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**GARBANZO  
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**INSIDE:**

- ▶ **Denfeld Construction**
- ▶ **Access Discount Upgrade**
- ▶ **WFC-U Fall Class Lineup**
- ▶ **LOCAL PROFILE:  
Big Water Coffee Roasters**

**FALL 2015**

**Here We Grow!**

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BRANCHING OUT



GARBANZO GAZETTE

**PUBLISHED BY**  
WHOLE FOODS CO-OP

610 East 4th Street  
Duluth, MN 55805

P 218.728.0884  
F 218.728.0490

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

**STORE HOURS**

7:00 AM – 9:00 PM DAILY

Ownership Investment:  
\$100 per voting membership

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:  
**Sunday, November 1, 2015.**

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

Editor: Ali Wade  
Contributions: Owners & Staff  
Design: Cassandra Houston  
Printer: Pro Print  
Mailing: Barcodes Plus  
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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!



# Management Report

by Sharon Murphy, General Manager & WFC Owner

## WFC • HILLSIDE

I am delighted to welcome Brand Manager Ali Wade to our Management Team. Ali is coordinating publication of her first Gazette (see her article in this issue) and her first Annual Report while choreographing our Grocery Cart Drill Team for their presentation at the Spirit Valley Days Parade.

For the last year, WFC offered a once/month 10% Access Discount to Owners who qualified based on documentation of their current participation in a low-income program. See Sarah's article in this issue on the Co-op's expansion of the Access Discount and application for WIC certification. We anticipate that the Co-op will be soon be able to meet the requirements of the WIC program and will offer that service to all eligible shoppers.

And a big THANK YOU to all our Hillside customers for making it around, over and cautiously through this season's road construction challenges—so far, average transactions per day are up over 8% from last summer—and we are so glad you are making that extra effort! **WFC**

## WFC • DENFELD

I am also delighted to welcome Denfeld Store Manager Peter Krieger to our Management Team. Peter will be learning about his Store Manager responsibilities by training in with the Hillside Operations Team and will be checking in regularly with our Denfeld construction crew, led by Johnson Wilson Constructors General Contractor Tim Huber.

**Visible progress at last.** Construction and site development began on June 9. It was a great relief to announce at the West Duluth Business Club meeting on June 24 that the Co-op now has a basement on Grand Avenue! You can follow construction progress online at:

- Whole Foods Co-op
- wholefoodcoop
- @WFCduluth

**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 April–June 2015 quarter, management reported the following progress on ENDS:

- \$250 to Bike & Build participants who will be working with I Roof and Habitat for Humanity in Duluth in the summer of 2015
- \$250 to FreshWater Future
- \$250 to Just Label It campaign for mandatory labeling of products with genetically modified organisms/GMOs
- \$1,500 to American Indian Community Housing Organization for Healthy Food – Healthy Child Program's rooftop garden project
- \$2,000 to Community Action Duluth to support research on Evergreen Cooperative
- \$3,000 to Junior League of Duluth for year-round greenhouse project in Denfeld neighborhood
- Support for The Cab Coupon Program

- Management participation with and logistical support for the Growing Farms Board of Directors, the Safe and Walkable Hillside Coalition and the Myers/Wilkins Community School Collaborative Board of Directors
- Support for The Co-op Explorers Program
- Donation of \$0.10 bag credit for customers who bring in their own bag(s) to bag their purchases; recipient of donated bag credits in this period was CHUM Food Shelf
- Donation of \$0.10 for each seed packet sold to the Duluth Community Garden Program
- Payment of wages, salaries and benefits for 118 employees amounted to \$884,103
- Quarterly discounts to Owners amounted to \$47,630

Beginning January 1, 2015, WFC is tracking and reporting on its wholesale LOCAL purchases (not retail sales) so that we can include purchases from, e.g., all LOCAL produce suppliers, LOCAL egg suppliers, and LOCAL products used by the Deli in prepared foods, without having to create individual plu numbers and sticker each item. During the period of this report, WFC purchased \$227,170 of LOCAL inventory = 8.5% of total purchases.

**WFC**



HERE WE GROW



The sky's the limit! #HereWeGrowWFC

07.20.2015

**Over 280 of our Owners have invested nearly \$1.5 million in loans or Class C equity in support of the Denfeld project.** These investment opportunities will only be available until March 2016 so check out the brochure at Customer Service, [contact finance@wholefoods.coop](mailto:finance@wholefoods.coop) or call 728-0884, ext. 1, to speak to someone in the Finance Department for more information or to schedule a time to make your investment.

There's more good news for our Denfeld Project as the collaboration with the City's Edible Duluth Committee has led to two green projects right across Grand Avenue from our site:

- ▶ The Duluth Community Garden Program will have 20 community garden spots, a "food forest" and an outdoor community space.
- ▶ Community Action's Seed for Success Program will have a "deep winter greenhouse" providing jobs and year-round food production.

The Co-op welcomes and supports both of these projects and appreciates that the City will install a pedestrian crosswalk on 45th Avenue and Grand that will provide a safe pathway between locations. Check out the Junior League's [gofundme](https://www.gofundme.com/c/G9NgYpP3i0M) video in support of the greenhouse project: [youtu.be/G9NgYpP3i0M](https://youtu.be/G9NgYpP3i0M)



We've come a long way in just a few months! 06.20.2015

**At this time, we anticipate our Denfeld store will open in March, 2016** preceded by hiring about 60 new staff in January and February. Stop by and check out the construction site at 4426 Grand Avenue across from the newly remodeled Dairy Queen! [WFC](#)



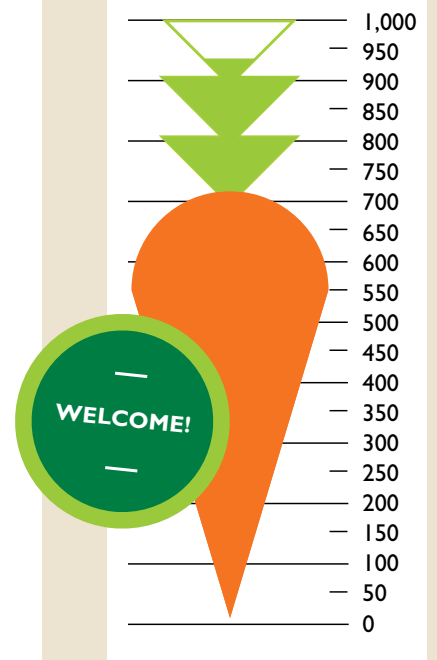
Future of Denfeld taking shape!

08.05.2015



Architectural rendering of storefront **OPENING IN 2016!**

938 NEW OWNERS!



**WELCOME NEW OWNERS!**

From the beginning of this fiscal year (July 1, 2014) through June 31, 2015, your Co-op has gained 938 new Owners! 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. To all of you current Owners, we do encourage you to tell your friends what a great investment your Co-op is. Thank you!

**FINANCING OUR DENFELD PROJECT**

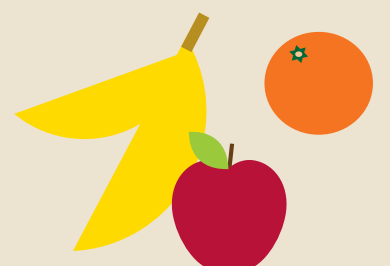
Since opening the Owner Finance Program in March 2014, nearly 200 Owners have invested in either Owner Loans (\$1,367,500) and/or Class C equity (\$116,000); these investment opportunities are **open only until March 2016.** We encourage Owners who are Minnesota residents to contact [finance@wholefoods.coop](mailto:finance@wholefoods.coop) 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.

**OWNER ONLY EMAIL COUPONS**

Owner only "Taste-eCoupons" will be sent directly to your email address twice per month, so it is important that you keep us informed of your current email address. Owners can update email addresses quickly and easily at [www.wholefoods.coop/coupons](http://www.wholefoods.coop/coupons). You can also update your info at the Customer Service Counter or by emailing [info@wholefoods.coop](mailto:info@wholefoods.coop).

**ENROLL YOUR KIDS!**

The Co+op Explorers Program is a benefit for the children of all of our shoppers. In our first year (July 1, 2014 – July 1, 2015), \$3,091 worth of fruits and vegetables have been enjoyed by our Co+op Explorers at no cost to their families. Sign up your kids at the Customer Service Counter!



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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 sent 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.



Acronyms

by Jean Sramek, WFC Board President

The co-op world is full of acronyms:

WFC, NCG, CDS, NCDF, CCMA. If you spend any time around a co-op director, you hear that last one—CCMA—quite a bit; it stands for Consumer Cooperative Management Association. My elevator speech version is “The Big National Co-op Grocery Conference,” held every June and attended by boards, staff and general managers. People who attend this conference come back visibly vibrating with information and enthusiasm.

The 2015 CCMA was held in Boise, Idaho (it's pronounced Boy-see, not Boy-zee ... did you know that? Me neither) and hosted by the Boise Co-op. I attended, along with fellow directors Wayne Pulford and Mickey Pearson, and our GM Sharon Murphy. Predictably, we came back visibly vibrating. Yes, we had fun (did you know that southern Idaho is wine country, with a climate similar to

“People who attend this conference come back visibly vibrating with information and enthusiasm.”

Argentina? Me neither) but we spent the majority of our time working and learning how to be better board members and networking with co-op directors from all over the country.

