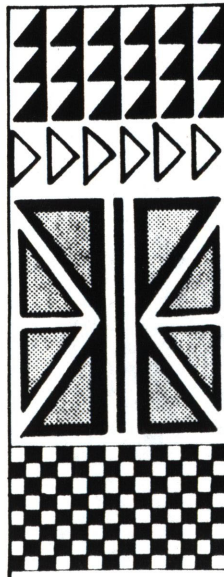
**Volunteers:** To do data entry on Coop computer. No experience necessary. Contact Mary Jo.

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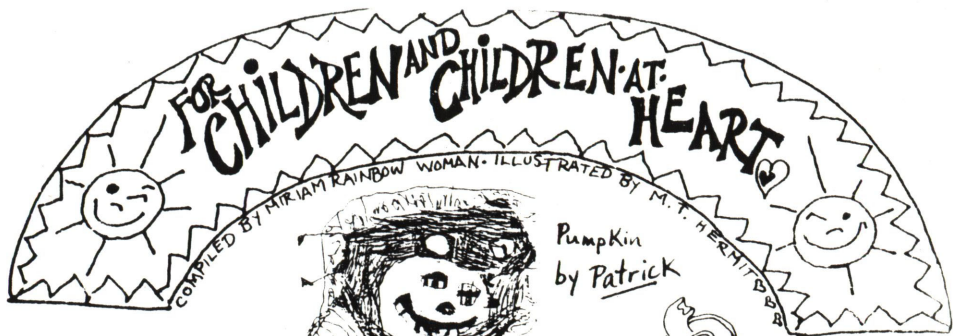


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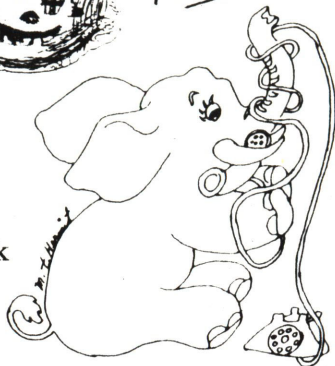
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## Elelephony

Oh once there was an elephant  
 Who tried to use the telephant.  
 No, no I mean an elephone  
 Who tried to use the telephone;  
 However it was, he got his trunk  
 Entangled in the telephunk.  
 The more he tried to get it free,  
 The louder buzzed the telefee.  
 I fear I'd better drop this song  
 Of elephop and telephong.



## The Elephant's Lament

Way down South where bananas grow,  
 A grasshopper stepped on an elephant's toe.  
 The elephant said, with tears in his eyes,  
 "Pick on somebody your own size."



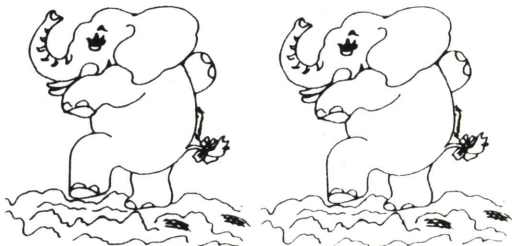
## The Elephant Jump

I asked my mother for fifty cents  
 To see the elephant jump the fence.  
 He jumped so high he reached the sky,  
 And didn't get back until the 4th of July.



How can you tell there's an  
 elephant in your house?

4 Birkenstocks outside the  
 door and footprints in the  
 tofu.



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Karen Young

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**WHO OR WHAT IS  
AMARANTH?**

by M. P. McHugh

Amaranth is a rediscovered ancient Aztec grain that has been dubbed the 'grain of the future'. High in protein, it seems to be one of the world's most promising foods nutritionally and has been the subject of significant food research. The grain is exceptionally high in the amino acids lysin and methionine, which are typically low in grains. It is a hardy crop resistant to drought and cold.

This is all news to me. My interest in Amaranth, until I did some of my own research has been purely romantic. I have a memory of the first time I ate Amaranth grain which takes me back to a crisp, cool Autumn evening. I am sitting by the wood-stove in the Teahouse of a small estate on an island in the Pacific Northwest. I am drinking tea with a friend and gazing out the window watching the light on the ocean turn from orange to indigo. My friend is munching large, healthy sprigs of parsley. He is at the stove cooking a pot of Amaranth grain for our dinner. The beautiful setting, the company of a dear friend, the lovely name of 'Amaranth' was all very promising, if not nutritionally, then certainly romantically. This particular meal of the 'grain of the future' was an absolute treasure of the 'now' experience of a savored moment.

