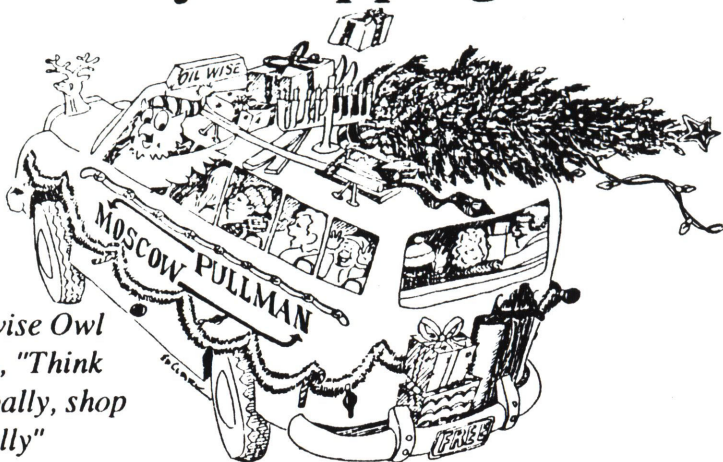


Day-MW HD 3284 N48

# Take the Moscow-Pullman Holiday Shopping Bus!



*Oilwise Owl  
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**It's free!** The Holiday Shopping Bus will run every 45 minutes the 4 Saturdays after Thanksgiving with stops at **Downtown Moscow, Palouse Empire Mall, Downtown Pullman**, and connecting with Pullman Transits' E Route.

*Please join us and avoid the hassles of driving and parking this holiday season!*

## **Moscow Food Co-op Newsletter**

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**December, 1991**

Editor: Bill London  
Layout: Pam Palmer  
Advertising: Mary Butters  
Typesetting: Nola Steuer  
Feature Writers: Barbara L. Walker  
                    Cynthia Rozyla

Published by the Moscow Food Co-op  
310 W. Third  
Moscow, ID 83843  
(208) 882-8537

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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.*

## GOING TO PROVENDER AND FINDING ELVIS

by Erika Cunningham

Something was trying to tell us to stay home. On the Wednesday before the Provender Conference in Eugene, Kenna and I suddenly remembered we were planning to attend. We quickly arranged for subs, packed a few things, and took off in her orange bus for groovy-land.

Provender is the Northwest Alliance of Natural Food Stores, Co-ops and Health Food Stores. The Moscow Food Co-op is a member of this alliance, and tries to send at least 2 representatives each year. The conference allows those of us in the business to "chew the fat" (vegetarian, of course) and provides workshops with such hot topics as "Marketing Herbs in the 90's," "Making the most of Your Shelving." You get the idea.

The first clue that we were destined not to attend this conference was Renee catching some sort of strange and exotic flu bug. We hoped by Friday she would recover, but no such luck. She didn't relish the idea of crossing the flat, windy desert of Washington in a large, non-wind resistant object on a queasy stomach. So Kenna and I took off bright and early.

The second barrier to attending was that we took off without a map of Washington, Oregon, or even one with the directions as to how to get to the conference site outside of Eugene.

We were lucky enough to find a roadside stand in Kennewick that sold velvet Elvis' (that's right, velvet Elvis'). I made Kenna flip a U-turn on the highway, and we bought a beautiful Elvis on velvet (with a tear). He is now hanging in the office at the Co-op if you would like to pay homage (votive candles for sale in the store!).

We stopped in Hood River to take a break and the third obstacle occurred. We were getting back into the bus, Kenna unlocking the doors, and I wanted to talk about Elvis. Kenna, her attention diverted, bent the only key we had, so that it was unusable. Here we are, in a tourist town, 5:00 on a Friday evening, needing a locksmith. But we found one and less than two hours later, we were on our way.

We made it to Eugene where we were to stay overnight with Ellen Cantor (who sends her love to all). There the bus promptly died, maybe cosmically knowing that all busses eventually migrate to Eugene to die.


We eventually made it to Ellen's, and eventually to the conference (believe it or not). It took a while since we had no directions, but we made it. You might be asking: "Was it worth it?"

Well, we've met many people from other Co-ops and learned where our Co-op sits in comparison to others. We seem to be a "small fish" compared to "big fish" in an ever expanding ocean of the natural food market. Many of the stores we visited and heard about were old Safeways, large warehouse places, or are stores with 57 employees!