One topic of particular importance was that of GM succession. As much as we'd like for Sharon to stay with us forever, she has plans for a well-deserved retirement. Many successful co-ops have been successful because of their

long-term GMs, but they—like us—are now doing the necessary steps to recruit successors. One of our workshop leaders said, in no uncertain terms, that GM succession and recruitment is one of the single most important things a board will ever do. How's that for daunting? But I know that we'll move to the next phase

smoothly and successfully, because in recruiting a new GM, we're going to use every tool at our disposal to obtain an ANSCGM: Awesome New Super Competent General Manager. **WFC**



The Board in Boise

by Mickey Pearson, WFC Board Co-Vice President

The annual Cooperative Consumer Management Association (CCMA) conference, held this year in surprisingly lovely Boise, Idaho, was a fantastic learning and networking experience.

Whole Foods Co-op once again sent members of the Board and General Manager Sharon Murphy to the conference in an effort to learn from the best and brightest minds in the grocery co-op industry and see what WFC is doing right and where we can improve.

Traditionally, the first day of the conference is primarily focused on showcasing the host city, its co-ops and any interesting local businesses. For my part, I participated in a bike tour of Boise, navigating along the beautiful Boise River on their impressive Greenbelt multi-use path. Our first stop was the Boise Bike Project ([www.boisebicycleproject.org/bbp](http://www.boisebicycleproject.org/bbp)) a local bicycle co-op. The shop services used and donated bikes and runs classes for members, providing different levels of tool and shop access based on membership levels. The next stop was the flagship store of Boise Co-op ([www.boise.coop](http://www.boise.coop)). Located in a commercial block in a relatively affluent neighborhood near downtown, they have made use of their various spaces in interesting ways over their store's life. Their original store space is occupied by two speciality stores: an impressive wine store and the adjacent pet supply store. I wouldn't be surprised if the rest of the shopping center was eventually occupied by different specialty branches of the Boise Co-op in the next ten years. Much like WFC and many other co-ops nationwide, they are currently in the midst of an expansion, with a second store under construction. Our final stop on the bike tour was Boise Brewing Company ([www.boisebrewing.com](http://www.boisebrewing.com)). They opened in 2014 after running a Kickstarter-style investment program, allowing initial buy-ins for \$1000. The beer is now available on tap in restaurants and their taphouse, as well as through a Community Supported Beer program.

The next few days of CCMA were invigorating in content and conversation. Between the three Board members (Wayne

Pulford, Jean Sramek and me) and Sharon, we worked to spread ourselves around to maximize the number of speakers and workshops WFC could benefit from. For my part, I worked to focus on the topics of Board recruitment, Co-op growth and expansion, and the General Manager hiring process. It was great to hear the many ways co-op Boards are working in these areas, and I got great ideas for what to do and what pitfalls to avoid. Outside the actual workshops were just as many exciting and compelling conversations with people about what we're doing. Minnesota Co-ops always have a strong contingent at CCMA, and Duluth is a city on everyone's radar. We have a lot to be proud of and it is always fun to discuss our home and Co-op with pride. It also helps immensely that Sharon and the rest of management have thoughtfully steered us on the right course for success. Nearly every case of “best practices” or “national trends” I heard during the conference could be referenced in Whole Foods Co-op's strategic plan book.

On the whole, I left CCMA with the same enthusiasm and vigor as I felt in Austin, Texas in 2013. We, as a co-op, are on track for continued success as we work towards our Denfeld location and beyond. I know my fellow Board attendees were imbued with the knowledge, sense of enthusiasm and purpose to continue our efforts. **WFC**

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MINDING THE STORE

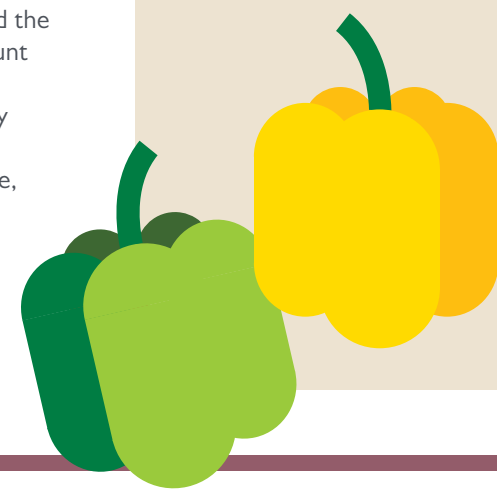


2015 BALLOT ISSUE AND ELECTION OF OWNERS TO THE BOARD OF DIRECTORS

Voting is a connection between our Owners and the strategic direction of our Co-op. By participating, you are helping to ensure our Board is made up of people who share your perspective and that resources are allocated and policies developed that meet your approval. At the same time you will direct resources to organizations creating jobs and bringing fresh food production to the Denfeld neighborhood. For each verifiable vote received (electronic or paper ballot), WFC will donate \$1.00 to Let It Grow (<https://youtu.be/G9NgYpP3i0M>) in support of the deep-winter greenhouse project of the Junior League and Community Action/Seeds of Success Program and \$1.00 to the Duluth Community Garden Program's food forest and garden plot project on Grand Avenue.

Candidate profiles and ballot issue information are posted at WFC and at [www.wholefoods.coop](http://www.wholefoods.coop). Online voting and paper ballots will be available by September 1, 2015; votes must be submitted by 9:00 PM on Monday, September 21, 2015. Owners will receive a postcard by September 2 with login and password information for on-line voting. A designated computer will be available at WFC to cast your on-line ballot.

Candidate profiles and packets for paper ballots will be available at the Customer Service Counter or can be mailed to you with advance notice (218-728-0884, ext. 1).



Reducing Barriers with the WFC Access Discount

We can't reduce the number of road construction projects around our Hillside store but, as of September 1, 2015, we have reduced one barrier for our Owners: Owners who qualify by providing (in advance of purchase) annual proof of participation in a low-income support program can receive a 10% Access Discount on all eligible purchases. For details, see the Access Discount brochure available at the Customer Service Counter and included in this issue of the Gazette.

Eligibility criteria for the Fran Skinner Memorial Matching Fund for Owners to purchase the balance of Owner equity due are the same as for the Access Discount. For details, see the Memorial Matching Fund brochure available at the Customer Service Counter. **WFC**



Everyone Welcome

by Sarah Hannigan, Hillside Store Manager & WFC Owner



Welcome. Everyone.

Here we grow. It's happening at Denfeld (I'm sure you've heard), but it's also happening right here at Hillside. As we come up on the ten-year anniversary at our Hillside store, we're pushing capacity with our current footprint and systems. Growth can't really be about getting bigger at the Hillside store, but it can come as a result of getting better. One way we're improving is by better serving our community by becoming a WIC retailer and expanding our Access Discount Program.

The Women, Infants, and Children (WIC) program is a supplementary nutrition assistance program that supports pregnant women, new mothers, babies and young children. Thousands of Minnesotans use their WIC dollars to make their food budgets go farther. WFC was a WIC retailer in the early 2000s, but dropped the status due to program constraints put in place at that time. The program has since expanded to include organic fruits and vegetables and we're thrilled to be in a position to bring WIC back for our shoppers.

Over the coming weeks you'll notice a few dozen new items on our shelves—these new cereals, canned goods, and infant formula and foods are required in order for us to secure WIC authorization. Once we're stocked up, we'll complete our application to the Minnesota Department of Health; and once approved, we will be able to accept WIC vouchers. At that time we'll add small tags to the shelves designating WIC approved items.

WFC will join our neighbor, 4th Street Market & Deli, in offering WIC to shoppers in the Hillside. We'll seek this designation at our Denfeld store as well, as there currently are not any WIC vendors located in that part of West Duluth. WFC's ability to secure status as a WIC retailer gives program participants greater access to healthy and affordable food in the community.

The other way we're strengthening our commitment to the community is by growing our Access Discount program. This program was launched in 2014 and provided a discount to enrolled Owners on one shopping trip of their choice each month. This September we expanded Access Discount so that enrolled Owners receive a 10% discount every day.

This needs-based program is available to Owners who qualify for Federal assistance programs including:

- ▶ Emergency Assistance Program (e.g., St Louis County or Salvation Army)
- ▶ Energy Assistance Program (e.g., AEOA)
- ▶ Medicaid
- ▶ Section 8 or HRA Housing Programs
- ▶ School Meal Program

- ▶ SNAP/EBT
- ▶ Social Security Disability Insurance
- ▶ WIC

Owners can register for Access Discount at Customer Service by providing proof of participation (e.g., current card or current award letter). Annual registration is required.

We're also expanding access to Ownership. If a shopper is enrolled in any of the abovementioned programs, they'll be able to become a WFC Owner for \$20. This investment covers the required Class A voting stock that must be purchased by all Owners. The Fran Skinner Memorial Matching Fund will then cover the remaining \$80 Class B equity stock.

As you walk into the store, there's a sign above the door that reads "everyone welcome". As much as I'd like to believe that everyone feels welcome, I know some don't consider approaching our doors because they don't believe that WFC will meet their shopping needs. I'm hoping that WIC and the

expanded Access Discount show more and more shoppers that WFC truly welcomes our entire community, because here, we grow. **WFC**

**WHOLE FOODS CO-OP**

**Access Discount**

**WHOLE FOODS CO-OP**

**ACCESS DISCOUNT**

**We are not complete until you are here.**

Effective September 1, 2015, Whole Foods Co-op offers an Access Discount of **10%** on all eligible purchases. This discount can be used on top of sale prices, coupons, special order discounts and other Owner Appreciation events unless otherwise noted.

Primary Owners (first name on the Subscription Agreement) seeking the Access Discount need to register **annually** at Customer Service by presenting proof of participation (e.g., a current card or current award letter) in one of the following programs:

- 1 Emergency Assistance Program** (e.g., through St. Louis County or the Salvation Army)
- 2 Energy Assistance Program** (e.g., AEOA)
- 3 Medicaid**
- 4 Section 8 or HRA Housing Program**
- 5 School Meal Program**
- 6 SNAP** (formerly Food Stamps)
- 7 Social Security Disability Insurance** (SSI or RSDI)
- 8 WIC** (Women, Infants, Children Food Supplement Program)

The Access Discount cannot be used retroactively. Please allow two business days to process your application. Milk (dairy and non-dairy), butter and bananas are not eligible for discounts.