I did not cook or eat Amaranth grain for many years since my Teahouse dinner. But I have never forgotten how I love the way the uncooked grain looks; small and round seeds, bigger than poppy seeds, smaller than millet; multicolored in pale yellows to dark purple. When the grain is poured into the bottom of a stainless steel pot it resembles a delicate mosaic. When I pour it into the bottom of my light-blue enameled cooking pot I think of the color of the Aztec sky



contrasted with the color of the fields of soon-to-be-harvested grain.

Now I cook Amaranth in my own kitchen, which unfortunately does not have a view of the ocean. I take dainty pinches of parsley between my lips as I stand at the stove and stir in one part grain to three parts boiling water (1/4 to 1/2 cup uncooked for each cooked serving). The smell is rich and nutlike and blends with the familiar smells of my own landlocked kitchen. Cooking time is about 20 to 25 minutes. After the initial boil reduce the heat and simmer covered until the water is absorbed. The grain may be eaten by itself or mixed with other grains, such as brown rice or bulgar wheat; this improves the protein balance. It is very nice in a casserole with tofu, cheese or vegetables. I especially enjoy it for breakfast, warm with milk and honey or molasses and walnuts, with a cup of Yogi tea, while listening to NPR.

Perhaps I'll wait for some enchanted evening to try popped amaranth. The kids will be gone, my husband and I are alone. I'll dim the lights in the kitchen, take off my aprons. We'll heat up the seeds until they explode. (I hear popped amaranth makes a great topping for casseroles and salads.)

Amaranth grain is a good complement to legumes, nuts and seeds. I seem to cook and eat it when my life feels especially full and rich.

Sources: The Wholefood Catalog: a complete guide to natural foods, by Nava Atlas. Fawcett Columbine, N.Y., 1988. Experiencing quality; a shoppers guide to whole foods, by Margaret M. Wittenberg, 1987.

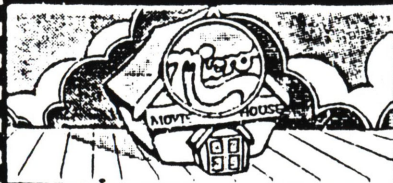


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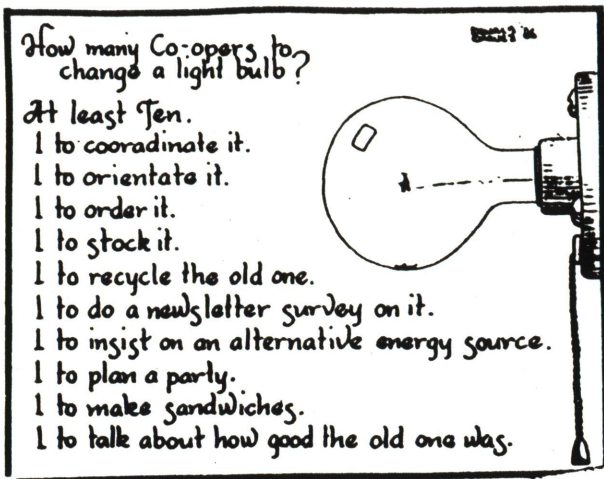
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## PLENTY OF NEW PRODUCTS

by Mary Jo Knowles

Sure, we have plenty of new things to add to your shelves or menus this fall.

For non-food items, we've added a line of homeopathic remedies by Boericke & Tafel, plus shaving cream (in honeysuckle and jasmine) by Kiss My Face and Toms. We also have many new greeting cards.

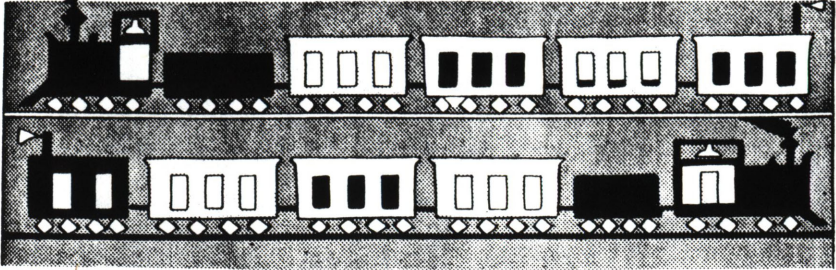
And to eat, we have so much I'm just going to put them in a list:

