



# Not Cooling It

by Michael Karsh, Produce Manager & WFC Owner



## INTERESTED IN REGIONAL FOOD ISSUES

Check out the information and opportunities at:

[www.duluthcommunityfarm.org](http://www.duluthcommunityfarm.org)  
(Growing Farms)

[www.duluthcommunitygarden.org](http://www.duluthcommunitygarden.org)  
(Duluth Community Garden Program)

[www.sfa-mn.org/lake-superior](http://www.sfa-mn.org/lake-superior)  
(Lake Superior Sustainable Farming Association)

[www.mnfoodcharter.com](http://www.mnfoodcharter.com)  
(Minnesota Food Charter)

## LOCAL FARMERS HONORED

Lake Superior SFA stalwart Cree Bradley and her husband, Jason, were honored from Lake County. Cree and Jason produce vegetables, chickens, and fish and forest products in a healthy, organic, and sustainable way at their Chelsea Morning Farm north of Two Harbors. Cree's father, Joe Holtz, is part of their farm operation as well. Cree, who leads the Land Stewardship Project's Farm Beginnings program with the Lake Superior SFA chapter, is piling up the honors: She also was honored with the 2014 SFA Distinguished Service Award.

**Even if snow volumes are not consistent from year to year,** the question on most gardeners' minds is whether the new normal for Spring is going to be the cooler and wet pattern that seems to have emerged.

Some of our vegetable growers have adapted their product mix and growing patterns to acknowledge this, and we will be watching this closely as well in the produce department as we ready for the coming season.

As with past years we will be offering bedding plants from Barb's Garden up the shore, including the same favorites and a few new items. With the attention that has been growing around the use of neonicotinoids on bedding plants. This relatively new type of pesticide has raised some serious concerns about their impact on the environment, and especially on pollinators — a critical piece for any gardener:

"There is major concern that neonicotinic pesticides may play a role in recent pollinator declines. Neonicotinoids can also be persistent in the environment, and when used as seed treatments, translocate to residues in pollen and nectar of treated plants. The potential for these residues to affect bees and other pollinators remain uncertain. Despite these uncertainties, neonicotinoids are beginning to dominate the market place, putting pollinators at risk."

Offering Barb's plants is the right choice for WFC for many reasons beyond this one issue. Grown from non-GMO seeds and untreated with any persistent chemical compounds, her plants are consistently well established and vigorous from the outset. In 2014 we were challenged by the cool weather, and got a later start to the bedding plant season; we will be watching the forecasts to ensure that we have the best plants for the best planting window but, as of now we will be anticipating the second full-week of May as our roll-out time!

An exciting addition to our 2015 growing season will be the offering of seed potatoes from certified organic grower, Hugh Dufner. Hugh has been a long standing supplier

of storage potatoes once the local product had wrapped up, and has supplied several growers in our region with quality seed potatoes in significant volumes. We will be offering Red, Yellow and Russet potatoes for planting beginning in early May. Hugh does grow other varieties, and it will remain to be seen if we will have access to any of those.

Don't have a lot of space to garden? If you did not get a chance to try out one of Pocket Farm's Microgreens Growing Kits, they are still available in the department and can turn a windowsill into a nutrition producing plot. These kits feature compostable components so that once you have harvested your crop the remnants can go right back into the soil. Emily (of Pocket Farm) will be offering her already packaged microgreens alongside those from Microfresh and On Eagles' Wings proximate to our bulk salad display. But maybe you have a back porch, or a sunny set of steps?

WFC will again be selling the Amish produced, certified organic potting soil from Mora Produce just south of us. Take a look through our plant guide available online and printed in the store to determine what would do best in a bucket, pot or other container. The Amish potting soil is well balanced in nutrition for plants, meaning healthier plants and nutrition in their fruits.

As a former community gardener with the Duluth Community Garden Program (DCGP), I know there is no excuse for not getting your hands dirty if you even have a passing interest. With DCGP not only will you find a piece of land to work, the support in the form of information, peers and community is an ongoing asset to any grower. With ever-expanding site options and truly creative initiatives, it is worth checking out the potential to produce your own food — their website: [www.duluthcommunitygarden.org](http://www.duluthcommunitygarden.org).

As much as you enjoy the fruits and vegetables offered at WFC, your appreciation of the work that goes into producing the quality and quantity of produce that our circle of growers offer through WFC will only grow as you choose to push a few seeds into the ground, train up a tomato plant and watch the results as things heat up this Summer. **WFC**





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**INSIDE:**

▲ **HILLSIDE: LOCAL**

▲ **DENFELD: Invest**

▲ **LOCAL PROFILE:**  
Northern Harvest Farm

**SPRING 2015**

**LOCAL Growing Season Begins!**

**HILLSIDE**

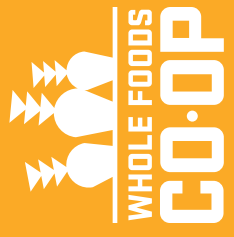
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MANAGEMENT REPORT



GARBANZO GAZETTE

**PUBLISHED BY**

**WHOLE FOODS CO-OP**

610 East 4th Street  
Duluth, MN 55805

P 218.728.0884  
F 218.728.0490

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Ownership Investment:  
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Further ownership  
information is available at the  
Whole Foods Co-op.

The Garbanzo Gazette is published four times a year (March, June, September, December) for the Owners and patrons of Whole Foods Co-op. The Garbanzo Gazette is published by Whole Foods Co-op to provide information on Whole Foods Co-op, the cooperative movement, food, nutrition and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of Co-op management, Board or Owners.

Submissions must be received one month prior to publication.

The next deadline is:  
**Friday, May 1 2015.**

Refer submissions and questions to:  
[shannon@wholefoods.coop](mailto:shannon@wholefoods.coop)

Editor: Shannon Szymkowiak  
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The Garbanzo Gazette is printed on 100% post-consumer recycled paper with soy ink. This paper is recyclable.

The information in the Garbanzo Gazette is also available on our website at:

[www.wholefoods.coop](http://www.wholefoods.coop)

**SHARE THE LOVE**

Before recycling this copy of the Garbanzo Gazette, please pass it along or share it with a friend or neighbor. It's a great way to introduce your friends, family and co-workers to your Co-op!



# Branching Out

by Sharon Murphy, General Manager & WFC Owner

**WFC·HILLSIDE**

Wow! The Grand-Reopening week at Hillside (Jan 5 – 11) was a record sales week (over \$351,000) as well as a record week for signing up new Owners (35). And now that we've gone through several long months of little daylight and grimy snow, that new green floor is very welcoming!

At Hillside, we've spent a lot of time this winter updating policies, procedures, training and job descriptions and generally improving operations wherever we can to be ready for Denfeld's opening in 2016. Managers and our Board of Directors have also attended out of town trainings and opportunities to network with management and board members at other co-ops with multiple locations.

**WFC·DENFELD**

Since opening the Owner Finance Program in March 2014, 164 Owners have invested in either Owner Loans (\$1,034,000) and/or Class C equity (\$102,000); both investment opportunities are still open and we encourage you (Owners who are Minnesota residents) to contact [finance@wholefoods.coop](mailto:finance@wholefoods.coop) or call 218.728.0884, ext. 1, to speak to someone in the Finance Department for more information or to schedule a time to make your investment.

We anticipate closing on our equipment and construction loans in April with construction starting in June and an opening date in February 2016.

Thank you all for your support! **WFC**

**WHOLE FOODS CO-OP. COMMUNITY OWNED. THAT'S THE DIFFERENCE.**



# Progress on Ends

**In the Policy Governance model, an ENDS Statement answers the question "What will be/is different because this co-op exists?"**

The ENDS Statement approved by the WFC Board of Directors on March 23, 2009, is:

*In Duluth there is a thriving consumer-owned cooperative that supports, invests and partners to create a healthy community including, but not limited to, a healthy regional food system.*

In the October-December 2014 quarter, management reported the following progress on ENDS:

- \$500 to the Non-GMO Project
- \$500 to the Cooperative Development Foundation/Howard Bowers Fund
- \$1,000 Men as Peacemakers
- \$500 Myers-Wilkins Community School Collaborative
- \$500 One Roof Housing
- \$500 Duluth Community Garden Program
- \$500 Food Co-op Initiative
- \$500 Friends of the Duluth Public Library
- \$500 Community Action Duluth/Seeds of Success
- \$700 Co-op Explorers kid's produce program
- \$500 First Witness Child Advocacy Center
- \$500 Cornucopia Institute

- Management participation with and logistical support for the Growing Farms Board of Directors, the Safe and Walkable Hillside Committee and the Myers/Wilkins Community School Collaborative Board
- Support for The Cab Coupon Program
- Match each \$0.05 bag credit donated by our customers; recipient of donated bag credits in this period was Second Harvest Northern Lakes Food Bank
- Payment of wages, salaries and benefits for 122 employees amounted to \$897,053
- Quarterly discounts to Owners amounted to \$32,371
- Sales of LOCAL (within the 15-county Superior Compact area) products amounted to \$226,771 (5.54% of total sales); sales of REGIONAL (within a 300-mile radius) products amounted to \$428,128 (10.46% of total sales). Beginning January 1, 2015, WFC will be tracking and reporting on its wholesale LOCAL and REGIONAL purchases (not retail sales) so that we can include purchases from all LOCAL produce suppliers, LOCAL egg suppliers and LOCAL products used by the Deli in prepared foods, without having to create PLU numbers and sticker those items individually. We will continue to report to our Owners on progress toward achieving The Superior Compact goal of 20% LOCAL purchases by 2020. **WFC**



## HILLSIDE REPORT



# Minding the Store

by Sarah Hannigan, Hillside Store Manager & WFC Owner



**Many years ago** I joined an online food and photography project called One Local Summer. The idea was simple. Each week through the summer make at least one meal entirely from local ingredients; take a photograph of the meal; post the photo and information about the local nature of the meal to a blog; be inspired by the broad community of locavores, each reporting from their own locales.