You also may wonder why I went through all the trials and tribulations that Kenna and I experienced on this trip. It really wasn't so bad (O.K. it was), but we had many hours to talk about plans, ourselves, the store, products, problems, good things, etc. So there are many changes ahead for the Co-op, specifically rearranging of the store (hold on to your hats!) and a change from a mark-up system to using margins to set prices for the store.

So stop in and talk to Kenna, Renee or Erika and ask about the changes, suggest some new ones on our suggestion board up front, or pay homage to Elvis!

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## **SOME LIKE IT HOT** by Cynthia L. Rozyla

... some like it medium and some like it mild. Well, Matador Brands, Inc. makes it all! And the Moscow Food Co-op carries it all ... each kind of the all natural Matador Brand Salsas and the Original Matador Sauce.

It all began in March of 1990. Denise Thompson, a K-8 school teacher and Jason Thomas, owner of Thomas and Associates advertising agency, were regular customers at Miguel's Mexican Restaurant in Pullman. Michael Doak, Owner of Miguel's, had created a salsa that Denise and Jason thought had potential marketability. So, they approached Michael, presented their idea and a business was born.

Michael Doak had been perfecting the recipe for his delicious Salsas and Sauces for the past 14 years ... and the time was ripe. Production began in the kitchen of Daylight Donuts when donuts weren't being made. And the marketing started.

Jason contacted the Marketing and Advertising Clubs at WSU and presented another idea. He offered students (6 were chosen) a chance to get some "real world business experience" by organizing and working in a new company ... in other words, designing it from the bottom up. Labels were made, marketing strategies were devised, accounting systems were created and a corporation was formed. No easy task, but the effort was well worthwhile.

Matador Brands, Inc. produces fresh (not processed) Salsas and Sauces with all natural ingredients ... and an added benefit is, no salt, no MSG, no sugar and no vinegar (an ingredient found in most commercial sauce and salsa products). The result, probably the best tasting sauce and/or salsa you've had yet!

In just more than a year, Matador Brands, Inc. has moved from a space in the kitchen of Daylight Donuts to it's own facility at 105 SE Paradise in Pullman.

With a staff of 6 (including Jason and Denise) the creation takes place 2-3 days per week with 5-6 hour shifts each day producing 17 cases of product per shift. At this point, Denise is responsible for close to 80% of the work which includes delivering to 42 stores in the Spokane, Coeur d'Alene, Lewiston/Clarkston and Moscow/Pullman areas.

The plans for the future? According to Jason, "of course, we'd like to duplicate the Lighthouse Dressing Story." But "the free enterprise system does not work." They have found that many of the larger grocery corporations require their own delivery systems to deliver and stock shelves and many stores charge shelf rent for the space used to display the product ... which can be prohibitive to the individual entrepreneur. Right now the main objective is to continue to place Matador products in stores like the Co-op without such stringent and expensive controls and to identify places (restaurants, etc.) which will use the salsas and sauces in their recipes.

I tried Matador salsa. The first I noticed was the lack of a vinegar aftertaste. Matador is good salsa -- so good that I've now switched brands. When I buy salsa from now on, I'm buying Matador -- it's local, it's fresh, and it sure is good.

Their Matador Sauce is not a salsa, more like a creamy enchilada sauce. I got a recipe from Denise using the sauce.

#### The Original Matador

Inside of a 12" flour tortilla add taco meat or shredded beef, diced onion, diced tomato, shredded lettuce and anything else that sounds good.

Roll all this up to look like a big log. Cover completely with Matador Brand Original Matador Sauce, then some shredded cheddar cheese and bake for 5 minutes at 350° or until cheese melts. Or, microwave on high for 3 minutes.

Try chicken, seafood or lentils for something different or just use to cover burritos.

## **Palousination**

Album Release Party, Thursday, Dec. 5, 1991  
The Beanery, 602 S. Main, Moscow, 5:30-8:00 pm

Album Preview, KUOI 89.3 FM, Sunday, Dec. 8 10:30 pm

A twelve-song album available at the Coop Holiday Fair, at Pterodactyl Tape and Disk, Paradise Ridge CD's and Tapes, BookPeople, and Backtrack Records. In Pullman at Budget Tapes and Records and in Lewiston at Pepperland Records and Tapes.

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## GO UPSTAIRS TO FILL YOUR EAR

by Bill London

Not all local products go in your mouth. Cronin's new tape goes in your ear.