1. Parrot brand tomatillo salsa
2. Westbrea soy life soy milk
3. Robbie's garlic sauce
4. Shelton's turkey and chicken chili
5. Polenta coarse ground corn
6. Hain "no-oil" packaged salad dressing in French, ceaser, and buttermilk flavors
7. China Cola (imported from, surprise, China)
8. Soya Kaas soy cheese in bulk
9. Nu tofu cream cheese spread
10. Vita soy cocoa soy drink
11. Roaster peanut butter from organic valencia peanuts - in bulk or 12 oz. tubs
12. Nature's Life pet food in cans
13. Lotsa new pasta
14. Brown rice chips.

Please try these products and if you like them (or don't), let us know.



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## MIRRORS

by J. Jordan

Sometimes a small act, or sentence you hear in conversation, can change your life. The person who does or says it may not even be aware that it has affected you. I'm sure, for example, that Ed (our baker) hasn't a clue that I decided not to buy any new (or used) clothes because of something he said in the office.

We were all talking about clothes and someone's new sweater or something, and Ed casually said, "in Mexico, people don't buy new clothes--they wear them out!" Later I remembered that and my closets of clothes and decided to wear out the ones I had before buying any new ones (which, with 10 sweatshirts, 8 jackets, etc. I'll probably never do). It made me laugh just to think of what an odd decision that was.

Two things have come about since then: one, I never even think about getting "different stuff" and it's a great relief, and two, I'm very aware of how much time and energy goes into clothes in general. Now, when people say little things add up; walking instead of driving, not using paper unless necessary, and listening to how other people 'cut corners', I agree (I used to be more cynical).

Now I try to pay more attention to what I say and what I do. Out there some 11 year old might change his life because I wore out my dead socks.

---

## EQUAL EXCHANGE

by Kenna Eaton

Equal Exchange: Opening doors for Third World farmers. Equal Exchange is a business dedicated to helping Third World farmers realize more control over their marketing. The coffee they distribute is often organic and is always high quality. We now carry 2 of their coffees. Cafe Libre — The Anti-Apartheid coffee ... an extremely rich full-bodied coffee from the frontline states in southern Africa (Tanzania, Zimbabwe). For every pound purchased, they give 20¢ to organizations working to end apartheid. Organic Peruvian Dark roast is a smooth and rich coffee grown by a farmers co-op located in the mountainous rain forests in the center of Peru. Half of the co-op's members are indigenous peoples of the Ashaninkas Nahon — the other half are Peruvians who are newcomers to the region. Equal Exchange pays the Ashaninkas co-op 20¢ a pound over the market price; this not only benefits the farmers financially, but since the coffee is organically grown it protects them from exposure to toxic pesticides.

Equal Exchange is an Alternative Trade Organization (ATO), they focus on creating fair trade relations by eliminating middle people, paying producers higher than market prices and informing consumers about the unequal trade relations between rich and poor countries.



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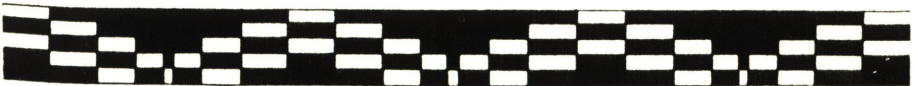
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**HOW TO HAVE A WILD THYME**  
(*Thymus serpyllum*)  
by Peggy Allred

Wild Thyme is not the same species as *Thymus vulgaris*, the familiar garden thyme, but it is closely related to it and is used for much the same purposes. The ancients preferred garden thyme for culinary use and wild thyme for medicinal remedies. This plant is a native of Eurasia, growing wild from Spain to Siberia, but especially abundant in the Alps. It was brought to this country, seemingly having no trouble adapting to our climate and soil conditions. In the northern Catskills it is exceedingly abundant, probably outnumbering all other plants in this area.

The Romans gave Wild Thyme Tea as a sovereign remedy to melancholy persons. It is so harmless, you need not fear use of it. Another use is that burning some of the dried herb in the house will put flight to all venomous creatures. Like garden thyme, it is a valuable culinary herb, and a pinch of powdered wild thyme will add a new dimension to stuffings, sauces, pickles, soups, and stews. Although it tends to become almost a nuisance in some areas, wild thyme is a weed to be encouraged.



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