I was inspired. And at times — especially when strawberries seemed to be in season everywhere but northern Minnesota — I had intense growing zone envy. But I was mostly surprised to learn that the way participants defined local was as diverse as the meals they cooked and shared. I became fascinated with the conversations around what was local, what wasn't local, and all the reasons behind the varied definitions.

Whole Foods Co-op's definition of local aligns with the Superior Compact local food bioregion, which includes the Western Lake Superior counties in Northeastern Minnesota, Northwestern Wisconsin and Northern Ontario. At WFC, local is defined as 100% grown, raised, produced, processed or from an independently-owned business of a resident within the 15 county area as defined by the Superior Compact.

Our Owners and shoppers too are quite interested in supporting local and knowing which of their own purchases are local. When WFC first adopted a LOCAL definition, signage was posted on local items throughout the store, and items were flagged as local in our point-of-sale system. LOCAL purchases for each shop were tallied and the bottom of register receipts reflected a total of local purchases in the transaction.

This system worked beautifully with packaged items like Meadowlands Chocolate bars, Sassy Nanny cheeses, Homestead Mills pancake mixes. But this point-of-sale system fell apart when it came to items that we source from many producers like eggs and non-packaged fresh fruits and vegetables. We couldn't effectively or efficiently assign individual PLU codes for each item from each farm — not only would our Produce staff have to package or tag every single item they stock, but the Front End staff would have an

exponentially growing list of PLU codes to look up at each transaction. The sales data printed at the bottom of customer receipts wasn't capturing all of the local goodness in their shopping carts. We needed another way to quantify LOCAL and communicate it to our Owners and shoppers.

**As a signatory of the Superior Compact, WFC set a local purchasing goal of 20% by 2020.** The goal doesn't reflect WFC's customer purchases, but WFC's purchases. We know exactly what we purchase directly from our local vendors. We know which items from our distributors are local. We can easily quantify the total amount of local product we bring into our inventory each day. And so, we realized that this data presented the most accurate way for us to track local. It also aligns with how other Superior Compact signatories (like Duluth Grill and Sara's Table) are tracking their local purchases.

Starting this month, you'll now find a new message at the bottom of your receipts:

**LOCAL purchases made by your Co-op = 11%**  
**Superior Compact goal = 20% by 2020**

This message will be updated quarterly, and will be featured on all receipts — even those who aren't purchasing LOCAL items will see WFC's strides toward the 20% by 2020 goal.

While you're shopping, if you're curious about LOCAL products, look for signage. In the Produce section, above the display that is stocked with citrus and apples, a large chalkboard highlights the farms that are represented for the week, and the items we've purchased from each farm. You'll see when the kale is from Northern Harvest, the carrots are from Food Farm and the apple cider is from North Wind Organic Farm. A chalkboard also hangs above the bread identifying LOCAL bakers like Positively 3rd Street Bakery and Zenith Bread Project. In the aisles, shelf tags mark LOCAL packaged items. And, of course, throughout the store, our friendly and knowledgeable staff can help you identify local products. **WFC**

Find more about WFC's commitment to LOCAL on our website:  
[www.wholefoods.coop/local](http://www.wholefoods.coop/local)

### SAVE THE DATE: 2015 Annual Owners Meeting

The 2015 Annual Owners Meeting will be held on Friday, October 23, 2015, in the Harbor Side Room at the DECC. Watch for the notice and RSVP information coming your way late summer.

### WATCH FOR OWNER TASTE-ECOUPONS

Beginning in 2015, a new Owner benefit, Taste-eCoupons, will be sent directly to your email address twice a month so it is important that Owners keep the Co-op informed of their current email address. Owners can update email addresses quickly and easily at [www.wholefoods.coop/coupons/](http://www.wholefoods.coop/coupons/). Thank you!

### REDUCING BARRIERS

Owners who qualify by providing (in advance of purchase) annual proof of participation in a low-income support program will receive a one-time/monthly/10% ACCESS DISCOUNT on a purchase of the Owner's choice. For details, see the ACCESS DISCOUNT brochure available at the Customer Service Counter.

And eligibility criteria for the Fran Skinner Memorial Matching Fund for Owners to purchase the balance of Owner equity due are now the same as for the ACCESS DISCOUNT. For details, see the MEMORIAL MATCHING FUND brochure available at the Customer Service Counter.

### ENROLL YOUR KIDS!

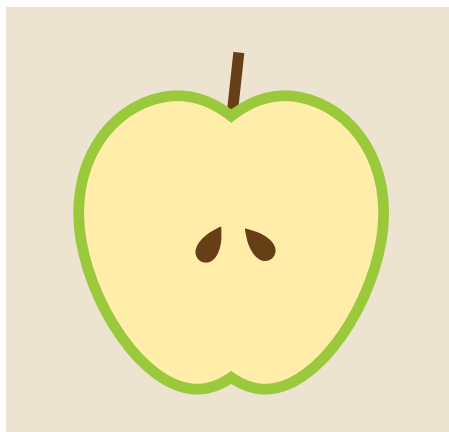
The Co-op Explorers Club is a free program for children aged 12 and under. From July 1, 2014, through January 31, 2015, hundreds of children have been enrolled in the Co-op Explorers Club and have selected over four thousand (4,403 to be exact) pieces of produce to enjoy, free of charge. How's that for getting kids to eat what's good for them? Your future Explorer can get their very own card at Customer Service at any time. Check it out!

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BOARD REPORT

BOARD OF DIRECTORS



**CAROL ANDREWS**  
GM Evaluation Committee  
Term expires 2015  
[candrews@wholefoods.coop](mailto:candrews@wholefoods.coop)



**MARYANN BERNARD**  
Board Recruitment Committee  
Co-Vice President  
Term expires 2017  
[mbernard@wholefoods.coop](mailto:mbernard@wholefoods.coop)



**CHRIS EDWARDSON**  
Secretary Treasurer  
GM Evaluation Committee  
Finance Committee Chair  
Term expires 2015  
[chrise@wholefoods.coop](mailto:chrise@wholefoods.coop)



**JAMIE HARVIE**  
Board Recruitment Committee  
Term expires 2017  
[jharvie@wholefoods.coop](mailto:jharvie@wholefoods.coop)



**MICKEY PEARSON**  
Co-Vice President  
Board Recruitment Committee  
Chair  
Term expires 2015  
[mpearson@wholefoods.coop](mailto:mpearson@wholefoods.coop)



**WAYNE PULFORD**  
Board Recruitment Committee  
Term expires 2017  
[wpulford@wholefoods.coop](mailto:wpulford@wholefoods.coop)



**JEAN SRAMEK**  
Board President  
GM Evaluation Committee Chair  
Term expires 2015  
[jsramek@wholefoods.coop](mailto:jsramek@wholefoods.coop)

e-group address to communicate with entire Board and the General Manager:  
[wfcbod@wholefoods.coop](mailto:wfcbod@wholefoods.coop)

To leave a call-back request for a Board member call:  
**218.728.0884**

Letters addressed to the following address will be forwarded unopened to the Board/Board member:

Board members  
c/o Whole Foods Co-op  
610 East 4th Street  
Duluth, MN 55805

**SHARON MURPHY**  
General Manager  
Whole Foods Co-op  
610 E 4th Street  
Duluth, MN 55805  
P 218.728.0884 | ext. 101  
F 218.728.0490  
[smurphy@wholefoods.coop](mailto:smurphy@wholefoods.coop)  
[www.wholefoods.coop](http://www.wholefoods.coop)

**INTERESTED IN HOW THE BOARD WORKS?**

Meetings of the Board of Directors, except for closed sessions, are open to WFC Owners. If you have an item for discussion at the Board meeting, please submit your item in writing by the first Friday of the month in which you request the Board's consideration. Such agenda items will be subject to time constraints at the Board meeting. Board meetings are on the 4th Monday of every month beginning at 5:30 PM subject to change due to holidays and Co-op events.