Moscow musician and songwriter John Cronin just released his second album on cassette, "Palousination." It's a truly local product--written, recorded, produced, and distributed from Moscow. And available now upstairs at the Moscow Food Co-op's Holiday Bazaar.

### Here's Some Information About Palousination

Cronin, with four songs published by Folklore Productions of Santa Monica, California, has played in Moscow area bands since 1978. His first cassette album, "Full Circle," was recorded in 1987.

All twelve songs on "Palousination" were written by Cronin. More than two dozen musicians, from Moscow, Lewiston, Boise, and Seattle, played with Cronin on the tape. The cassette was recorded and digitally mastered at Hal Logan Music in Moscow.

"On this tape, I combined a wide variety of musical styles, from classic rock to reggae, and from a big band era tune to a folk waltz,"

Cronin said. "I hope that I captured the musical variety of the Palouse, as well as the character of its people."

The album will be played in its entirety on Sunday, December 8, at 10:30 pm on KUOI-FM, 89.3. An album release party is scheduled for Thursday, December 5, 1991, from 5:30 pm to 8:00 pm at The Beanery in Moscow. The cassette will be played at this no-host reception, which is open and free to the public.

### Here's Some Personal Opinion About Palousination

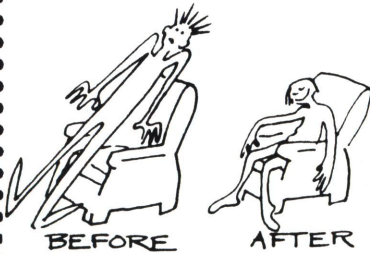
I have a small collection of local cassettes. I only listen to one with regularity. That's Cronin's first tape, "Full Circle." I think he's the best local songwriting talent. In my wilder moments, I even go so far as to compare his voice, and the range of his musical tastes and styles, with John Lennon's.

Cronin's first cassette was a basement production, done on his four-track system. The second is of commercial quality, co-produced by another amazing local talent, Hal Logan, on his eight-track system. This production is a good showcase for Cronin and the cast of characters he assembled to play on his tape. It's also visually attractive, thanks to the cover painting by Ed Gnaedinger of Palouse.

Now, I'll be adding "Palousination" to my short list of local tapes to enjoy over and over again.

Laurie Cortright

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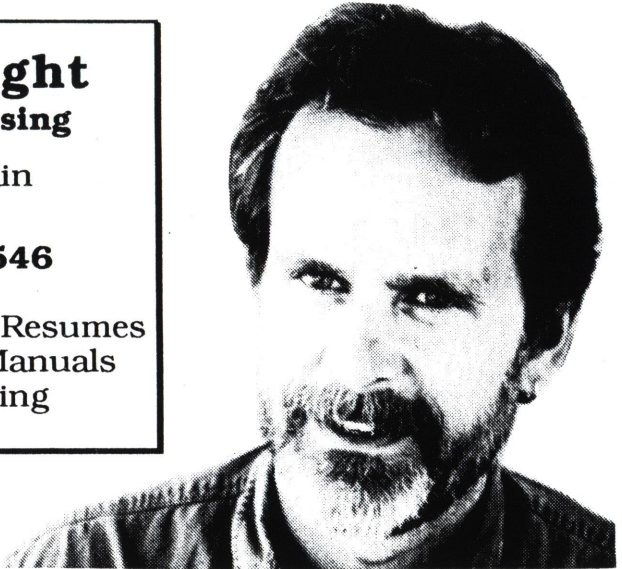
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**mji ritleviepec**  
by Barbara L. Walker



Well, Jim Trivelpiece is practically living my dream: a small farm with a big garden and three horses. He lives in Palouse and works in Moscow at Idaho Mental Health Services right across from the Co-op. Jim has been a member of the Co-op Board of Directors for about a year. I interviewed him the other day in the small group room at his workplace amidst my seven-year-old's questions about the EncouterBat and my one-year-old's attempts at pulling the lamp over. He was very calm about the whole thing. I thought maybe he was an unusually relaxed person, but later found out it was fatigue.

Besides taking care of the woodpile, the garden, the horses, the family and all, Jim works as a Staff Psychologist and has a private practice. He also spends some time on woodcarving and photography. He came to the area 13 years ago to take a position at WSU, after growing up in the Willamette Valley, he attended the University of



Oregon. He found it exciting to be at the U of O in the late 60's. There, he was involved in the Eugene Food Co-op which was one of the first in the Northwest. He took his Bachelor's degree to Boston but didn't like the urban life. Next came a year in seminary. Throughout his life, his work has been with people who have physical or mental handicaps, except for manual labor jobs now and then for a break.