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THE BUZZ

**WFC Staff Anniversaries**

**SEPTEMBER**

- MATT BIGGS  
Deli 2 years
- JENNIFER GILBERTSON  
Front End 1 year
- ALYSSA JOHNSON  
Front End 1 year
- COLLEEN KELLY  
Human Resources 10 years
- SETH KORPI  
Grocery 3 years
- SAM LOCKHART  
Deli 1 year
- DOLORES MEIDL  
Deli 10 years
- WEEZY NOHRE  
Grocery 2 years
- DARCY SATHERS  
Store Operations 20 years
- MICAH TIGNER  
Front End 3 years

**OCTOBER**

- LISA ANDERSON  
Grocery 18 years
- MEGAN BRADDOCK  
Grocery 1 year
- DERICK CICH  
Front End 2 years
- BRETT DEBRUYNE  
Grocery 1 year
- JESSE HOHEISEL  
Grocery 10 years
- JULIE KOHLS  
Grocery 13 years
- JOSEPHINE LEPAK  
Finance 5 years
- COREY SATHER  
Information Technology 3 years

**NOVEMBER**

- JOHN FREEDLINE SR.  
Deli 10 years
- TYLER FRIESEN  
Deli 2 years
- JAKE MCMILLER  
Deli 9 years
- TONY NEPHEW  
Deli 2 years



**Staff News**

by Allison Heitmiller, Brand Education and Outreach Coordinator & WFC Owner

Front End Clerk Leah Beltz, a graduating photography student at UMD, will soon have her art on display for all the world to see! Her Senior Exhibition, the art student's version of a senior thesis, will be on display until October 18 at the Tweed Museum of Art at UMD. The reception will be held on October 13 from 4:00 PM – 6:00 PM.

Laura Wolden, WFC's Human Resources Coordinator, is preparing for the arrival of her first child! Laura and her husband, Caleb, are excited to welcome a baby boy into their family in October. Congratulations, you two!

Joe Ulvi, WFC's Grocery Buyer, spent the summer restoring his 1970 BSA Thunderbolt motorcycle. In his words, he brought it back from the dead! Five years ago Joe found the bike leaning against a barn near Caribou Lake, where it resided for thirteen years. Not only is it up and running, it looks impeccable.



Joe Ulvi's restored 1970 BSA Thunderbolt motorcycle

Bulk Buyer Jim, better known to some as "Lake Superior Aquaman", recently shot an incredible underwater video of ruins off the lakewalk. Watch the footage online at: [www.youtube.com/watch?v=2srpiWdd0kw](http://www.youtube.com/watch?v=2srpiWdd0kw)

Submitted by Christina "Weezy" Nohre, Wellness Buyer: The Co-op has a rare, almost magnetic power when it comes to attracting high caliber individuals. It draws people who care about the community and want to contribute their energy to something meaningful. Mary Dedeke is an extraordinary young woman who we've been fortunate enough to have working both here at the Co-op (Front End) and in the AmeriCorps program in Duluth.

Dedeke's work has had such an impact. What inspires me most is the way she assesses a situation, identifies problem areas and immediately sets to work addressing them. When Mary saw a need for more education on healthy foods, she simply wrote a grant, developed the coursework and implemented the program – all in a matter of months! Her dedication to using her skills and talents to give back to the community is a powerful force for positive change.

After investing two full years in tutoring, mentoring and co-facilitating programming for young girls in Duluth, Mary is now volunteering for the Peace Corps. She'll spend the next 27 months teaching English and running empowerment groups for girls in Rwanda. All of us at Whole Foods Co-op wish her the best. **WFC**

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NOTES FROM THE FRONT



# Front and Center

by Michael Olker, Front End Manager & WFC Owner



Upper left: Customer Service Clerk Mayson and MOD Lisa are always all smiles when greeting customers at the front desk.

Upper right: Front End Clerks Pauline and Brandon are grinning, giggling proof that we definitely know how to have fun at our jobs!

"Open on 4!" Adam—and ALL of our fabulous Front-Enders—are experts at getting customers through the checkouts with unbeatable efficiency!

## Three years ago, I was hired as the Front End Manager after performing the role of Assistant manager for seven years.

I am having a hard time believing that it has been ten years since I accepted a position at the Co-op. We have seen lots of changes through the years, all with the goal of ensuring the thriving success of your store as well as partnership with the community. As you have undoubtedly read, more changes are coming! We hope to soon be able to accept WIC vouchers (you'll see new food offerings in the aisles) and of course we have made significant progress on our Denfeld store! We have also seen a lot of new faces in the Front End during this time, but it occurred to me that, lately, many of the faces that you see every time you shop are probably very familiar to you. Currently, the Front End department is comprised of 26 outstanding individuals, all of whom bring unique character and enthusiasm to the high level of service that we strive to provide. In fact collectively, we have over 60 years of combined WFC experience staffing the department (not including my 10). Over half of our Front End staff has been with us for 2 or more years and half of that over 4 years.

## We love what we do and arrive to work every day to make sure your shopping trips are the best they can be.

As your Co-op continues to blaze new paths into the future, and roll out new programs and changes, our goal is to continue providing friendly faces and great service—no doubt some of us will see you at Denfeld, when the time comes. See you at the checkouts! **WFC**

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NEW PRODUCT SPOTLIGHT

new

We Just Love...

Submitted by WFC Co-op Managers & Product Buyers



**FROM LISA ANDERSON**  
Grocery Manager & WFC Owner

Certain evenings the last thing anyone wants to do in my house is make dinner. That doesn't mean we don't want to eat, though. For a quick and convenient meal that's not bad for us, I let Maya Kamal sauce help me out. It's so easy and so delicious. It's also a great way to use up any leftover vegetables hiding in your fridge. I chop and sauté mushrooms, peppers, garlic, summer squash, seitan or chicken, and whatever else I find, then add the sauce and let it simmer for 15 minutes. Depending on how many folks I'm feeding, I will add half a can of coconut milk and extra spice (a good dose of Sriacha usually does it) to stretch it out. Mix this with rice noodles or spoon over rice and you've got supper in a flash—and with six great flavors available you'll never get bored with the same one! **WFC**



**FROM JIM RICHARDSON**  
Bulk Buyer & WFC Owner

Among my favorite products in the whole store are the "Smokies" almonds in the bulk aisle. They are from Barsy's Almonds, a Minneapolis-owned business. These almonds are hickory-flavored and also have a light crispy crust of nutritional yeast, making them truly unique. I buy a small amount a couple times a week to eat while recreating outside. A small bag of Smokies plus an apple plus an energy bar and a cup of coffee, and I am set to swim the lake or hike the streams. I feel good about supporting this regional business while munching away. And almonds are nutritionally dense too, a veritable "super nut" of Vitamins B, E, Calcium, and Phosphorus. Anyway I think it's the best-tasting of our almond selection. Enjoy. **WFC**



**FROM JESSE HEHEISEL**  
Cool Buyer & WFC Owner

We have recently added True Stone coffee roasters cold press coffee to our front cooler display. True Stone is a full service coffee business, working to not only brew coffee and espresso drinks, but also procuring fairly traded beans, training baristas and maintaining espresso and coffee equipment for other stores and coffee shops. We like the cold press coffee because it has a smooth, full coffee flavor along with the low-acidic nature that is inherent in cold press brews in a convenient glass bottle. Given cold press coffee's high-caffeine nature, this bottle of quaffable black gold could possibly be a bit much for drinking it all in one morning (or evening, depending on your schedule). I have used it over two days, stretching the \$3.49 price to its full potential as more of an espresso-style shot rather than a simple cup of coffee. **WFC**



**FROM NICK SARRIS**  
Produce Assistant Manager & WFC Owner

After their brief appearance in June, Figs disappear until this time of year. However, we get to revel in a nice variety of these fresh and intriguing fruits well into the fall. What are we offering? We have the full-bodied Black Mission Fig, deep purple-black outside with bright maroon and pink interior filled with complex sweetness. We also offer the Kadota Fig; bright green and typically firmer than the Black Mission when ripe, they have a lighter and brighter flavor accompanied by a lighter interior as well. Watch as well for appearances of the Brown Turkey Fig, sometimes so large they are sold individually, and bearing strong resemblances to the Black Mission. And if you just can't get enough, look for our dried Crown Greek Figs during the winter holiday season! **WFC**



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NEW PRODUCT SPOTLIGHT



**FROM CHRISTINA "WEEZY" NOHRE**  
Wellness Assistant Manager & WFC Owner

Change surrounds us. It's in the air as we wake up from the blissful dream that is summer in Duluth. It gradually tugs us out of what has become familiar and challenges us to open our eyes once again. This can be an incredible catalyst for creating habits that support our health and vitality. How could you be more gentle and caring with your body? Are you getting enough sleep to wake up rejuvenated? Are you eating fresh, nutrient-dense foods and drinking plenty of water? Are you moving your body in whatever way possible, enjoying that freedom of motion? Perhaps your change involves reconsidering how you fuel your body. It might be simply focusing on all the good things you see when you look in the mirror. My habit began with a box of floss. To be precise, it began with a box of EcoDent 100 yrd. vegan waxed floss. It's packaged in cardboard, contains 3x as much floss and makes my teeth feel like porcelain. I was hooked. This small change triggered a ripple effect of tiny acts of self-care that brought me to the most vibrant state of health I've known. Who knows what might launch your own health revolution? **WFC**

**FROM RIANNA REITER**  
Deli Buyer & WFC Owner

Fall is now upon us and along with it we find ourselves with an abundance of LOCAL products. New to our cheese case you will find Haystack Jack, another delectable cheese from Happy Hollow Creamery out of Bayfield, Wisconsin. Hand-crafted in small batches, Haystack Jack is a Monterey Jack style sheep milk cheese that is extremely creamy, smooth and very subtle in flavor. Perfect for snacking, sandwiches or any dish to which you'd like to add a little flair.