# Owner Financing

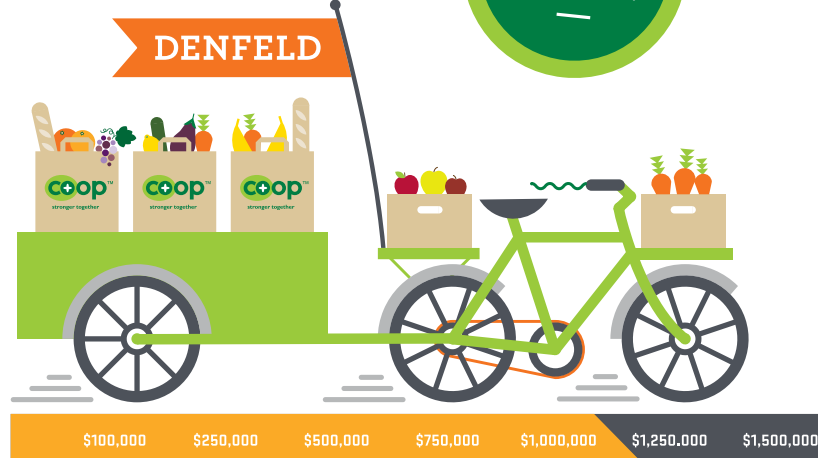
by Jean Sramek, WFC Board President

**\$1,126,500**  
RAISED SO FAR!

**This is perpetuating a stereotype, but I'm guessing that many of you are public radio listeners — which means you've listened to pledge drives.**

You've either gotten caught up in the "can we make our match/goal before this program ends?" mania, or switched to another station in frustration. I've done both. But one of the standard pledge drive messages always rings true for me: stop procrastinating; just pledge and you'll feel better.

Our Owner finance campaign has been going on for a year now. I'm in my third year of a 3-year term, and I'm currently Board President. As a WFC Owner during our last store expansion in 2005, I lent money to the WFC and was paid back on time and with interest. So you'd think that I would have been among the first WFC Owners to participate in lending money or buying Class C stock for our Denfeld expansion. Wrong. I put it off. I procrastinated. Then I listened to my own advice: just do it and you'll feel better.



When I finally did "sign the papers," last week, I did feel better. A weight had been lifted, and replaced with the satisfaction that I was doing something smart — not just for me (a great personal investment!) but for the Whole Foods Co-op (a great investment for the community and for my 8,000+ fellow Owners!).

If you've been thinking about participating in the Denfeld expansion, stop procrastinating. Trust me, you'll feel better. Each of your co-op related activities — shopping, eating, visiting the new store, socializing — will be a little sweeter and more satisfying because you'll have an added sense of pride in ownership.

A postscript about board recruitment: we'll have four board terms ending in 2015. The application deadline for candidates is August 1; candidates must also go through an interview and attend at least one board meeting prior to running for election. If you're interested in serving, please go to [wholefoods.coop/ownership/wfc-board/](http://wholefoods.coop/ownership/wfc-board/) for more information and an application. **WFC**

**WELCOME NEW OWNERS!**

From the beginning of this fiscal year (July 1, 2014) through January 31, 2015, your co-op has gained 545 new Owners. This year's goal is 1000, so we're humming right along. With a new location coming soon, it is more important than ever to show your financial support in WFC. Investing in your co-op by becoming an Owner not only saves you money, it also strengthens our financial position during this time of expansion.

Thank you!




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GOURMET TO GO



# A Civilized Afternoon

by Alyssa Elliot, Deli Assistant Manager, Counter & WFC Owner

**Maybe you have mastered cooking, or maybe you buy some of our Fog City Deli's delicious prepared foods and pretend like you have.**

You have conquered baking, or you buy a Rustic Inn pie and recycle the container before serving it. Whether you are a kitchen whiz or rely on our Deli for most of your eating needs, I have confidence in your ability to open, pour and stir. Regardless of cooking skill level, mixing up drinks is a fun, easy way to entertain.

Lucky for you, your Whole Foods Co-op Deli has you covered in this area. Unfortunately, we are not able to provide any alcohol you might need for drinks, but rest assured, we have most of what you will want for a well-stocked bar. Located in the specialty area of the Deli, right next to the cheese case, we have both mixers and mix-ins for your drinks. Maybe try your hand at a Wisconsin classic: the Old Fashioned.

I hail from this great state and this wonderful drink is prominently featured at all my family gatherings. I am here to tell you the best way to make an Old Fashioned is to hand-muddle. If you do not have a muddler, the flat end of a wooden spoon will work. Start with a sugar cube (I prefer the brown sugar cubes from La Perruche), a maraschino cherry and an orange slice. Put them in an Old Fashioned glass, also known as a rocks glass. Add in about four dashes of bitters (I recommend trying the blood orange bitters we have from Stirrings) and a splash of lemon-lime soda. Muddle these together and when everything is good and smashed, fill the

glass with ice. Add about two ounces of brandy, or whiskey, if that is more your style, and top-off with lemon-lime soda. Garnish your creation with another cherry and orange slice. Further variations of this drink include using a sour mix or seltzer in place of the soda. Some folks even order their Old Fashioned as "press" (short for Presbyterian) which is a mix of seltzer and lemon-lime soda. Try them all to discover your own preference for this nectar of the gods.

If you are looking for a throwback to childhood or you'd rather not imbibe, nothing invokes the good-ship lollipop like the timeless Shirley Temple. Simply add grenadine (as little or as much as you like) to soda. I like to mix Stirrings' grenadine, which contains NO high fructose corn syrup unlike most other grenadines, with Fentiman's ginger beer. Lemon-lime soda is also commonly used. The Shirley Temple is a simple drink that, now and forever, will make you stand up and cheer.

Sometimes changing up the mixer you are using will do wonders for the flavor of your drinks. Take for example, the classic gin and tonic. Personally, I have never been a big fan of gin, but after trying a gin and tonic made with Fentiman's tonic water, my mind was changed. I do not know what it is about Fentiman's tonic, but when compared to other tonics, it blows the competition out of the water. It is what I recommend most often to folks looking to expand their mixing horizons.

Drink making can be simple but can also be made complex if you are looking for a challenge. Hopefully, these ideas provide you with the afflatus you need to try your hand at whipping up some refreshing beverages. Prost! **WFC**

MN FOOD SHARE



March is Minnesota FoodShare Month. This year, co-op shoppers will have the opportunity to contribute to the CHUM Foodshelf by donating foodstuffs at the store on March 6 and 7 or by rounding up at the register any day during March. As in the past two years, your Co-op donation tally will be included in the Minnesota Food Co-op's donation to MN FoodShare. You can be proud that your Minnesota natural foods co-ops have been in the top three contributors state-wide to this hunger program. Thank you in advance for your generosity.

DID YOU KNOW??

WFC sells books of stamps as well as DTA bus passes at our Customer Service Counter. Save yourself a trip and pick them up when you are doing your shopping.

WHEN CAN I SHOP?

Your co-op is a happening, hopping spot in town. So much so, that we've been asked, "When is the best time to shop at the co-op to get in and out quickly?" Keeping in mind that shopping patterns shift with the weather, shopping before 10 am or after 7 pm will usually give you the clearest aisles and the best parking. Pre-10 am bonus? Our great hot bar breakfast, breakfast sandwiches and muffins fresh made by our deli each morning. We look forward to seeing you in the aisles!

## Attention Co-op Owners...

TELL US HOW WE'RE DOING!

Watch for your opportunity to fill out our Owner Survey. It takes just a few minutes, and filling one out helps us to do a better job for you. Watch your email inbox for more information.

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THE BUZZ

STAFF ANNIVERSARIES

MARCH

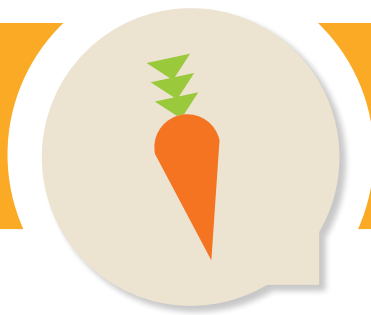
Leah Beltz Front End	2 Years
Kara Everett Produce	1 Year
Brenna Gallagher Front End	1 Year
Chris Koop Deli	3 Years
Claire Musech Produce	5 Years
Zoe Torgerson Grocery	2 Years
Pauline Veatch Front End	2 Years
Cody Wagner Deli	3 Years

APRIL

Jeremy Beckman Grocery	9 Years
Heather Collander Front End	1 Year
Cassandra Houston Brand	1 Year
Faith King Produce	5 Years
Adam Krick Front End	1 Year
Adam Metzger Produce	1 Year
Hally Sharrow Produce	4 Years
Jack Vasatka Front End	1 Year

MAY

Susan Boorsma Front End	10 Years
Chad Brown Grocery	1 Year
Michael Hartley Produce	2 Years
Michael Karsh Produce	25 Years
Faith Koenig Deli	1 Year
Jen Krussow Front End	1 Year
Mayson Longley Front End	2 Years
Dale Maiers Finance	7 Years
Erin McDonnell Grocery /Deli	3 Years
Aaron Olsen Store Operations	1 Year
Stephen Pestalozzi Deli	3 Years
Ellen Turner Grocery	5 Years
Nick Vincent Deli	1 Year
Tou Yang Deli	1 Year



Staff News

by Jill Holmen, WFC Owner

WFC·HILLSIDE

Front End Clerk Brandon Smith has something extraordinary planned for his upcoming Senior Lecture recital on March 27th. He will present and perform percussion works by female composers and talk about how music education can encourage girls to compose. The last of his requirements for his Bachelor of Music Education degree, it looks to be a noteworthy send-off. Recital starts at 7:30 PM and refreshments will be served afterwards. Congratulations, Brandon!