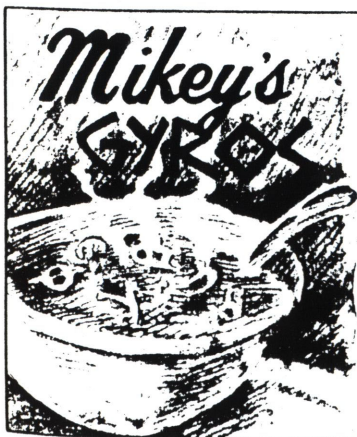
One of Jim's interests is men. He is involved in formulating and will be teaching part of a new Men's Studies course to be offered at WSU next semester. Men's Studies addresses the male role in societies, damage men receive from the expectations carried in that role, changes men are making, and more. Jim said there are interesting changes going on as men challenge role expectations. He finds working with men exciting because it is something that has received little attention.

As a Co-op board member, Jim has been very pleased with the success of the bakery and with the take-out deli. He hopes the Co-op continues to grow. Jim is generally happy with the community but hopes to see a Moscow-Pullman bike path/walk trail, more attention paid to improving and maintaining the environment, more cultural diversity, a decrease in prejudice and some attention paid to historical preservation of buildings.

I asked my son Ben what to call this piece. As usual, his way of knowing, without even knowing what he knows, came through. He answered by typing the scrambled letters onto the screen.

I wish I had had more time with Jim to hear the stories that live beneath the facts of his life. Perhaps it was lack of time or the workplace setting, or those tired old male-female roles, that kept me from asking the kinds of questions I usually ask like "What's your passion?" and "What gives meaning to your life?" These facts are just the threads that hold a story intact and I want to see and feel the tapestry.

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"You have a wonderful selection of things I can't find anywhere else."

"Your prices are very reasonable. In fact you are less expensive than many other stores in town."

"Oh look. You can sit down by the fireplace and have something to eat and drink."

This is a small sampling of what people are saying that have visited the Holiday Bazaar upstairs at the Moscow Food Co-op. Each day new and unique hand crafts and housewares arrive from throughout the Palouse region and many countries around the world.

Finding a special gift for the holidays is fun at the Bazaar. From espresso machines to hand-forged candlesticks and hand-blown glass ornaments, to locally-produced salsas and honey/huckleberry spreads, shopping at the Bazaar can make your holiday shopping easier and more convenient. And to make it even more convenient to sip a hot mulled cider while selecting an adorable pair of handmade baby booties, you can hop on the Holiday Shopping Bus sponsored by PCEI, Moscow Food Co-op, and other area businesses. The bus will stop in the Moscow Food Co-op parking lot on a regular basis. Call PCEI for more information, 882-1444.

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## COLORING "CONTEST"

by Kelly Kingsland

After a lot of thought, I decided that I didn't want to judge anyone's coloring. I'm sure everyone will try hard and do a good job. So I decided to have a drawing instead of choosing the "best" picture. Anyone who colors their picture and brings it in will get a sesame candy. I mean anyone, adults and children alike. Then on December 20th we'll put the names of all those who brought in their pictures into a bag and draw 2 winners. Those winners will each receive a T-shirt. Be sure to put your phone number, or address, somewhere on the back of your picture so we can get hold of you if you win. Drop your picture in the contest box on the shelf by the front door. Then be sure to come in and see everyone's pictures displayed around the Co-op throughout December. Have fun, and have a great Christmas!

This picture was adopted from "The Story of Chakapus," edited and illustrated by Anne Downs Catterson, and donated for our use by BookPeople.

→ see newsletter insert

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### ENVIRONMENTALISM AND ANIMAL RIGHTS — WALKING THE TALK

by Greg Brown and Mare Rosenthal

If you were to look up the word "environmentalist" in the dictionary, you might find the following definition: "Any person who advocates or works to protect the air, water, animals, plants, and other natural resources." Unfortunately, this definition is so broad as to include virtually any individual concerned about living. Indeed, most Americans today consider themselves environmentalists.