Speaking of dishes, we are now offering locally made seitan from Happy Nest Mock Duck also out of Bayfield, Wisconsin in both our deli and grocery departments. This easy to use meat alternative has wonderful taste and great texture that is the perfect balance for cooking. In the deli you can find it used in dishes on our hot bar like honey curried seitan or seitan pepper "steak". If you are in a pinch, swing by the grab and go for almond "chickenless" salad.

Happy Nest Mock Duck is also available for purchase in our Grocery department so you, too, can get creative and whip up a dish of your own. Plus, for all Happy Nest seitan purchased 2% is donated to the Bad River Band of Ojibwe to help protect our beautiful Lake Superior watershed! **WFC**

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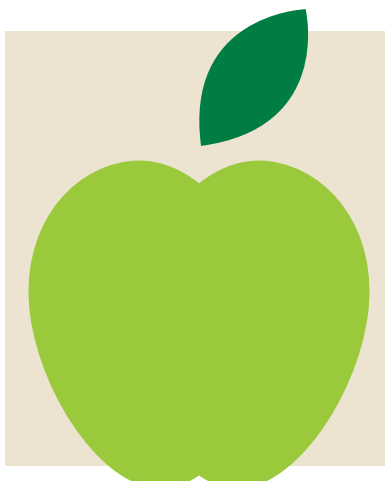
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FEATURED PRODUCER PROFILE

★  
**LOCAL**

# Big Water Coffee Roasters

by Allison Heitmiller, Brand Education & Outreach Coordinator & WFC Owner

## BIG WATER COFFEE ROASTERS | Bayfield, WI

PRODUCERS: Cooperatively owned and run by Joe Defoe, Jim Homann and Jason Reichel

### Let's grab a cup of coffee.

A familiar proposal to all of us, and one that I will always welcome wholeheartedly. Whether it means grabbing a pick-me-up to gossip with a coworker, getting to know an admirer or reacquainting with a long-lost friend, there is always something to look forward to—sharing stories.

Although we don't consciously think about it, sharing a cup-o-joe with someone is about more than meets the eye. We bond over this delightful beverage that so many of us have come to worship. We chat between savored sips, rehash experiences and welcome others to open up. In reality, no one wants to stand around a water-cooler; the coffee pot is the real point of congregation.

Coffee is a symbol of warmth, hospitality, friendship, love and the act of sharing. Sharing our resources, our experiences, our intimacies and our lives—in whole, our stories, and thus ourselves. A cup of coffee is a vessel for storytelling, allowing us to open ourselves and share our memoirs and adventures with those with whom we share our favorite brew.

What many don't realize is the tale that your coffee can share with you.

Who better to tell Big Water Coffee's story than former journalist, Owner and Director of Wholesale, Jason Reichel.

**The Big Water Coffee name dates back to 2007**, when Danielle and Jon Ewalt purchased the café in Bayfield Wisconsin. The roastery and wholesale business founded in 2008 "really took off in 2013, and has been growing steadily ever since."

Just recently, the business made the switch from family-run to worker-owned cooperative. The decision for this transition happened in a hurry. As the previous owners, Danielle and Jon, were preparing for the expansion of their family with a third baby on the way, they decided it was time to move their lives in a new direction, making room for new adventures. They called the employees together to discuss the future of Big Water Coffee, and ultimately realized that the cooperative model was the best fit to achieve their goals and align with their values.

Together with Café Managers Jim Homann and Joe Defoe, Jason has been cooperatively running Big Water Coffee Roasters and Cafe since March. The business has a storefront in Bayfield, where patrons rave about lavender mochas and a variety of fresh-from-the-oven baked treats. In the same location lives the wholesale roastery, producing delightful smells for café-goers, and keeping the owners plenty busy. Their coffee is currently being sold in Wisconsin, Minnesota and Michigan. At WFC you



from left: Jon and Danielle Ewalt, previous owners of Big Water Coffee Roasters, and their two children in front; Joe Defoe and Jim Homann, Café Managers; and Jason Reichel, Director of Wholesale.

will find their beans in the bulk aisle, and can enjoy a premade cup in the deli on "Big Water Wednesdays" and on weekends.

**When asked about the roasting process**, Jason says like any good story, roasting quality beans comes down to relationships and love. "Coffee roasting, like all culinary processes, is a result of constant experimentation, trial-and-error and well... love. When dealing with a sensorial process, you have to love what you're doing! It's also about relationships." The roasters have an outstanding relationship with their Minneapolis-based importer, Café Imports, who ensures they receive the best green coffee available. Additionally, switching to the cooperative model has given the business the opportunity to better engage with other co-ops in the Midwest and beyond, creating relationships that weren't previously possible.

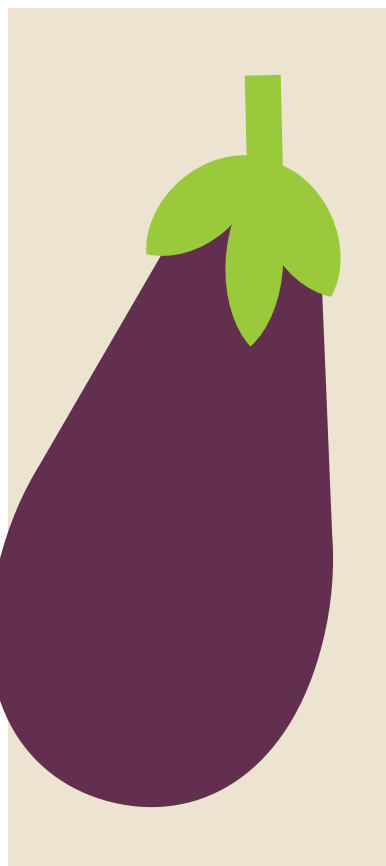
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LOCAL PRODUCER PROFILE



Big Water Coffee Roasters' Bayfield storefront with beautiful view of Lake Superior



Bright and cheery interior seating area



Order from a variety of signature drinks, teas, blended beverages and "Not Coffee" options



Fall in love with a particular brew? Look for your favorite Big Water roasts here at the Co-op!

All photos this page © Jaimee Morse

**Big Water Coffee Roasters Cooperative roasts and sells organic and fair trade coffees, as well as single-origin roasts and signature blends.** The blends are where their personality really shines through. "Doing blends allows us to be more nimble. It also gives us the excuse to experiment, and we love to try new things!"

It's apparent that BWC isn't afraid to be outside the box. Their quirky graphic design mixed with creatively titled coffees sets them apart. My personal favorite blend is their most classic—the house blend. With the name "1332' House Blend" and the slogan "Drink Big, Go Deep", I couldn't help but be captivated.

The product description reads, "What does 1332' mean? It's the depth of that great big lake outside our door. We thought it only appropriate to tip our hats in our house blend to this mighty force in our lives. Thank you, Lake Superior."

Another of their most popular blends is influenced by our Great Lake as well. Named "Sea Smoke", the package is adorned with a kraken and is described as "Koffee to get you Kraken". The title was inspired by the mystifying steam rising off of Lake Superior in the early winter each year.

**"We all have a deep affinity for the Lake.** Like most of the people that choose to call this area home, it is the Lake that brings unending pleasure. Consequently, we are all very concerned with protecting and preserving this resource." The lake offers much more than just inspiration, it is an invaluable resource as well. In order to brew a great cup of coffee, you need access to clean, quality water.

A deep love for the lake isn't all that sets them apart. Jason, Jim and Joe value sustainability and equitability, and have a whole lot of local pride. Labels for their coffees are made from pre-consumer waste from paper manufacturing by a company in Wausau Wisconsin. Their dairy is sourced from a local farm, Tetzter's Dairy, and they work with local growers to source ingredients for their baked goods. Finished products are sold at local retail co-ops, restaurants and grocers.

Going forward, they're looking to exclusively sell certified organic, fair-trade coffees. They're incredibly proud to offer lifecycle cooperative coffee options. "From farm to roastery to retail (on the Co-op's shelves) our FT/O coffees are cooperative products. That's pretty awesome!" comments Jason.

**Why should we, as consumers, spend the extra dollar to purchase organic, fair-trade coffee beans?**

The answer lives in your personal values. Every decision we, as consumers, make has an impact. By voting with your dollar, you become a supporting character in each of the lives of the farmers, the roasters, and the retailers.

Purchasing organic, fair-trade coffee means that you are supporting a cooperative farm that treats its employees fairly and values nourishing the land in which they are growing the beans. It means supporting a cooperative roaster who values community, sustainability, and high quality, ethically sourced product. It means supporting your own local co-op (that's us!) and the community in which it lives.

Even though not all of Big Water Coffee's beans are organic and fair-trade, they know the farms where the beans are grown, and choose to purchase from ethical operations.

"We are dedicated to sourcing and producing the highest quality coffees possible but we don't think that consumers should be forced to choose between high quality coffee and equitable, sustainable production," says Jason. The moral here is to know where your money is going. With every purchase you make you enter someone's storyline by impacting their life, and no matter the story, who doesn't want to be the protagonist?

If you make your way to Bayfield Wisconsin, allow your nose to lead you to the freshly roasted beans and start your day with a Honeybee Latte and freshly baked Maple Pecan Scone. It doesn't end at delectable beverages and baked goods; the staff is exceptional as well. Jason says a prerequisite is having a true love for Bayfield and Big Water. They have to be enthusiastic about the town, and be able to keep up with the caffeine-crazed owners and tourists!