He'llllo, New York! Derik Cich, Front End Clerk, represented at New York Fashion Week in February, bringing his makeup moxie to the runway for a few shows. Check out his work at derickcich.com or at Derik Cich Makeup Artistry on Facebook. We're so proud!

Deli Kitchen Clerk Ian Drouillard shares some fun bits and tips as we approach gardening season. He is psyched and ready for another budget-friendly growing season. "Last year I only spent \$6 on my garden!" he says. Many of his seeds came from the seed library here at our downtown library location. Build your own trellises and stakes, and be on the lookout for rogue plants around town. "Sometimes you can find abandoned perennials such as grapes, raspberries, and strawberries, all of which will thrive if you trellis them. I have also found old apple trees in the woods that just need a little love." Sometimes you'll find surprise volunteer seeds that grown out of the compost, such as the squash crop he discovered in 2013. This year, Ian reports, he's going to focus mainly on foods he can preserve for next winter. Thanks for getting us excited for the next season, Ian! **WFC**



Dylan and Corey of the Front End clowning around at the 2014 Co-op Annual Owner's Meeting.



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NOTES FROM THE FRONT

REGIONAL

# A Regional Ride

By Michael Olker, Front End Manager & WFC Owner



### Important disclaimer:

The following article has very little to do with actual Front End notes. Sorry. By the time this publishes, cabin fever will likely be setting in from this less than inspiring winter... Also, all of this can be done by car, or with proper planning, at home!

I sure hope we are destined for a better start to our Spring! Last year was a challenge for our regional growers and producers, and it made for an awful motorcycling season! What in the world do regional food production and motorcycling have in common? 300 miles, that's what! A 300-mile circle around Duluth provides a perfect area to ride, explore and enjoy all that our neck of the woods has to offer without getting to far away from home- a perfect day trip. The beauty of our regional territory is the easy access to great scenery and food! For those who like a serving of adventure with their favorite foods, there is no better recommendation than a trip up the shore. In 37 short miles you could be enjoying a slice of pie from the Rustic Inn before heading a few more miles North to explore Gooseberry Falls. Or, you might decide on something longer, say 108 miles, and hit the South Shore via scenic highway 13 and head to the Ashland

Baking Company for a delicious loaf (or three) of handmade bread. Going the scenic way to Ashland means that you will pass through Bayfield. You will certainly do yourself a favor when you stop at Big Water Coffee Roasters for a perfect mid morning perk. Leaving Ashland, and heading back to Duluth, a sit down meal at the Delta Diner would be hard to pass up! While we don't stock any items from this independently owned and operated business, we do sell Delta Diner bread made by the Ashland Baking Company. If you enjoy French toast, you can up your game by making it with this bread next time! If you plan your trip right, when you roll back to Duluth it will be time for dessert- a stop at Positively 3rd Street Bakery for a Thunder Cookie is icing on the cake! Making a day of these kinds of trips is what Spring (and Summer) is all about. Of course, with a commitment from your Co-op to support these businesses, and many other local and regional producers, you can find everything you need in one place. For those times when the only adventure you seek is an adventure in your kitchen, be sure to explore your Co-op before firing up the stove or the grill!

We'll see you at the checkouts! **WFC**

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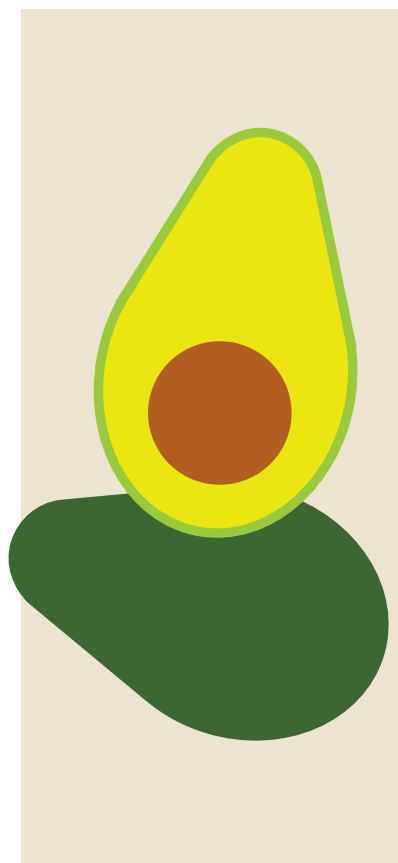
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NEW PRODUCT SPOTLIGHT



We Just Love...

Submitted by WFC Co-op Product Buyers

**FROM JIM RICHARDSON**  
**BULK Buyer & WFC Owner...**

We now carry three new tea blends by Anahata Herbals in our bulk herbs and spices section. Anahata Herbals is a Duluth-based business owned by WFC Owner Eric Ament. Ingredients of these blends include locally wildcrafted herbs such as cedar and chaga. The three Anahata tea blend varieties we offer are The Local, Back Country Blend, and Hot Chagalate Antioxidant. I am particularly psyched to be able to offer the Hot Chagalate Antioxidant since chaga is so in-demand. This represents the only chaga-based item we offer in bulk at the moment. Eric has blended the chaga with cacao nibs to make it a hot chocolate-like beverage and thus a tasty way to ingest chaga. Chaga, which grows on birch trees, is considered a medicinal mushroom in various folk remedy traditions. Clinical research on its extracts and isolates are ongoing, focusing on possible future potential in cancer therapy, immunotherapy, as an anti-inflammatory, and as an antioxidant.

And in other Bulk news, long-time WFC Owner Stan Owens shared this delicious granola recipe. Easy to make, this recipe will have you wandering our Bulk aisle in search of your favorite mix-in.

**NUTTY GRANOLA**

*Recipe by Marlene Anderson, modified by Stan Owens*

- 4 – 6 ½ C uncooked thick rolled oats
- 1 – 2 T Ground Cinnamon
- ½ – ¾ C sesame seeds
- ½ C Hemp seeds
- ¾ – 1 C each: sunflower seeds, almonds, raw cashews, shelled pistachios, and pecans
- ½ C honey or maple syrup
- ½ c sunflower oil
- 2 – 4 T very hot water
- ¾ – 1 C raisins or other dried fruit
- ¾ C shredded coconut
- 1 – 3 t cinnamon (optional)
- ½ t vanilla

Preheat oven to 300° F. Mix in a large bowl: oats, seeds, cinnamon, and nuts. Pour warm honey, oil, and water into a glass measuring cup, and stir well to mix, then add vanilla (I usually use a glass cup and add enough boiling water to fill one cup). Stir, and immediately pour over oats, nuts and seeds mixture. Mix thoroughly in bowl. Spread mixture on large cookie sheet or roasting pan and bake 30–35 minutes until brown on top. Stir granola during baking, every 5–10 minutes. Remove from oven and cool (1–2 hours). Add coconut and dried fruit to cooled granola. Store in tightly sealed container. Makes six cups to one gallon.

*Stan says, "I usually adds more oats, up to 6.5 cups. Nuts, especially pecans, give lots of crunch. I usually add some of each of the kind of nuts listed and add some cinnamon to the dry mix (for health value and flavor). Maple syrup instead of honey is my personal preference. Very hot water helps make the oil and honey easier to mix and pour.*

**FROM JESSE HOHEISEL**  
**COOL Buyer & WFC Owner...**

Organic Valley and Kalona Non-Homogenized, grass-fed milk.

Our previous supplier of non-homogenized grass-fed milk, Cedar Summit, has gone out of business due to winning a settlement with the CapX2020 energy companies expanding power capabilities in the region. The settlement included the buying of the farm from the Minar family. Thus, operations have ceased at that location. There is talk of beginning again in the future, but no solid plans are in place.

In Cedar Summit's stead we have brought in two varieties of non-homogenized grass-fed whole milk, First is Organic Valley's milk entitled "Grassmilk". It is a relatively new product for Organic Valley, so supplies of it are sometimes low, but we will see how well it sells. We are also going to try Kalona Organics "Supernatural" milk. Supplies for this milk should be more stable, and we may even add their whipping cream as an option along the lines of the Cedar Summit whipping cream. Both brands of milk are grass-fed and certified organic.

For the foreseeable future, these will be our only options for this type of milk.

**FROM JAKE MCMILLER**  
**DELI Kitchen Coordinator & WFC Owner...**

At the age of ten, local fisherman/fishmonger Dick Martin of Lake Superior Fish Co. (Sivertson's) began his nearly five decade long career by tagging along to work with his father who was then a fish smoker. From his early days of doing odd jobs around the company for pocket money and hand-dressing smelt, to heading out in a boat in today's much different fishery, he has surely seen a lot of change. One thing that doesn't seem to change is the smile he shows up with at the Co-op every Thursday while dropping off our weekly order of smoked and fresh (in season) or fresh frozen Lake Trout which is featured every Friday on our Deli's hot food bar. Fresh, frozen and smoked fish can also be ordered from them direct on their website or by phone.