Our definition of an environmentalist is more realistic, and we believe, *genuine*. Environmentalists must do more than *advocate* protection of the environment--they must *live* it. Environmentalists must develop solid principles which guide their everyday choices. These principles should be grounded in ethics--concepts of right and wrong--and tempered by ecological and biological realities. In living life, one must make choices everyday which impact the environment. Some of these choices have a relatively clear relationship to their negative consequences such as littering, dumping toxic chemicals, or burning fields. Other lifestyle choices have a more subtle, if not ambivalent relationship to the environment, such as using plastic or paper bags. But one of the most important lifestyle choices--what we choose to eat--is unequivocal for the environmentalist. Put simply--**an environmentalist, in the most genuine sense, is vegetarian, if not vegan.**

John Robbins, in his book *Diet for a New America*, presents the necessary ethical and scientific arguments for this condition. He states that "a reduction in meat consumption is probably the most potent single act you can do to halt the destruction of our environment and preserve our precious resources." His supporting evidence is overwhelming: cycling grain through livestock wastes 90% of the protein; 2,500 gallons of water are needed to produce 1 pound of meat; 85% of the U.S. topsoil loss is directly associated with livestock grazing; 250,000 pounds of excrement are produced every second by cattle; the driving force behind destruction of the tropical rainforests is the American meat habit. His list of "realities" is endless. So potent and empowering is Robbin's argument, that the National Cattleman's Association gave Texas A&M researchers a \$50,000 research grant to refute the conclusions reached in Robbin's book.



The environmentalist must act with the heart, as well as the head. The environmentalist is aware of the interconnection between environmental degradation and over consumptive lifestyles. The environmentalist is mindful of the rights of others, human and non-human, domestic or wild. The environmentalist strives to protect the environment because it is the right thing to do--there can be no defensible reason to continue a meat-based diet--any meat. To the environmentalist, a meat-based diet is simply wrong--for the animals, for our health, and for the environment. The environmentalist knows that a humane society cannot be built upon an inhumane system of food production. The environmentalist is aware of the inconsistency between thought and action in the environmental movement and seeks to change it by living it. The environmentalist walks the talk.

Those who believe in, and adhere to the animal rights movement (the extension of moral principles to non-human animals), find the environmental and animal rights movement inseparable, both in thought and action. A continuing puzzlement is why the reverse is not true. How can the environmentalist rationally ignore the obvious connection between meat consumption and environmental degradation? Between the rights of endangered species and those of cows or pigs? The time has come to walk the talk.

There is a newly formed, local non-profit organization of individuals committed to changing the prevailing relationship between human and non-human animals in society. The organization is called the *Palouse Voice for Animals*. Individuals in the group work to establish and defend the rights of non-human animals through public education, research and investigations, special events, non-violent direct action, and grassroots organizing. The group is primarily concerned with local and regional issues of non-human animal care, use and exploitation. Some of these issues include animal research at the Universities of Washington State and Idaho, animal-based agriculture, hunting and trapping activities, and lifestyle choices.

If you would like to become involved, write the *Palouse Voice for Animals* at P.O. Box 8897, Moscow, ID 83843 or us at (208) 883-4565.

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# FOOD SAFETY AND MOSCOW FOOD CO-OP SHOPPERS

by Nancy Mather

During October, nine Moscow Food Cooperative shoppers participated in a focus discussion group that examined shopping preferences and behaviors in relation to their food safety attitudes I organized as part of my graduate study at WSU. We learned that many factors influence where the group members prefer to shop, with economics the most frequently mentioned influence. The 18% discount offered to "working members" played a major role in choosing to shop at the Co-op. The shoppers indicated that food safety did not directly influence their choice of markets.

One common desire of the group was to avoid the risks associated with pesticide use. Opinions and shopping behaviors about bulk foods and organic foods were widely divergent. The use of livestock drugs in meat and milk production was controversial and one where more consumer information was seen as desirable.

The Food Co-op shoppers who participated in the discussion provided valuable insights. If you would like more information about the focus group, a copy of the entire project report is available at the Moscow Food Co-op office.

The focus group discussion was conducted to gather information for an educational research project "Our Food: Is It Safe?" which will be conducted in January for Moscow Food Co-op shoppers. The program, which is sponsored by the WSU Department of Food Science and Human Nutrition and the U of I School of Home Economics, will focus on pesticide use, food production, and food safety. Look for the brightly colored sheet included in your newsletter for details about "Our Food, Is It Safe?" I sincerely hope you will consider being part of the study that explores food safety issues regarding pesticide use, food production and food safety.