"If you'd like to learn more about how your beans get from the dirt to your cup, take a tour! The staff offer scheduled tours of the roastery as well as "Coffee 101" demonstrations, but they welcome impromptu tours as well—just ask!"

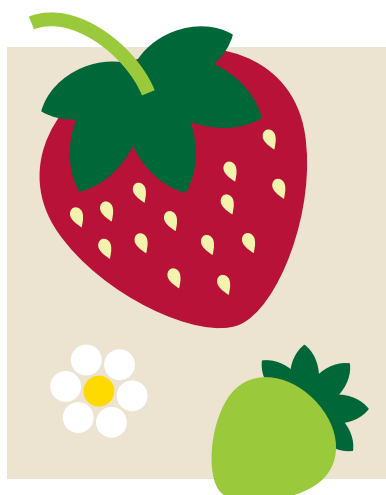
**The next time you find yourself swapping stories over a good old cup-of-joe,**

think about how your coffee's story fits into your own. Choose a roast that aligns with your values and sip proudly! Although the caffeine high won't last forever, the relationships built over warm mugs and satisfying slurps will remain. Those savored moments are what make the story worth reading. **WFC**

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## Brand New

by Ali Wade, Brand Manager, WFC Owner

### I was nervous. Interviewing for the Brand Manager position with WFC was different than any other job interview experience I'd ever had.

My interviewers were kind, but I'll admit that there was one question in particular that threw me.

"Do you know what a Co-op is?" I paused before answering, my mind raced and my inner voice warned; "Don't be fooled by the easy question, Ali." In a span of about four seconds (which felt much longer) I contemplated answering that question in about a dozen different ways.

"Sure," I finally said. I explained that I knew how the co-op business model worked, and then I shared a story that I didn't even realize until that moment was central to my understanding of what a co-op is. I shared that Whole Foods Co-op was actually the first co-op I was introduced to, back in the early 1980s.

I was a teenager in Solon Springs, babysitting for the family of the pastor of our church, Stephen, and his wife Kathryn. They were Co-op owners and also outstanding people, but more on that in a moment...

### I recall how different the kitchen in their home was

from my family's. Searching in their pantry for something to feed their one-year-old son, Dylan, was a foreign experience to me. Absent were all of the familiar fonts on the packaging and ubiquitous brands found in most other kitchens in which I'd been. There was no rosy cheeked Quaker to help me identify the Oatmeal, no smiling glass pitcher on envelopes of Kool-Aid, no red and yellow lines leading me to the Oscar Meyer and no wavy cursive writing on cans of Coca-Cola. Many items were labeled by hand and stored in interesting containers and jars that were cleaned and re-filled, but never thrown away. It was my introduction to a different way of looking at food.

"There was no rosy cheeked Quaker to help me identify the Oatmeal, no smiling glass pitcher on envelopes of Kool-Aid ... and no wavy cursive writing on cans of Coca-Cola."

The kitchen was not the only place in their home that was different. It was the only baby-sitting gig I had where I learned how to use cloth diapers. The soaps in their bathroom were amazingly fragrant, and looked and felt different than the bars of Dial we used at home.

It would be years before I would adopt many of the practices I first discovered in this home, but the seed had been planted.

I mentioned that this was the home of outstanding people. They were humble and lived simply, but had far reaching impacts on our community—particularly on the youth of our community. Their home was a welcoming place, filled with handmade items, art of all kinds and streaming sunlight. Their bookshelves overflowed with volumes on philosophy, world religions, science and sociology. There were many musical instruments and stacks of vinyl records ranging from classical masterworks to Iron Butterfly. It was a place where conversation could stretch out for hours,

and divergent opinions were not only tolerated, they were encouraged.

In the absence of all of the iconic brands of that time, it is these people that I remember—the people that lived in this elegant and meaningful way.

Dylan is now grown and married, and sadly a tragic accident took Stephen from us in 2014. But each generation inspires the next.

Times have changed. Whole Foods Co-op has changed. Forty-five years ago, a small collection of people began looking for a better way to source and share food. WFC is now a powerful Brand in its own right, but one that still stands for the people who continue to share those principals. I feel a powerful connection to those who took the first steps along that journey, and, as the new Brand Manager, I am so honored to share in the responsibility of making sure the WFC Brand continues to grow in new directions, while always honoring where it all began. **WFC**

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THE WHOLE STORY



# Happy Anniversary!

by Sharon Murphy, General Manager, WFC Owner



**This coming October** is Whole Foods Co-op's 45th anniversary as a consumer-owned retail cooperative, and November 2015 marks the 10-year anniversary (wow, already?!) of our Hillside store at 610 East 4th Street.

**The Co-op's move to our Hillside store in 2015 was a big stretch**, as we were just beginning to experience some natural, organic and LOCAL foods competition from conventional grocery stores.

Owners invested \$888,000 toward the \$5.1 million Hillside project to purchase, remodel to LEED standards, and equip an existing two-story building of 18,600 square feet (6,734 retail square feet). Hillside has a loading dock, a beautiful classroom, a 24-seat inside eating area (plus 12 seats outside) and 96 off-street parking spaces between the upper and lower lots. The recent remodeling and re-branding project has brought a new sense of light and openness in addition to energy savings.

This year—our 10th anniversary at Hillside—sales topped \$16.7 million, and we have 118 employees and over 8,500 Owners. **WFC**

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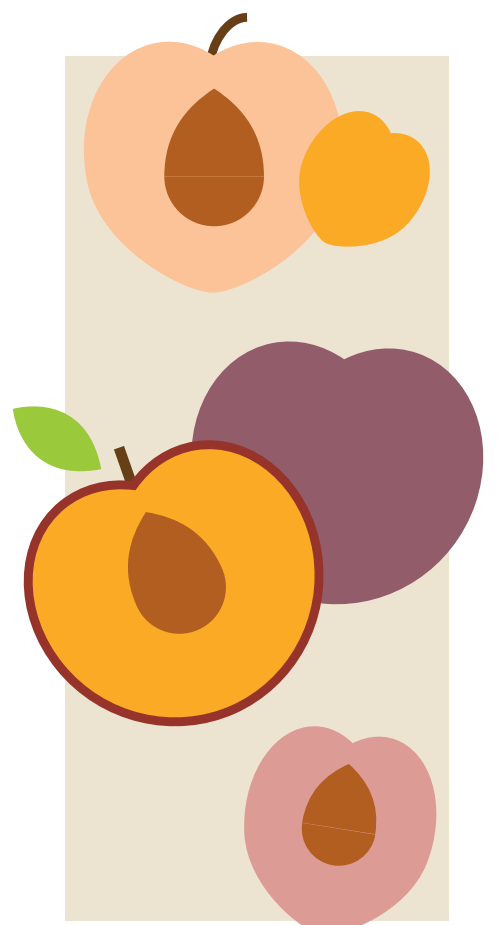
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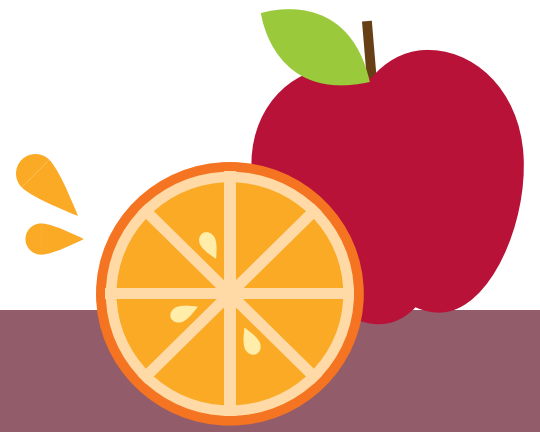
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## WFC-U Fall Classes

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

### Making Baby Food

Kara Stoneburner, RDLD

Thursday, September 24  
6:00 PM – 7:00 PM  
\$10 for WFC Owners  
\$12 for non-Owners

Ever consider making your own baby food for your baby? If so, please join us as Kara Stoneburner, Registered Dietitian Nutritionist, demonstrates how easy it can be. She will discuss the pros and cons of making your own baby food, how to do it, ideas for storing your homemade food, and when it might be appropriate to introduce certain foods to your baby.

*Kara Stoneburner is a Registered Dietician, Nutritionist licensed in Minnesota. She has been working for the Fond du Lac Reservation in Community Health for 11+ years. Her primary focus is working with pregnant and postpartum moms, babies and kids under five years old.*

### Conquering Candida

Dr. Brad Montagne

Monday, October 5  
6:30 PM – 8:00 PM  
\$10 for WFC Owners  
\$12 for non-Owners

Candida is a complex problem. Candida can be the root of hormonal problems, can cause adrenal and thyroid glands to shut down, create food intolerances, brain fog and more. Come learn how to take your life back again.

*An international speaker and lecturer, Dr. Brad J. Montagne brings a wealth of knowledge from 25 years of natural medicine practice to the table. He interweaves a tremendous depth of science, naturopathic understanding and clinical insights in a simple, understandable language of practical ways to take back your life.*

### Ramen and Dumplings

Nyanyika Banda

Saturday, October 10  
10:00 AM – 12:00 PM  
\$20 for WFC Owners  
\$25 for non-Owners

This class is back by popular demand! 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). Chef Banda will give a demonstration of making pork and vegan dashi (the classic Japanese stock) as well as hands on dumpling making.