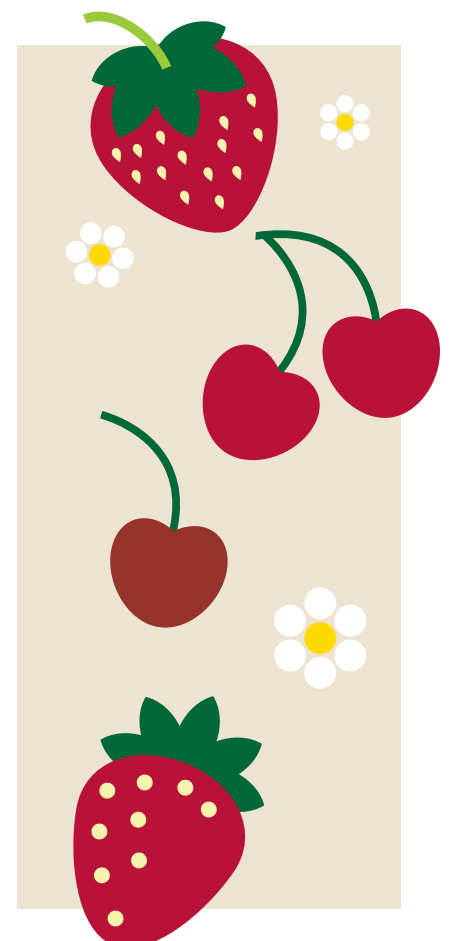
One of my favorite ways to enjoy fresh lake trout at home is a very simple sauté involving olive oil, garlic, fresh rosemary, capers, salt and pepper finished with a bit of butter, a splash of white wine and freshly squeezed lemon juice. For a special treat you could also try heating up some smoked trout or herring in the oven and serving it with a nice warm crusty baguette, a selection of fruit, some brie and a glass of your favorite wine. Bon Appétit!

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NEW PRODUCT SPOTLIGHT



**FROM RIANNA REITER**  
*DELI Buyer & WFC Owner...*

**Our Fog City Deli has also added a few other new items — take a look!**

**CHEESE**

**Mt. Sterling**  
Raw Mild Goat Cheddar  
Goat Monterey Jack

**Rochdale Cooperative**  
Sharp Yellow Cheddar  
Medium Yellow Cheddar

**SPECIALTY**

**Sierra Nevada**  
Porter and Spicy Brown Mustard

**Potter's Cracker's**  
Six Seed  
Sweet Potato Onion  
Caraway Rye  
Garlic and Baby Onion

**Stirrings**  
Grenadine  
Blood Orange Bitters

**BREAD**

**Zenith Bread Project LOCAL**  
Sourdough Rounds

**Rudis Organic**  
Pretzel Rolls

**Red Mug LOCAL**  
Grandma Glenys' Bulgar Wheat  
10-Grain Wheat  
Rye  
Focaccia  
English Muffin Bread  
Cranberry Wild Rice Bread

**FROM JOE ULVI**  
*GROCERY Buyer & WFC Owner...*

**Introducing Farmina Natural & Delicious Pet Food!**

You may have noticed some new pet foods around the Co-op. I was contacted by Solid Gold Northland, the distributor who supplies us with all of the Solid Gold pet food, Dr. Elsey's Precious Cat Litter, and the Tasman dog treats. They recently started carrying the Farmina brand pet food and, after looking at the ingredients, we decided to give it a try.

The Farmina brand is a high quality dog and cat food manufacturer from Italy. "Why get pet food all the way from Italy?" is a question that came up right away. The quick answer is quality. The EU has far higher standards than the United States when it comes to manufacturing pet food. Basically, they cannot use animal by-products like many lower quality food manufacturers.

Early reviews of the pet food have been very positive. You will find very few pet foods with the list of ingredients that the Farmina foods have. Give it a try, There is a 100% money-back guarantee. It's that good!

We only carry a couple of the varieties, If there is something you would like but don't see upstairs, we can most likely order it for you.

**FROM NICK SARRIS**  
*PRODUCE Buyer & WFC Owner...*

As exciting as winter can be here in the north-country, I find myself ready and excited for spring just around the corner...hopefully. Although we had some limited availability and a shortened season for certain varieties, citrus here in the produce department is one of my favorite times of year for the great specialty varieties that seem to make the long winter just a bit shorter. Another exciting aspect of this year thus far has been the extended presence of a favorite of many, the Food Farm carrots. Looking forward, I am very excited about the returning presence of Victus Farms products. As another local favorite, we have had many disappointed by their absence this past fall, but they are back and better than ever. With great shelf life and awesome, flavorful baby greens mixes look for Victus Farms packaged salads in your Whole Foods Co-op produce department this spring.

**FROM CHRISTINA NOHRE**  
*WELLNESS Buyer & WFC Owner...*

It's natural to long for the sun in the depths of a North Country winter. Yet, perhaps this is the perfect time to slow down and focus on the moment. Holiday decorations are tucked away and the busy hum of spring activity is right around the corner. Why not fall into step with the changing seasons and savor this time, caring for yourself both inside and out?

**Relax**

Treat those hardworking muscles with the care they deserve. Try a blissful soak with Aura Cacia's full line of bath products. For something a bit more bubbly, go for Deep Steep's Lavender Chamomile, Grapefruit Bergamot, or Honey Spearmint bubble bath.

**Sunshine**

Help your body get what it needs until those golden rays of light can hit your skin. Natural Factors offers your body its daily dose of Vitamin D in varying potencies.

**Nourish & Restore**

Drench that dry, cracked winter skin in the moisture it's craving while supporting a fair trade company in the process. Alaffia has a great line of value priced lotions to help prepare your hands for gardening season, which is waiting for you right around the corner! **WFC**

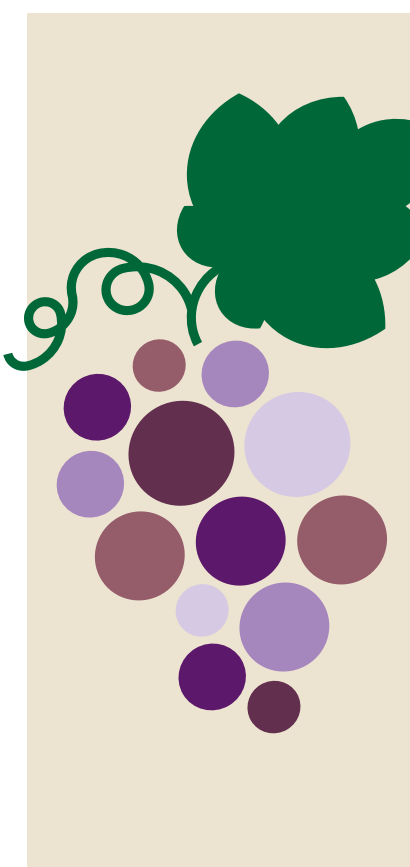
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LOCAL GROWER PROFILE

★  
LOCAL

# Northern Harvest Farm

by Jill Holmen, WFC Owner



## NORTHERN HARVEST FARM | Wrenshall, Minnesota

GROWERS: Rick and Karola Dalen, WFC Owners

### Love can be difficult to find.

Some try online dating, browsing through savory profiles and photos. Some succumb to the optimism of match-makers. Others try speed dating, or — in nature-loving circles — “Weed Dating” which involves chatting with other singles while weeding through rows of vegetables (true story).

Luck might strike over a nervous happy hour at the local pub or in the produce aisle while awkwardly squeezing fruit. True enough, love has been found at the Co-op. I have witnessed plenty of staff members couple up over the years and, while naturally I’m wishing for them a life of blissed-out togetherness, what I’m secretly hoping is that they stay together and farm.

Allow me to introduce the fulfillers of that wish: Rick and Karola Dalen, former Co-op employees and now the heart and marrow of Northern Harvest Farm in Wrenshall, Minnesota. From the classrooms at UMD to the cash registers of the Co-op, they are now a family of four with a back thirty-four (acres) to call their own. We all know that finding a partner who doesn’t drive you bananas is difficult. But finding one with whom you intentionally go into business seems certifiably crazy, especially when that business is the challenging and oft erratic one of farming in northern Minnesota. In this case however, crazy is crazy good.

Rick grew up in Cokato, west of the Twin Cities, and Karola in Sauk Rapids. Their exposure to agriculture as youths varied. Karola’s family was one of avid gardening and Rick worked de-tasseling corn for a seed company for a few summers where his education was one primarily with those good ol’ Midwestern staples: corn and soybeans. Both migrated to UMD where he was an Environmental Studies major and she, one of Biology. One of Rick’s classes hosted a speaker from the Co-op who spoke of sustainability and Organic farming. That speaker was Christof von Rabenau (remember him?) who now works as IT guru for National Cooperative Grocers. “I realized that agriculture is one of the greatest — if not the greatest — contributors to the destruction of our planet,” says Rick. “As such, it holds huge potential for positive change. I became convinced that a shift to farming systems based on sound ethical and ecological principles is necessary if we are serious about taking care of the Earth for future generations.”

Part of Rick’s studies involved a summer internship at Rare Earth Farm near Belgium, Wisconsin, where he learned the intricacies of a successful CSA operation. In the midst of this and other collegiate studies, both found themselves employed by the Co-op where they became fast friends. Karola worked as a Front End Coordinator and Rick as a Front End Clerk. “She was my superior even then!” he reports.



Karola and Rick huddled up with the Food Farm crew.

The two lovebirds, Karola and Rick in Spain.