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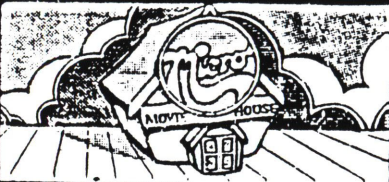
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6:00 pm - 7:15 pm

112 N. Main • Elks Temple  
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328 N. Main, Moscow, ID 83843  
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(208) 883-4349

Niles Reichardt, D.V.M.  
Nancy Maxeiner, D.V.M.

**Deane's**

*Restaurant in the Moscow Mall*

Adrian & Mary K. Deane invite you  
and your family to Deane's  
Restaurant for a quality meal  
at realistic prices.

Homemade soups and pies

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**Eagle's Eye**  
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metaphysical needs.

## BOARD OF DIRECTORS NEWS

by Fritz Knorr

The Holiday Bazaar is only two weeks old at this writing, but it looks like a total success. It certainly is the nicest place to shop in the area. The success of the bazaar presents a chore to the Board, however. Because now there will be a strong lobby to make that space permanent retail space; and that will require major investments and decisions. Oh my, a Board of Directors' work is never done. But really, we're thrilled.

Speaking of Board chores, you may want to join in. We are accepting nominations for Board members to be elected at the annual membership meeting, which will be Sunday February 9 at 7:00 pm. (There will be food provided.) If you want to join in the fun and games of the Board, leave your name, and a resume of pertinent activities and attitudes that relate to the Moscow Food Co-op, in my mailbox in the office. We need you.

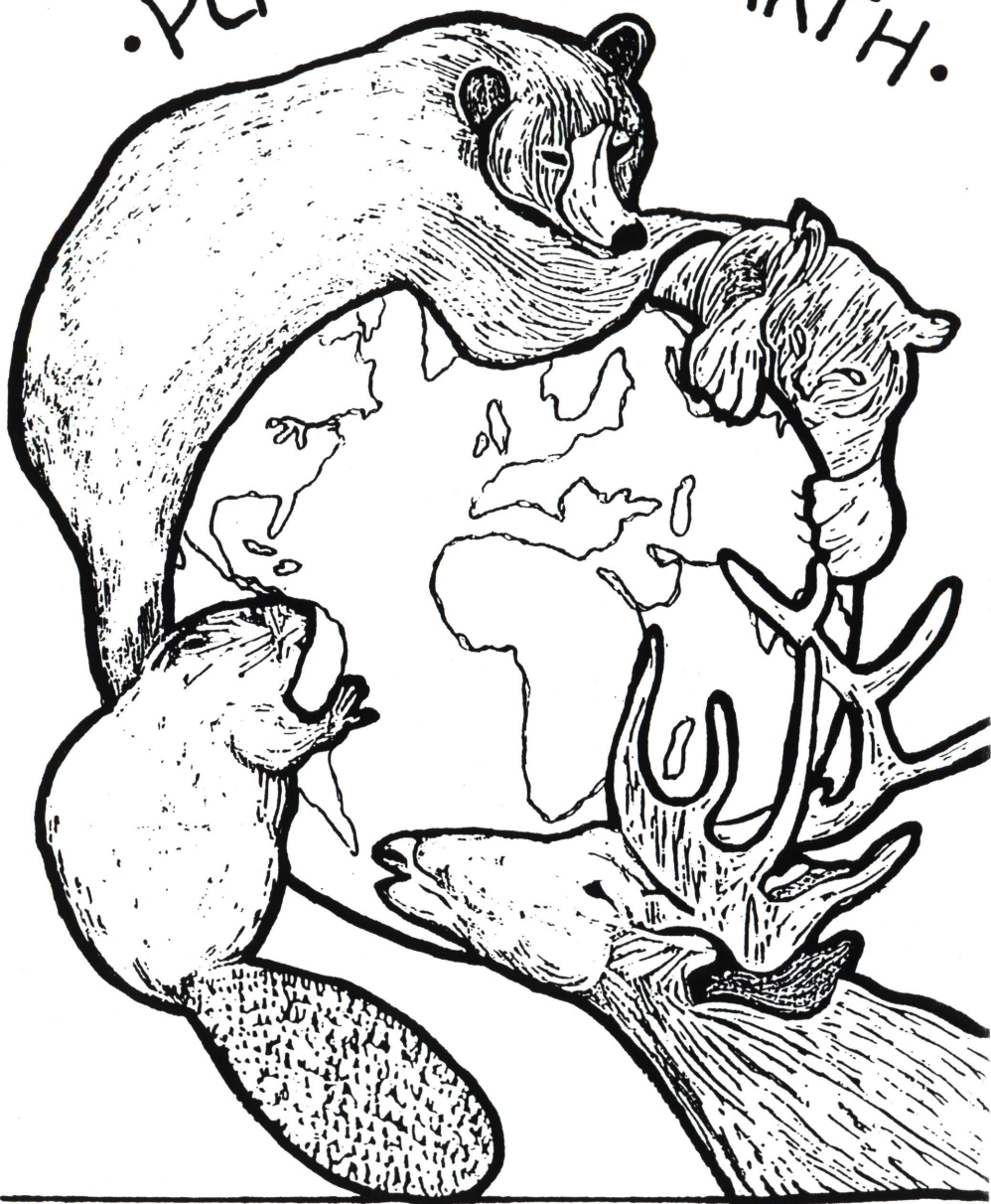
The store will be closed for inventory on January 1. We need volunteers to help, and I'm not kidding. Consider your arm twisted. Plus, it's not that bad. Take refuge from the onslaught of TV sports and propaganda for beer with no flavor; while you count obscure products that you didn't even know were in the store. Your inventory partner could well be a distinguished member of the Board of Directors.