*Nyanyika Banda has spent the past 15 years working professionally as a chef across the country. After completing an internship at San*

*Francisco's Commonwealth, Chef Banda took a job as a Sous Chefs for Mission Chinese Food NYC, a prep cook at Wylie Dufresne's molecular gastronomy restaurant WD50 and a Test Kitchen Associate at Saveur Magazine. Chef Banda currently operates the pop up restaurant, Izakaya(218), and has a fine dining catering company, Martha's Daughter.*

### Using the Glycemic Index and Exercise to Manage and Reverse Lifestyle Diseases

Dr. Anthony Macioce

Saturday, October 17  
10:00 AM – 11:30 AM  
\$10 for WFC Owners  
\$12 for non-Owners

The glycemic index (GI) is a ranking of carbohydrates on a scale from 0 to 100 according to the extent to which they raise blood sugar levels after eating. Learn why choosing the proper food and exercise will improve your quality of life.

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Gates open at 12:30pm  
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Rain or shine

GA advance tickets: \$15  
Day of show tickets: \$20

Tickets available at  
Whole Foods Coop, Electric Fetus  
& The Red Herring Lounge

## WHOLE FOODS CO-OP UNIVERSITY



*Dr. Anthony Macioce has been a practicing Chiropractor for the last 15 years. He has educated thousands of Northland residents through over 300 community and corporate based health and nutrition presentations.*

### Wild Foods Cookery: Enjoying Autumn's Bounty of Northern Wild Fruits

Gil Schwartz

Saturday, October 24  
10:00 AM – 12:00 PM  
\$20 for WFC Owners  
\$25 for non-Owners

We will discover, taste, and prepare some of the best wild fruits and berries that Minnesota has to offer. During the first part of the class, we will venture out and identify the wild fruits growing right around the Co-op and learning about responsible harvesting. **Dress according to the weather, as we will do the plant walk rain or shine.** Back at the Co-op, we will enjoy a taste-testing of various wild fruits, raw and processed. Participants will transform wild grapes into a rich juice, steep sumac berries into a pink "lemonade", make a luscious nannyberry pudding and create a savory glaze for meat or tofu with American highbush cranberries. **Class size is limited to 15 students.**

*Gil Schwartz, professional forager and founder of Seasonally Sourced Foods, has had a lifelong passion for discovering, experimenting with, and enjoying the many edible plants, fungi and animals found across Minnesota and Wisconsin.*

### The Power of Raw Foods

Matt Bennett

Saturday, November 7  
12:00 PM – 2:00 PM  
\$20 for WFC Owners  
\$25 for non-Owners

You will learn how and why raw fruits and vegetables are so beneficial to our bodies in this class. Instructor Matt Bennett will take you through his health journey and explain the transformation he has seen by incorporating more raw foods into his diet. Matt will also prepare some of his favorite raw recipes for you to enjoy.

*Minnesota native Matt Bennett is an up-and-coming holistic health educator who emphasizes detoxification and raw foods. Bennett grew up with several common health issues including asthma, eczema, constant colds/flu, congestion and depression. After coming across the concept of a raw vegan diet and implementing it in his own life he noticed all of these conditions virtually disappear. Bennett now shares his passion for raw foods through his YouTube channel, Smallstepstosuccess, and teaches raw food classes in the Rochester, MN area. Over the past four years Bennet has earned certificates as a Detoxification Specialist through the International School of Detoxification, and Certified Raw Food Chef through the Graff Academy of Raw Food Education.*

### How to Make Sauerkraut

Andrew and Jennifer Sauter Sargent

Thursday, November 12  
6:00 PM – 8:00 PM  
\$20 for WFC Owners  
\$25 for non-Owners

In this hands-on class, participants will learn the basics of vegetable lacto-fermentation and leave with one jar of their own handmade Sauerkraut. **Participants will need to provide their own sharp chef's knife and apron.** We will chop, salt, and pound vegetables into a vessel to be fermented. The history of fermentation, health benefits and key concepts of successful fermentation will also be discussed.

*Andrew and Jennifer Sauter Sargent live in Cornucopia, WI with their three children. They operate Spirit Creek Farm, which processes fermented vegetables and sells them throughout the Midwest. Andrew became interested in fermented food years ago after reading Salt: A World History by Mark Kurlansky. Andrew started making sauerkraut and kimchi and sharing it with friends, and soon found himself deep in a sauerkraut business. Andrew now concentrates on growing as much cabbage and other vegetables as he can and processing them into sauerkraut. When he is not making kraut he might be skiing or sailing, depending on if the water in Lake Superior is solid or liquid.*

### Fall Favorites with New Scenic Café

Scott Graden

Saturday, November 14  
10:00 AM – 12:00 PM  
\$25 for WFC Owners  
\$30 for non-Owners

Join us as New Scenic Café Chef and owner Scott Graden demonstrates how to make an autumn-inspired menu of international flavors: kaddo bourani (a fried pumpkin dish) with sweet harissa, Greek yogurt, fried leeks, mint & dill; beef tenderloin with mole, sfogliatelle (an Italian pastry), carrot, and cashew whip; and hazelnut cake with whipped cream and chocolate curls.

*Scott Graden turned his vision into reality upon opening the New Scenic Café, located on the North Shore Scenic Drive between Duluth and Two Harbors, Minnesota. For 16 years Scott has worked to provide high quality artisan foods while introducing the community to new cooking styles and cuisine. Through his tenacity and touch, Scott captures the essence of each ingredient to create truly excellent food. Chef Graden has participated and been recognized in a variety of venues including Minnesota Cooks and Tour de Farm, is a regular instructor with Kitchen Window, Blue Heron, and Whole Foods Co-op, and has received a variety of awards and recognition over the years.*

### Why Isn't My Brain Working?

Dr. James Hoeffling

Tuesday, November 17  
6:00 PM – 7:30 PM  
\$10 for WFC Owners  
\$12 for non-Owners

The incidence of brain disorders and degeneration are on the rise for young and old alike: Dementia, Alzheimer's, Parkinson's, ADD/ADHD, etc. Come learn about how the brain works and what some of the signs and symptoms of early brain degeneration are. Explore nutritional and lifestyle changes that you can make to impact your brain health and, thus, the quality of your life.

*Dr. James Hoeffling has been freeing people from pain since 2004 in his clinic in Superior, WI. "As a Chiropractor with experience, our professionals are committed to promoting the health and well-being of his patients using a 'whole person approach'".*

### You Are What You Eat: Know Your Food, Know Yourself.

Anthony Macioce

Thursday December 3  
6:00 PM – 7:30 PM  
\$10 for WFC Owners  
\$12 for non-Owners

You are what you eat, and what you eat eats. Join us for a highly informative, interactive, and in-depth look into the food industry and Standard American Diet (SAD), and the potential negative impact it can have on our health.

*Dr. Anthony Macioce has been a practicing Chiropractor for the last 15 years. He has educated thousands of Northland residents through over 300 community and corporate based health and nutrition presentations.*

### Healthy Kids Cooking Class

Faith King

Saturday, December 12  
10:00 AM-12:30 PM  
\$20 for WFC Owners  
\$25 for non-Owners

Hey kids! Come on down to the Co-op for some exciting new ideas on how to use fruits and vegetables. We'll make our own chips and cinnamon fruit salsa. There will be a main dish that will be both healthy and tasty. And last but not least, we'll end class with a sweet wintery treat! As always, we take time to enjoy our creations as we go. **Please let us know if you have any dietary requests or allergies at sign up. Space is limited to 12 kids.**

*Faith has a degree in Early Childhood Education from UMD and teaches this class to encourage kids to eat healthy and enjoy doing it! She has worked with kids in Head Start, after school programs and leading group art projects. In her spare time she loves to cook, bake and create food that is tasty and pleasing to the eye.*

### REGISTRATION

**In person:**  
Stop by the Customer Service Counter and let them know that you would like to sign up for a WFC-U class. 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

Owners receive a discount on WFC-U classes!

Additionally, all students who attend 8 classes get their 9th class free when they present a full (and signed) Frequent Learner Card.

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 will be given in full if we cancel a class or if you cancel your registration 48 hours in advance.

### QUESTIONS?

If you have questions about WFC-U classes or are interested in teaching a class at the Co-op, contact:

EMILY DREVLLOW  
Brand Education &  
Outreach Coordinator

P 218.728.0884 | ext. 202

[edrevlow@wholefoods.coop](mailto:edrevlow@wholefoods.coop)

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GOURMET TO GO



## Dani of the Deli

by Dani Heytens, Deli Counter Assistant Manager

**My name is Dani Heytens.** I was born and raised in Superior, and I've been at the Co-op for a year and a half now. First as a Deli Counter Clerk, and starting in April of this year as the Assistant Manager for the counter. In a lot of ways, the Co-op reminds me of working for my father's family business. My family has owned and operated a local business since the 1960s and I have been involved in it since I was old enough to wash dishes. Working side by side with my aunts, uncles, cousins and parents has had its challenges but working through it together has made us stronger as a family as well as a business.

Coming from a place that's not only where you work, but a place into which you put all your energy and pride, it can be hard to believe that you can have that same experience elsewhere. Here at the Co-op, it's refreshing to see the tight-knit relations that keep this place going. It's a pleasure to tell people that I work here in the Deli. I can literally hear the excitement in their voices as they share how much they love the Fog City Deli and what their favorite item is to pick up. Then comes the disappointment when I have to tell them we can't give up our secret recipes!

Let us do the work for you this Thanksgiving!



**The word "Thanksgiving" needn't trigger nightmares of grueling away in your kitchen for hours on end.** If you want to serve your family or friends a delicious Thanksgiving dinner made from scratch but don't want to do all of the work, let us do the cooking for you!