### It wasn’t long before these friends started dating.

Mutual interests and a bit of wanderlust led them to Spain through the WWOOF program. World-Wide Opportunities on Organic Farms welcomes volunteers in exchange for food, accommodation and the opportunity to learn about organic lifestyles. Their choice of Spain was much attributed to Rick’s obsession at the time with Spanish music, Flamenco to be specific. It was upon hearing a recording of Paco de Lucia with John McLaughlin and Al Di Meola (“Friday Night in San Francisco,” anyone?) that sealed the deal. Experience on three farms over a three-month stay proved very powerful. Topping it off were nightly excursions to local music venues and flamenco guitar lessons for Rick. Yep—he hauled that guitar everywhere. While the couple doesn’t necessarily recommend WWOOFing as a way to learn the particulars of farming, it certainly solidified their relationship as well as the interest in getting their hands dirty back home.

It was in the basement of the old 14th Avenue Co-op where they met another Midwestern staple: Farmer John Fisher-Merritt. Known for his dry wit and delicious carrots, he is also known as a farm mentor. Teachings go well beyond soil and seed with Farmer John, and as interns at Fisher-Merritt’s Food Farm in 2005 and 2006, Rick and Karola reaped an enormity of knowledge through him and his crew. They were fortunate to farm 1.5 of those acres as their own — a way to get their business up and growing with minimal cost and risk, not to mention easy access to advice, help, and requisite jokes from Farmer John.

### Soon enough, a search for their own land began.

As luck would have it — they found a gorgeous 34-acre parcel one mile west of the Food Farm as the crow flies. Much of the land had only been hayed for decades, so the need to start rebuilding the soil was crucial for their intended Organic-certified farm. “It’s a slow but beautiful process to see dead, inert soil being brought back to life,” says Rick. “Healthy soil is at the heart of organic farming. By taking care of the soil, by balancing the nutrients, increasing organic matter, encouraging microbial activity and biological diversity, that is how we ensure healthy, vibrant, nutrient-dense food.” Through soil and toil, Northern Harvest grew plentiful. It also grew in numbers. 2009 welcomed daughter Lila to the farm and in 2011, son Henry. Both are still quite young, but with Lila’s fondness for carrots and Henry’s for tractors, the future is looking bright for the sustainability of this place.

Indeed, there is something special about food grown here. It exudes a flavor as rich and complex as its landscape. Carrots are exceptional, but also are the potatoes, brassicas (broccoli, cauliflower, cabbage, etc.), onions, and lettuce,





**Local as local can get,** Northern Harvest CSA shares sell out quickly, so if you're interested in signing up, you better act quickly.

Farming is not only hard physical labor, but also hard to make a living doing so in this country, especially as a small family farm who receives no government subsidies and is up against the powerhouse of industrial farming. What our society needs to remember is the true cost of food, to taking a more global perspective, to intentionally choosing who our dollar supports. So why do farmers do it? Are they crazy? Author Kristin Kimball—in her book titled *The Dirty Life: On Farming, Food, and Love*—jokes about a farm being a manipulative creature. “The threat the farm has got on you...is this: do it now, or some living thing will wilt or suffer or die. Its blackmail, really.” Wendell Berry wonders, too. “Why do farmers farm, given their economic adversities on top of the many frustrations and difficulties normal to farming? And always the answer is: Love. They must do it for love.” The love of farming, the love of the land, the hope for a better way forward. It is our job to support these folks and their stalwart dedication to what they love. They are—literally—our bread and butter (and potatoes and broccoli and carrots...).

I asked Northern Harvest to name songs that would be on their farm album, if it had a soundtrack. “Into the Fire” by Bruce Springsteen, “You are the Sunshine of my Life” by Stevie Wonder, “It’s so Heavy” by the Tedeschi Trucks Band, and “Better Way” by Ben Harper were at the top of the list. Harper’s words seem particularly appropriate to all that Northern Harvest stands for.

*“Fools will be fools and wise will be wise, but I will look this world straight in the eyes.  
I believe in a better way. I believe there’s a better way.  
What good is a man who won’t take a stand? What good is a cynic with no better plan?  
I believe in a better way. I believe in a better way.  
Take your face out of your hands and clear your eyes, you have a right to dream, and don’t be denied.  
I believe in a better way. I believe in a better way.”*

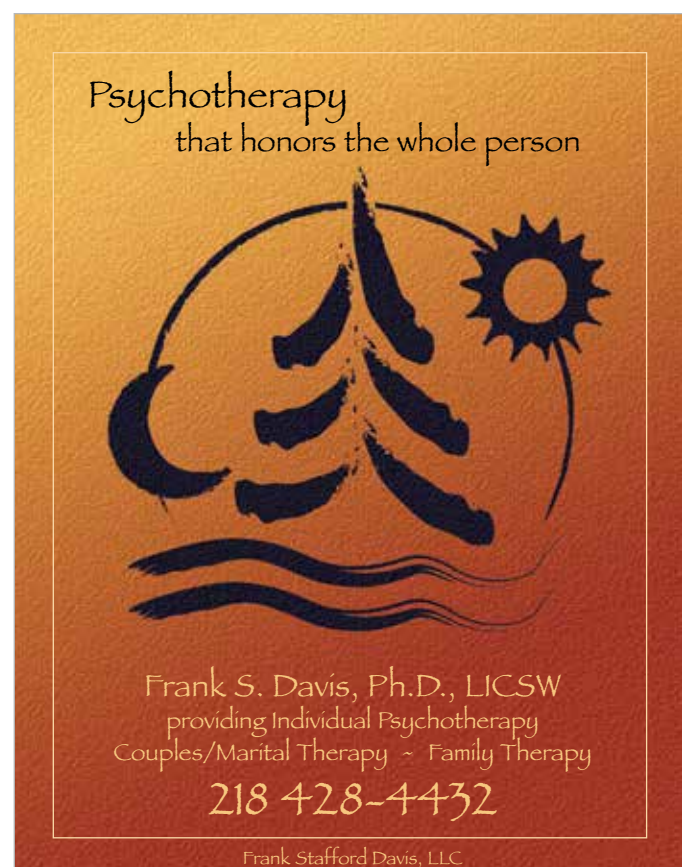
Lucky for us, Rick and Karola Dalen believe in a better way and they are willing to share the deliciousness of that vision with us. No doubt, there is a still a bit of Flamenco music that drifts out from those Wrenshall farmhouse windows from time to time — a reminder of where they’ve been and how far they’ve come. It’s love, alright, and we love them for it. **WFC**

Keep up with Northern Harvest via their website: [www.northernharvestfarm.com](http://www.northernharvestfarm.com)

to name just a few. Organic seeds are top-end quality sourced from suppliers such as Johnny’s (employee-owned), High Mowing Organic, or Fedco, a cooperative specializing in cold-hardy varieties.

Quality seed aside, it’s clear the land has been well tended and that the Wrenshall area in general possesses something unique. Exceptional people, exceptional soil, and exceptional creative fortitude from all directions: Northern Harvest Farm, the Food Farm, Yker Acres, Stone’s Throw Farm, Four Quarters Holding, Locally Laid Egg Company, and the Free Range Film Festival too. What a neighborhood! Directly across the street, the soon-to-be farmstead of Adam Kemp & Jackie Bradley Kemp with new daughter Ruthie (another Co-op couple!). Adam has been a key player at Northern Harvest for the past seven years, and the families intend to farm together for decades to come. The Kemps are interested in growing fruit, especially berries, and with the Dalen’s planting of an apple orchard, the team hopes to offer fruit CSA shares in the next 5-10 years. Karola’s parents Bob and Cathy Whitfield lend a hand too, having purchased a connecting five acres to the farm and working seasonally as much as they can. They assist in all aspects of operations from farm handling to the especially important duty of grand-parenting. Lila and Henry love it, to be sure.

Community Supported Agriculture helps many farms find reliability in an often unpredictable market. The benefit is pre-selling a number of shares and knowing that you’ll have the income from those secured. These CSA shares comprise about 80% of Northern Harvest’s operations and deliver a bundle of couldn’t-be-fresher vegetables each week to shareholders. They offer summer shares (mid-June through mid-October), fall shares, Thanksgiving, and preserving shares — not to mention gorgeous flower bouquet shares. The other 20% of business is filled with wholesale accounts, providing to the Co-op as well as to Duluth Grill and cabbage to Spirit Creek Farm in Cornucopia, WI, for their sauerkraut and kim chi.







# Happy Birthday WFC!

by Shannon Szymkowiak, *Brand Manager & WFC Owner*

## It's 2015 and the first Gazette issue of the year.

What's news? Something pretty big. Your community-owned natural foods grocer is turning 45 this year. That's right — 45 years of good food, sustainable practices and cooperative ownership. For those out there who said it can't be done and for those out there who say it still can't be done, take another look.

The following article was from the Garbanzo Gazette, circa 1985. It was WFC's 15th anniversary issue. Along with A Look At Duluth Co-op History, Home Remedies for the Common Cold and a portion of a wonderful poem by Jim Northrup, Some Reflections On Living In A Tipi, I discovered the following article by Cheryl Jenson — Community Food, How the Co-op Started and Grew.