Help us color Christmas packages for the Moscow Food Bank. Every logo returned full of color will be the label for a 12 oz. package of Instant Split Pea Soup (worth \$5.30) donated to the Food Bank by Paradise Farm of Moscow, Idaho. Put your name and age on if you'd like and return to the Co-op. Deadline is December 20.



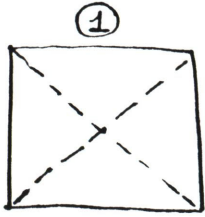
PEACE ON EARTH.



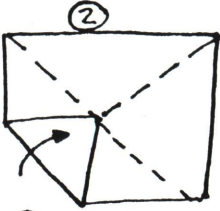
NAME \_\_\_\_\_

AGE \_\_\_\_\_

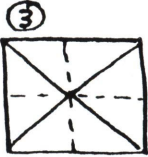
# MAKE A BOX!



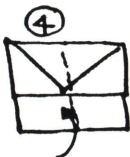
① Begin with a square piece of paper and fold it diagonally: corner-to-corner.



② Fold one corner in to the center of the square - where the two diagonals meet.



③ Fold the remaining 3 corners into the center, too.



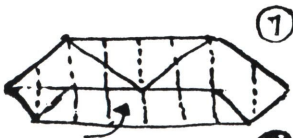
④ Fold one edge of the resulting square to meet the center.



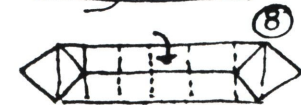
⑤ Fold the opposite edge into the center, too.



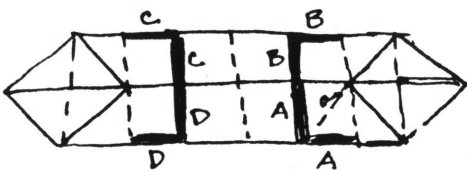
⑥ Turn the paper, and unfold the flaps that were folded in at ⑤ & ⑥ until they are all the way open.




⑦ Fold the bottom edge up to meet the crease across the center.



⑧ Fold the top edge down to the center.