We are offering full Thanksgiving dinners again this year with a vegetarian option as well. All of our sides, rolls and desserts will also be available in the deli individually for that last minute shopping trip. We will be making many delicious dishes for every palate and dietary need. Please call ahead to place your order early, as we have a limited amount available! **WFC**



**My favorite part of my job is that there is never a dull moment in the deli.** There's always something to package, some delicious item to put in the case or a customer question to help answer. I am continually learning about the store and our products by assisting customers who know there is always someone at the counter who can help answer their questions.



As we transition to a multiple store operation, I look forward to the opportunities and challenges that come with it: new coworkers, training and working with a diverse group of people and finding new and better ways to serve our customers and the community. **WFC**

Pictured Deli staff from top left: Terri, Bailey and Matt.

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AYURVEDA IN A MINUTE



## Extravagant Health

by Bonnie Ambrosi, WFC Owner

This new column offers bite-sized servings of Ayurveda, mini-lessons which I hope you will find both interesting and useful.

**Ayurveda is an ancient science of holistic health. In Sanskrit, “ayur” is life, “veda” is knowledge.** And indeed the secret to good health is knowing how to live!

From an Ayurvedic perspective, true health is more than the absence of disease. Basic elements of wellness like strong digestion and good circulation are building blocks for something even bigger. Read this mind-blowing description of health from my teacher, Sri Swami Satchidananda:

“What is the sign of a healthy person? Such a person is happy anywhere. He or she is relaxed everywhere—always at ease and in peace, within and without. A healthy person hates none, dislikes nothing. Total love, universal love emanates from within. There is no tension anywhere, no stress or friction. These are the signs of real health. A person who is healthy doesn’t hurt anyone. He or she is not afraid of anyone. Not only are they unafraid, but they see that others are not afraid of them. The ‘others’ include animals, plants, everything. A healthy person emits always and only a loving and pure vibration.”

“There is no tension anywhere, no stress or friction. These are the signs of real health.”

That is setting the bar pretty high! But we get there through the little things we do every day. Ayurveda offers many practical dietary and lifestyle tools to move us towards this ideal, but the first step is simply creating your own vision of “extravagant health.”

That’s your assignment. Reread the description above. Ask yourself, “What would it be like to live this way?” Write your own description of extravagant health—what would that be? Let this question percolate in your mind for the next few weeks and jot down your ideas, knowing that your next step may be to take the excellent advice of Henry David Thoreau and “live the life you have imagined!”

**WFC**  
Bonnie Ambrosi is a certified Ayurvedic Health Educator and Yoga instructor. Contact her at [bonnieambrosi@gmail.com](mailto:bonnieambrosi@gmail.com) or check out [grihastashramiyoga.com](http://grihastashramiyoga.com).

### COMMONS HEALTH 2015: Advancing Integrative Approaches to Community, Health and Well-being

Co-op sponsored event  
September 9 – 10, 2015  
at the DECC

The Duluth-based Institute for a Sustainable Future and the Academy of Integrative Health and Medicine are pleased to co-host Commons Health 2015, an innovative “working conference on place-based health creation. Now in its third year, this event draws attendees from across the country. Join national and statewide integrative health and medicine, business, community and food system leaders working at the intersection of well-being, environment and socio-economic health.

Whole Foods Coop is pleased to be a sponsor along with Essentia and other local and statewide organizations.

For more information visit [www.accountablecommunities.org](http://www.accountablecommunities.org) or call 218.525.7806.

# Lake Superior HARVEST FESTIVAL

Saturday, September 12<sup>th</sup>  
10 a.m. – 4 p.m.  
Bayfront Festival Park, Duluth

Local food, crafts, music,  
sustainable living demonstrations:  
Fun for the whole family!

Sponsored by:

**CONTRIBUTORS INCLUDE:**  
At Sarah’s Table/Chester Creek Café  
Bizy Does It  
Minnesota Farmer’s Union  
Minnesota Institute for Sustainable Agriculture/  
Minnesota Department of Agriculture  
Park State Bank  
Western Lake Superior Sanitary District

## Call for Owner Art!

### OCTOBER, 2015 IS OUR ANNUAL OWNER ART SHOW!

For more info, or to reserve a spot in the show, contact:

ALLISON HEITMILLER  
Brand Education & Outreach Coordinator  
P 218.728.0884 | ext. 158  
aheitmiller@wholefoods.coop

Space is limited and some restrictions apply. Remaining spots in the exhibition will be filled on a first-come, first-served basis.



A sample of work from last year's Owner Art Show (thanks, Dawn and Jill!) exhibited in our Brewery Creek Overlook seating area.



## What's Happenin'?

**The Annual Report** (enclosed in this mailing or arriving in your mailbox soon) contains information on the 2015 Board election as well as your invitation to the 2015 Annual Owners Meeting on Friday, October 23, at the DECC. We have a lot to celebrate this year and very much hope you will join us at the Annual Meeting. **WFC**

### Here are more Co-op related events to add to your calendar:

**WFC Board Election**  
September 1 – September 21, 2015  
Online voting and paper ballots will be available; see page 5 for more details on the Board election.  
📍 WFC and online

**Commons Health 2015: Advancing Integrative Approaches to Community, Health and Well-being**  
September 9 – 10, 2015  
Co-op sponsored event: [www.accountablecommunities.org](http://www.accountablecommunities.org)  
📍 DECC

**United Way Chili Cook-Off**  
Thursday, September 10, 2015  
5:00 PM – 7:00 PM  
📍 DECC

**Lake Superior Sustainable Farming Association Harvest Festival**  
Saturday, September 12, 2015  
10:00 AM – 4:00 PM  
📍 Bayfront Festival Park

**2015 Annual Owners Meeting**  
Friday, October 23, 2015  
5:00 PM – 8:00 PM  
Pre-registration is required. See adjacent page for details.  
📍 DECC Harbor Side Room

**Halloween Party (all-ages!)**  
Saturday, October 31, 2015  
4:00 PM – 7:00 PM  
📍 WFC's Dungeon of Doom

**Food Access Summit 2015: Networking for Change**  
November 8 – 10, 2015  
📍 DECC

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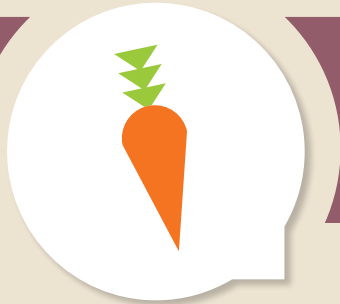
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# Abandoned Equity

By Sharon Murphy, General Manager & WFC Owner

**In compliance with its policy on the Abandoned Equity Process** and in acknowledgement that in Fiscal Year 2015 WFC achieved significant growth in new Owners and in new equity and met the budget goal for profitability, the Board unanimously approved returning approximately \$3,000, net after any indebtedness owed to WFC, of the oldest abandoned equity (no current address on file and/or Owner is more than one year behind in purchase of required equity and/or Owner has failed to comply with Owner credit policies). The process to return abandoned equity is to publish the names of these Owners in the Garbanzo Gazette and allow at least sixty (60) days (by November 20, 2015) for them to provide a current address and/or purchase required equity and/or comply with Owner credit policies.

The balance of unclaimed abandoned equity will be donated to a local, ENDS-related non-profit chosen by Owners voting in the 2015 Board election (online or paper ballot):

- ▶ CHUM Human Services Agency of Duluth
- ▶ Duluth Community Garden Program
- ▶ Lake Superior Sustainable Farming Association
- ▶ One Roof Community Housing
- ▶ Community Action Duluth/Seeds of Success Program

The following non-profit agencies have received unclaimed abandoned equity in previous years and are eligible again for nomination after three (3) years:

- ▶ Second Harvest Northern Lakes Food Bank, 2008, 2010 and 2014
- ▶ Lakes Superior Farming Association, 2009
- ▶ Duluth Community Garden Program, 2011
- ▶ Growing Farms, 2012
- ▶ Kids' Café/Damiano Center, 2013

## Can you help us locate these folks?

ABTS, AMY  
 ACKERMAN, BRENDA  
 AMENDOLA, LAURA  
 ANDERSON, DEBRA  
 ATURALIJA, SARA  
 BACIGALUPO, DON  
 BAILEY, PHILLIP  
 BAKKE, RACHELLE  
 BARKER, BONNIE  
 BASTIEN, AARON  
 BEATTIE, ELIZABETH  
 BENTILLA, PATRICIA  
 BOURGEOIS, PENNIE  
 BRANDT, TAMMY  
 BRAUS, NICHOLAS  
 BRAZIL, JENNIFER  
 BROWN, MARY JO  
 BUCHFINCK, LINDA  
 BUDNICK, WANDA  
 CAGLE, JOHN  
 CARLSON, VICKIE  
 CASON, PATRICK  
 CHAMBERLAIN, CODY  
 CONSIE, BRENT  
 COUGHLAN, SUE  
 DAVIDSON, SARA  
 DEVINE, STEPHANIE  
 DIETLIN, JEFF  
 ERICKSON, JOE  
 FLORESTANO, GERALDINE  
 FOX, JAMES  
 GEERTS, MAURITA  
 GENGLER, THOMAS  
 GENTRY, PETER  
 GILBERT, TINA  
 GOAD, KIMBERLY  
 GORDON, CARLA  
 GORNICK, JEAN  
 GOULET, KAREN  
 GUNDERSON, KARA  
 HAGG, GRETA  
 HANSON, BARB  
 HARJU, KATHLEEN  
 HAUGEN, LANA  
 HENRIK, JOAN  
 HOESCHEN, CORRIE  
 HOMSTAD, GLORIA  
 HULSEBUSCH, NICKI  
 HUSELMENT-OLSON, NANCY  
 JAMISON, CARMEN  
 JOHNSON, COLLEEN  
 JOHNSON, GARY