It was interesting to read the history of our co-op from the point of view of someone who knew and worked with many of the people involved with the humble beginnings in the Chester Creek House. Although I've been with this Co-op for over 12 years, which seems like a lifetime to me, I never worked at the 8th Street location. And although we laugh at unloading the semi in a snowstorm in front of the now-Burrito Union location without a loading dock or pallet jacks, I also never hauled orders from Minneapolis in the back of a borrowed pick up.

I am familiar with many of the names in this article and I thank them for their hard work and dedication in order for us to be here celebrating our 45th year in business.

When I'm out and about in the community, I often get asked, "Doesn't it cost more to...?" You can fill in the blank with "...build a LEED building", "...pay your entry level employees more than minimum wage", "...deal with so many local vendors". These seem like reasonable, business-savvy questions. But we don't see it that way. We never have. Your Co-op comes from a place of authentic beliefs about our food system and a long view of the needs of our planet to sustain life. For those who ask the questions above, I respectfully submit that your paradigm needs to shift. It's true that we are a business that needs to make sound financial decisions, but those decisions are framed from the get-go with all of the past passionate discussions, meetings, mission statements and our current ENDS statement:

*In Duluth, there is a thriving consumer-owned cooperative that supports, invests and partners to create a healthy community including, but not limited to, a healthy regional food system.*

We thank the Twin Ports community for supporting and continuing to support the Whole Foods Co-op as we look to expansion. Every purchase you make not only counts towards your patronage rebate, it also counts towards the bigger picture. Take a moment the next time you are in the store to appreciate everyone who brought us here. The celebrations of our big 45 will unfold as the year progresses. If you have stories, pictures or momentos from our Co-op's history that you would like to share, please contact Shannon at [shannon@wholefoods.coop](mailto:shannon@wholefoods.coop). We invite you to be a part of them and to be a part of the next 45 years. **WFC**

NOTE: the drawings included, as well as the cover, were not signed or attributed, but we do know that WFC Owner Kathy Bogen drew many of the Gazette covers over the years. Thank you, Kathy, and to the hundreds of contributors to the Garbanzo Gazette over the years. We wouldn't be here without you!



## COMMUNITY FOOD How the Co-op Started and Grew by Cheryl Jenson

"I was shopping in the co-op and an older woman asked, 'What do you do with millet?' So I said, 'I use it for a breakfast cereal,' then across the aisle another shopper said 'I use it as a side dish' and a third person came over to explain how to cook it. None of us were working that day—we were all shoppers. I still remember that moment. It was so unique to the co-op experience, and you wouldn't find that at any other store. It was the greatest moment."

Powerful personal experiences started the Duluth Whole Foods Community Co-op and have kept it in operation for 15 years. Other grocery stores have come and gone, while the co-op has stayed together—sometimes through the sheer will power of its members. It's a personal store, rich with the history of 2,000 people who joined, bought shares, worked, and relaxed together.

The impetus for starting a Duluth food co-op came from Susan Askelin in the summer of 1970. She was a member of the first Minneapolis co-op, North Country Food Co-op, near the University cam-

pus. When she moved to Duluth, she wanted to eat whole foods and she wanted the sense of community a co-op could bring. Susan wrote an article for an underground newspaper "The Sunshine Express" (remember that?) and asked if there were others interested in starting a food co-op. About 20 people came to the first organizational meeting, held in September of 1970 at a cooperative house, the Chester Creek House.

That first group made history. They came up with \$200, decided what kind of food they wanted, and where they would buy it. "A few days later, I took my 1958 Buick down to People's Warehouse in Minneapolis and made the first food run," said Susan. "I picked up things like raisins, brown rice, flour, peanut butter, and way too much food for that old car." The car's transmission couldn't handle the first co-op delivery and it blew out coming into Duluth. Co-op volunteers helped to get the food from the car to the co-op's first location—the basement of the Chester Creek House, on 13th Avenue East and 2nd Street, Duluth.

A side access door led down into the basement—where the co-op was located—and also up into the kitchen. Phil Solem said that while he was living there, people were constantly coming into the kitchen wanting to know where the food was. It was a simple operation with bins and barrels and a coffee can for people to put the money in. There was no staff. People weighed out what they bought and made their own change. Keeping the place cleaned up, replenishing the bins, and handling the money were done on a purely volunteer basis.

"There were some very old members of the co-op when it first opened. I remember one old Russian man telling me how barley sustained his whole village during extremely hard times. He talked about how life is stored inside the barley."

In the fall of 1971 Kristen Nelson became the first coordinator—she was living at Chester Creek House and she took on the job part time to give some system and organization to the store. She also began baking bread for the co-op to sell. When she left, Phil inherited her bread pans and continued baking in the large ovens at the house.

In the early days, the co-op would have a pot luck dinner every month. It was a social gathering as well as a business meeting. Here, they decided on policy for the co-op; they tried as much as possible to make decisions by consensus, which was extremely difficult for a body of some 30 people. They had three to four hour meetings where it was decided which items would be added to the co-op's inventory. Even coordinators were hired by the group... imagine 30 people as a hiring committee!



Arno Kahn moved to Duluth, into the Chester Creek House in 1971—and became active in the co-op. At that time, politics and food policy took up hours of the monthly co-op meetings. “The Viet Nam war and social action were the issues of that time,” Arno said. “Food politics were discussed at length by the membership. We talked about the exploitation of Third World workers when we considered buying bananas and coffee. We supported the boycott of non-union lettuce and grapes—and we resisted packaged products in order to use as few of the world’s resources as possible.”

The producers were much more involved in the co-op in the early days. Wheat growers in western Minnesota used the co-op as an outlet for their grain. Egg producers came to the meetings and part of the philosophy of the co-op was to close the gap between producers and consumers.

The meetings were often emotionally charged. Everyone owned the co-op and everyone felt the right to have a say in its management. When decisions were made that affected what people bought and ate, the issues became very personal and very emotional. There was a need to have *one* co-op philosophy—and that was cause for endless debate.

*“I don’t know how many people say to me, ‘You know, the first time I saw you, you were sitting behind the desk at the Whole Foods Co-op, you had a scarf on your head and you were nursing your daughter.’ That’s the personal connection for me with the co-op.”*

The co-op was moved three times since its beginnings. It moved to a location on 4th Street, it moved to a location on 7th Street, and then to its present location on 6th Avenue East and 8th Street. The final move brought changes. Susan Askelin, Julie Keihoe, and Muriel Engstrom were hired as coordinators for the co-op. Once there was a staff there to take responsibility, the membership delegated more of the decision making to them—although the potlucks continued for some time!

In 1975, several landmark developments took place. The group that was managing the co-op formed a workers collective, Creative Energies. That same year, Common Health Warehouse started operations. Before Common Health Warehouse was born, Muriel Engstrom had the task of finding people who were going down to the Twin Cities—for vacations, to visit relatives, whatever—with their pick-up trucks. Once she found someone to pick-up the co-op’s food order, she would contact the Minneapolis warehouse. In addition to ordering food for the co-op, Muriel was being asked to order food in bulk quantities for dozens of buying clubs in Northern Minnesota.

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The system became outrageously unweildy. It became clear that the Duluth area needed an organization to truck and warehouse whole foods. In the spring of 1975, five people opened the back room of the co-op as a warehouse and started operations. Common Health Warehouse used the structure of Whole Foods as a model—a consumer co-op, managed by a workers co-op. The volume increased so rapidly that it was forced to seek larger facilities.



*“Our family has a routine, we sign up for the closing shift. It’s after work and it is the only time that works out for us. We have everything ready when we go down there. It’s a family occasion—we work together as a family to help out in the store.”*

In the mid-70s, people shopped at the co-op to get unadulterated, unprocessed, and unpackaged food. The products the co-op offered were unique—unavailable elsewhere in the region. The bulk items were sold at a very low margin. You could find brown rice at a grocery store for about twice the price that Whole Foods offered.

The co-op on 8th Street started with dry goods, local eggs, inexpensive spices, cheese from local dairies, bread, and peanut butter at half the price of a grocery store. In 1975 the co-op merged with a community buying club that was distributing bulk canned goods. It brought together two groups, one that was concerned with organic foods and the other that was concerned with bulk foods at the lowest possible price.

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The Whole Foods Co-op took over the failing West End Co-op in 1981 and ran the store at a loss for 30 months. The West End experience was painful and expensive. General membership meetings centered on the agonizing debate—close the store, or keep it open, hoping to break even. That store closed in December of 1983.

Now economics, the market place, and nutritional concerns play the largest part in deciding the direction for the store. Natural foods have swept the nation, and grocery stores are expanding into whole foods lines.

Susan shared some of the concerns the co-op is facing: “The members of the co-op don’t seem to have the free time that they had in the 70s. The evidence of that is the lack of people signing up to work at the store. We are seeing the membership more interested in convenience than ever before. That situation is posing some interesting marketing problems for Whole Foods Co-op. We are finding more and more people who are still concerned about nutrition, they still want to buy healthy foods, and yet they *don’t* have 2 hours to spare. They need to stop at the co-op after work and spend only 15 or 20 minutes to complete their shopping.”