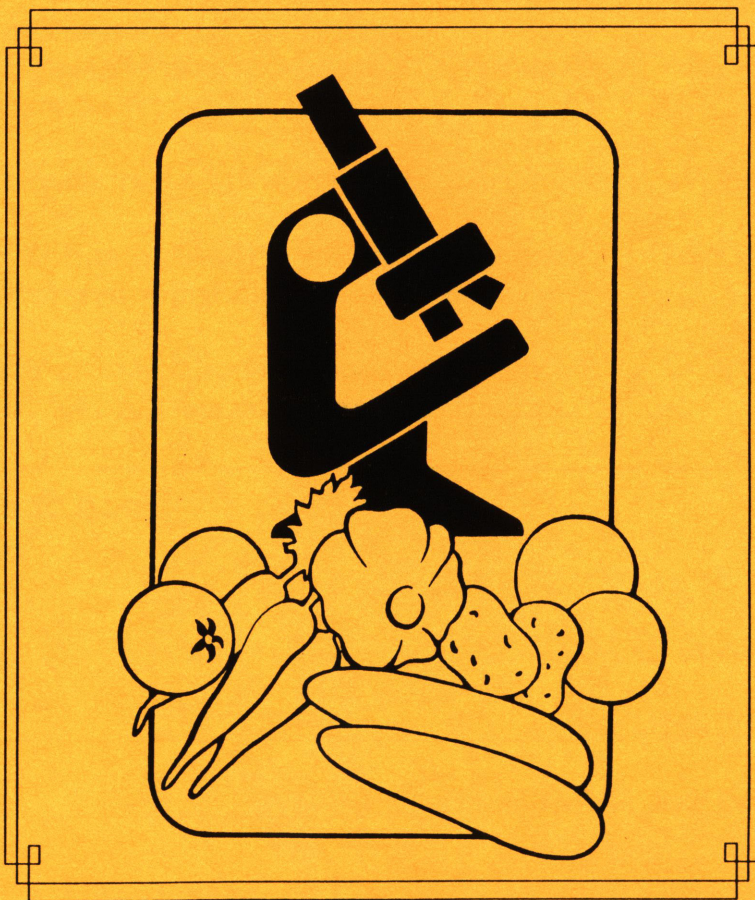
⑨ (The tricky part). Stand up the bottom flap, and bring the folds "A" together. This will make a crease along "a" and form a corner of the box. Do the same for B, C, and D. Two flaps shaped like  will

stick up on each end. Fold them into the bottom of the box. Now make a lid!  
 Stuck ??? Ask for help at the Holiday Bazaar (upstairs)

Money Count

*Announcing a Food Safety  
Project for Interested  
Food Co-op Shoppers*

**Our Food:  
Is It Safe?**



Dept. of Food Science  
and Human Nutrition  
Washington State Univ.  
Pullman, WA 991464-6376

AND

School of Home Economics  
University of Idaho  
Moscow, ID 83843

Are you concerned about pesticide use and potential pesticide residues in our foods?  
Are you concerned about the way the government monitors our food supply?

**If you are an interested Food Cooperative shopper, I need you!!!**

- WHAT** Your chance to participate in a Food Safety Project, 'Our Food: Is It Safe?'
- WHY** \$10 payment for your participation in these five steps:  
**Step #1** Volunteer--refer to the information slip.  
**Step #2** Respond to a phone survey--short 5 to 7 minutes.  
**Step #3** Receive a packet of information to read concerning pesticide use. Complete a reaction survey regarding the information you received.  
**Step #4** Attend (if randomly selected) a 90-minute Food Safety Workshop to be held locally.  
**Step #5** Answer a final phone survey, plus receive a \$10.00 payment!
- WHEN** Food co-op shoppers will be contacted by phone during January.
- WHERE** Most of the contact will be by mail or phone, some of you will be invited to attend one Food Safety Workshop on January 23rd or January 28th from 7:00-8:30 pm in Moscow.
- HOW** Volunteer today, by completing the information slip, clip it off and mail it back. Or call me with the information (Nancy Mather 509-334-9485). Please consider signing up, now!

---

**Food Safety Project-Volunteer  
Information Slip**

Please print.

NAME: \_\_\_\_\_

PHONE NUMBER: daytime \_\_\_\_\_

evening \_\_\_\_\_

Send to: Nancy Mather R.D.  
#322 FSHN Building WSU  
Pullman, WA 99164-6376

or  
Call: 509-334-9485 evenings or leave  
message with your name and  
phone number

**Food safety publications that may interest you.**

<i>Pub. No.</i>	<i>Title</i>	<i>Price</i>
EB1554	Biotechnology: Safer Food Through Molecular Biology	.25
EB1559	Pesticides in Foods: A Look at the Issues	.25
EB1560	Antibiotics for Animals	.25
EB1561	Consumers' Opinions on Food Safety	.25
EB1562	Communicating About Risk in Foods	.25
EB1563	Hormones and Meat	.25
EB1564	Reduction of Pesticide Usage and Food Residues	.25
EB1565	America's Food Safety Team: A Look at the Lineup	.25
EB1571	Milk Safety and The Use of BST in the Dairy Industry	.25
PNW0250	You Can Prevent Poisoning	.50

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