JOHNSON, MICHELLE  
 JUDE, TALFERD  
 KAMBEN, GINA  
 KILBOURN, BRANDI  
 KNUDSEN, JACQUELINE  
 KREMER, PATRICIA  
 KRUGLIKOV, STAN  
 KUBALA, JULIE  
 KUKERT, JEFF  
 KUNNS, JEFFREY  
 LABROSSE, GINA MARIA  
 LAHUD, JOSEPH  
 LAMMIE, JOYCE  
 LEMIEUX, ANDRINE  
 LILYQUIST, LAURA  
 LITWIN, TAMMI  
 LOFGREN, JOSEPH  
 LOUDIS, MAHTAB  
 MAKELA, HELEN  
 MARCZAK, SARAH  
 MARTIN, DEBORAH  
 MATSON, WALLACE  
 MEDDAUGH, SHEENA  
 MILES, MONICA  
 MONROE, SHERRI  
 MOOG, BEN  
 MUNNELL, MICHAEL  
 MURPHY, JENNIFER  
 NIELSEN, DEVIN  
 NYGAARD, AMY  
 OHERN, MEGAN  
 OSMALLEY, ANN MARIE  
 PARK, CHONGWON  
 PARKER, DERRICK  
 PATTI, MARIA  
 PERKINS, ANN  
 PETERSON, JESSE  
 PETERSON, LUCINDA  
 PETERSON, SAMYA  
 POKORNEY, CATHERINE  
 REED, PATRICIA  
 RIDOLFI, TIM  
 ROSSMANN, TIFFANY  
 SCHULLER, SUZANNE  
 SNOW, MELISSA  
 TALBERT, JOHN  
 TAYLOR, MEGHAN  
 TOUGAS, LINDA  
 WILLIAMS, LORI  
 WOLTMANN, BENJAMIN  
 WOOD, ALTON H  
 WOODS, ANNE

## SAVE THE DATE! Annual Owners Meeting 2015

### CALLING ALL CO-OP OWNERS!

The 2015 Annual Owners Meeting will be taking place Friday, October 23 in the DECC Harbor Side Room from 5:00 PM – 8:00 PM.

The evening will include social time, dinner (vegan, vegetarian and gluten-free options), business meeting, door prizes, and more!



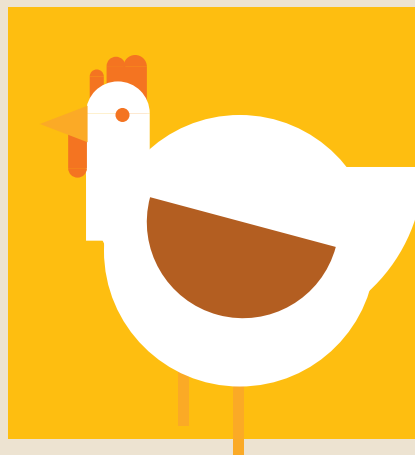
### PREPAYMENT REQUIRED

Register online at [www.wholefoods.coop](http://www.wholefoods.coop) or over the phone by calling Customer Service at 218.728.0884, ext. 1. Owners will be reimbursed at meeting registration (one gift card per Owner number).

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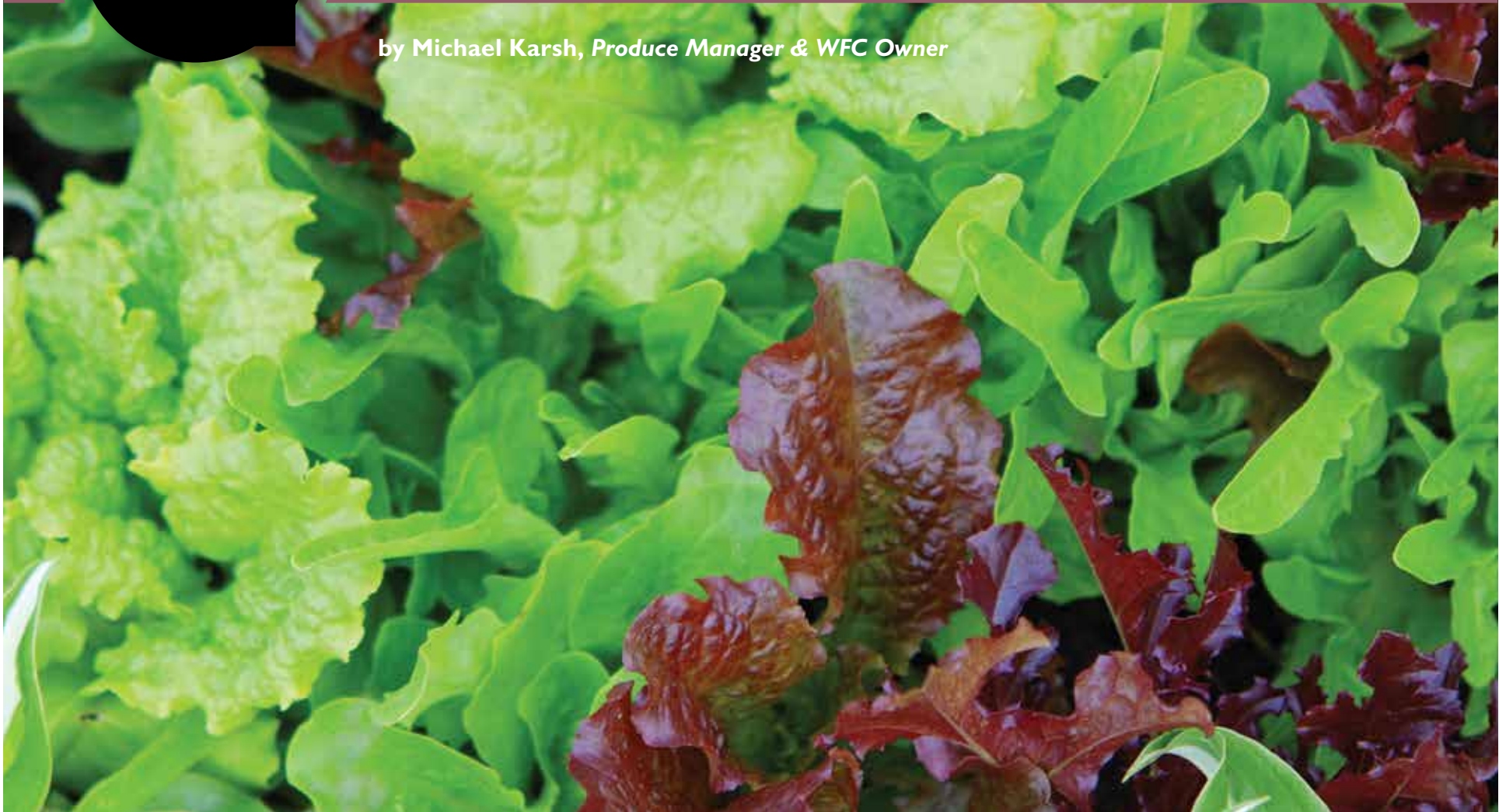
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# Pushing the Harvest

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)

The 2015 Minnesota Food Access Summit will be held on November 8–10 at the DECC.

**So far 2015 seems to have shaken the cool and wet trend that we have seen for the last couple of years, and it is one in which we have already had the opportunity to make progress toward our mission of supporting the development of a more robust regional food system.**

Gardeners were more optimistic this year, with our bedding plant program up 25% over the previous year. Barb's Garden turned out beautiful and large plants early, and we all took heart that perhaps the dice were weighted in our favor for production this season. So far that has proved out, including the month of July which combined sun and overnight warmth that produced bumper clusters of tomatoes and swelling winter squash as we head into the fall.

Our vegetable vendors were about two weeks ahead of our planned supply levels from the beginning of June onwards. Northern Harvest in Wrenshall, MN was turning out great supplies of kales, lettuces, salad mix and cabbage for us—just in time for salads and slaw. Food Farm broccoli was plentiful, in good size early and accompanied by juicy and firm cucumbers for those 80+ degree days we saw in July. Burning River Farm, a 200 member CSA in Frederik, WI, was a staple for us in spinach, early carrots and beets, as well as an assortment of greens, including chard.

While the Food Farm's root cellar Kickstarter campaign did not meet its funding goal, it certainly promoted what is arguably one of the best contributions to increasing the volumes we have been enjoying this season, and expect to

continue enjoying in the coming months. Retailers and others who do not directly produce food in our region can certainly excel in our work, connecting our shoppers with local and regional producers throughout the store on a daily basis—something that cannot otherwise be achieved at periodic farmers' markets. But it really takes vision and a willingness on the part of producers to make the success of a regional food system possible.

Whether it is coordinating delivery logistics across farms to help smaller and labor-strapped producers to reach markets, or—as with the Food Farm root cellar project—the building of needed infrastructure for a community of producers, it automatically increases the available capacity of an area to supply growing demand and purchasing objectives that are increasingly important for consumers. By thinking ahead into their own future, and by planning to help peers in the community, Food Farm is taking a really big step in the direction of the partnerships that Whole Foods Co-op and all businesses of a similar mind need: ones that

increase production so we can increase purchases; ones that increase storage capacity so we can increase the time we contribute to farm economies; ones that build the community in a sustainable manner so we can promote and provide the best LOCAL and REGIONAL products possible.

After the economic collapse in 2008, I felt that the economic

realism of sustainability would have a better chance at success once the ersatz wealth that was a focus on unsustainable cash flows and consumption had been shown to be weak. While economic news is better, and so the chance for more false methods of enriching ourselves grow, such developments that we are seeing in our own community mirror our growing season to date: hopeful, and a taste of a great harvest! **WFC**

“The Food Farm is taking a really big step in the direction of the partnerships that Whole Foods Co-op and all businesses of a similar mind need.”