*“It’s really fun for me to go to the co-op and see these kids that were babies when the co-op first opened. Now they are teenagers and they bring their friends in and show them how to shop.”*



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Whole Foods’ product line has been expanded significantly to facilitate convenient and efficient shopping. Capitalization is a huge issue coming up: Members who don’t have time to work at the co-op want to be able to get a discount *and* to support the co-op . . . with cash . . . instead of sweat. The future will bring even more changes—in the product line and the membership structure—to reflect the mood of the 80s.

What has Whole Foods Co-op evolved into? A place where all people can shop; a place where you can park your station wagon, bike, pick-up truck, or Volvo . . . and go into a pleasant—and convenient—place to buy a full line of healthy fresh foods.

The food, politics, lifestyles, sense of community, economics, and nutritional awareness of each passing time have been reflected in Whole Foods Community Co-op . . . as it progressed from its early days in the 70s to what it is *now*. The co-op has changed—we have changed—it has grown, it has made mistakes, and yet it still survives . . . a vital community institution in Duluth, Minnesota.

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# WFC-U Spring Classes

Taught by *Local Experts, Community Members, WFC Owners & Staff*

## **RAMEN & DUMPLINGS**

Nyanyika Banda

Thursday, April 2  
6:00 PM – 8:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Upon returning to Duluth after living in Brooklyn, Chef Nyanyika Banda was sad to realize that there were limited options for her favorite Sunday dinner outing, ramen and dumplings. After months of recipe development Banda has been providing Duluth with ramen, dumplings and more through her pop up restaurant Izakaya(218). In this class, Chef Banda will give a demonstration on making dashi — both pork and vegan — as well as hands on dumpling making.

## **INTRO TO A WHOLE FOODS & PLANT BASED DIET**

Claire Musech

Tuesday, April 7  
6:00 PM – 8:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Take charge of your personal health and wellness! Join Claire from our Produce department, for an introductory course that will equip you with the knowledge to begin a journey towards better health through a plant-based diet. We will explore the basics of this lifestyle from how to shop whole foods, distinguish different greens, make fresh juice, and prepare delicious meals. Come curious and leave inspired. Class size is limited to 16 people.

## **CUISINES OF THE WORLD: Tastes from Zimbabwe, Saint Vincent, the Grenadines and Indonesia**

Takunda Chazovachii, Antonia Ross & Zhara Davies

Saturday, April 11  
10:00 AM – 12:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Join us for a demonstration-based cooking class like no other the Co-op has held before! This class will feature three instructors, all international students at the College of St. Scholastica and all eager to share a dish from their homeland with the Twin Ports community. The dishes prepared will include: Sadza neMuriwo, a seasoned beef, sadza (a staple food similar to porridge), and kale recipe that hails from Zimbabwe; Grab & Go Morning Fish Bake which comes from St. Vincent, and Ketropak, a famous Indonesian salad.

## **GLUTEN-FREE Tour de Taste**

Tour hosts: WFC Brand Staff

Thursday, April 16  
6:00 PM – 7:30 PM

\$10 for all attendees

Does Celiac Sprue or a GlutenIntolerance leave you stumped for dinner or snack ideas? Would you like to taste some of the gluten-free products the Co-op offers? If so, please join us as we navigate the gluten-free products in the store, taste some along the way, and help you find delicious alternatives that won't leave you twisted up in knots.

## **INTRODUCTION TO PERMACULTURE**

Chad Johnson

Saturday, April 18  
10:00 AM – 12:00 PM

\$10.00 for WFC Owners  
\$12.00 for non-Owners

This class will give a basic yet thorough introduction to permaculture and how to create an edible ecosystem of any size by understanding natural systems. Special consideration will focus on emerging cutting edge practices designed at directing the forces of nature, stacking functions, and how a food/fiber/fuel system can be created. Students will also walk away with a clear picture of how these systems function, how they differ from conventional agriculture, and tend more toward a harmonious feeling with the natural surroundings requiring less maintenance and labor.

## **FREE SALAD... and More!**

Stacey Quade

Tuesday, April 21  
6:00 PM – 8:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Identify and use the herbs nature planted in your yard and the woods around you. Become familiar with (weeds!) plants and herbs to add to your meals, basic nutrients, herbal first aid, and Spring time herbs to help with spring detoxing.

## **CONTAINER GARDENING**

Scott Vesterstein

Wednesday, April 22  
6:00 PM – 7:00 PM

\$10.00 for WFC Owners  
\$12.00 for non-Owners

Do you cherish what little space you have in your yard, but still dream of growing your own vegetables? Sydney's Green Garden founder Scott Vesterstein will teach you how to grow pesticide-free vegetables anywhere with container gardening. Container gardening is a smart way to garden for those who lack the space for a traditional garden, or those who just plain hate weeding! A limited number of container gardens will be available for purchase at class. All proceeds go to the Second Harvest Northern Lakes Food Bank.

## **SELF CARE for HEALTH CARE**

Michelle Russell, CHHP, CHTP

Thursday, April 23  
6:00 PM – 8:00 PM

\$10 for WFC Owners  
\$12 for non-Owners

Health and wellness begins with caring for ourselves. As healthcare reform evolves and the focus turns to health and wellness, we have a unique opportunity to take charge of our personal health. This class will discuss a holistic approach to health care. We will identify the need for education and training in self-care for personal health and wellness, and discuss how health and healing begins with caring for ourselves.

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**EXPLORE THE WORLD OF GOURMET FRUIT VINEGARS**

Cindy Hale

Tuesday, May 5  
6:00 PM – 8:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Cindy Hale of Clover Valley Farms & Vinegery will lead you on a 5-course tour exploring ways that you can use culinary fruit vinegars to enhance the flavor, enjoyment and healthfulness of foods & beverages. Your taste buds will be titillated in this two hour class which will include an appetizer, beverage, salad, small entrée and dessert, all using different kinds of fruit vinegars. You will leave with a recipes and ideas for your own kitchen and inspiration to spare. All items served will be prepared gluten-free (though Whole Foods Co-op is not a certified gluten free facility).



**THE MAKING OF VINEGARS**

Cindy Hale

Tuesday, May 19  
6:00 PM – 7:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Cindy Hale of Clover Valley Farms & Vinegery will give a quick introduction to the different type of vinegars (i.e. white distilled, Balsamic, Wine and Cider Vinegars, etc.), how they are made and their different characteristics. She will then lead students through the steps of creating your homemade wine and fruit vinegars. Students will be provided the bacterial "mother" and an easy to follow procedure for culturing their own home made and healthful vinegars.

**CHICKEN: Utilizing the Whole Bird**

Nyanyika Banda

Thursday, May 28  
6:00 PM – 8:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

Whole chickens aren't just for roasting, they are extremely cost effective because they can be broken down and used for multiple meals as well as stock. In this class Chef Nyanyika Banda will demonstrate the ACF standard of chicken butchery and provide students with a number of recipes and information on whole animal cookery.

**CONFIDENT CYCLE COMMUTING**

Shawna MullenEardley

Thursday, May 14  
6:00 PM – 7:00 PM

\$10.00 for WFC Owners  
\$12.00 for non-Owners

Do you want to try out bike commuting, but have some fears? Come learn how to overcome the barriers you might have to trying out bike commuting. In this encouraging presentation by Shawna MullenEardley, Active Transportation Coordinator for the Y and certified League Cycling Instructor (League of American Bicyclists), you will boost your confidence to try out bike commuting by learning what to expect and how to prepare. Practical information discussed will include changing lanes, lane and intersection positioning, what to wear, and traffic law. All proceeds will be donated to the Duluth YMCA to support bicycle education.

**EFFORTLESS ENTERTAINING**

Faith Koenig

Thursday, May 21  
6:00 PM – 8:00 PM

\$20 for WFC Owners  
\$25 for non-Owners

In this class, you will learn to make five appetizers that are sure to please every appetite and dietary need. We will make Polenta Cakes with Shrimp, Mango and Salsa Verde, Stuffed Vegan Mini Sweet Peppers, Four Cheese Croquettes, and Tenderloin en croûte with Horseradish Cream.

**ADHD / AUTISM / DEMENTIA**

Dr. Brad Montagne

Wednesday, June 3  
6:00 PM – 7:30 PM

\$10.00 for WFC Owners  
\$12.00 for non-Owners

Each of these conditions is the result of a toxic breakdown in normal processes that can be restored. The earlier that you find and correct that toxic breakdown, the better your outcome can be. This informative class shows that there are no magic bullets, but there are life changing practical steps to begin to reverse these conditions. Come see how you can stop this cycle and naturally change your life or the life of someone you love.



**REGISTRATION**

**In person:**  
Go to the Customer Service Counter and let them know which class you'd like to sign up for. Cash, check, credit card and WFC gift cards are accepted.

**By phone:**  
Please call **218.728.0884**. We do need payment at the time of sign-up, so have your credit card ready.

**Online:**  
[www.wholefoods.coop](http://www.wholefoods.coop)

**FEES & CANCELLATIONS**

Class prices vary. Please visit [www.wholefoods.coop](http://www.wholefoods.coop) for more information. You must register 48 hours in advance in order for us to shop accurately for the class. Classes and lectures must have a minimum of six students signed up in order to take place. Refunds or class credits (to be used within the next three months) will be given in full if we cancel a class or if you cancel your registration 48 hours in advance.

**QUESTIONS?**

Contact:  
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