



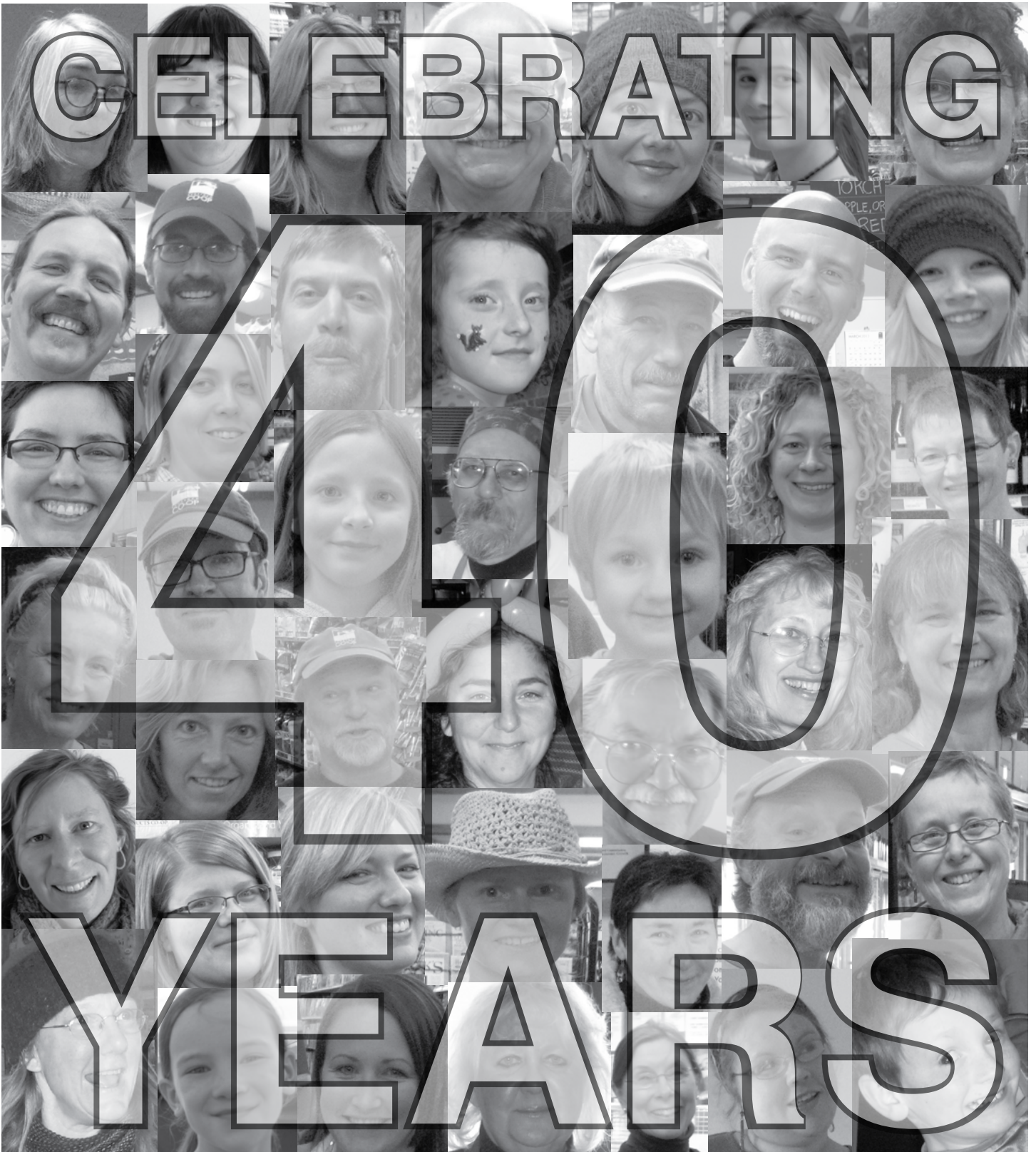
KEWEENAW
CO-OP

2013 SPRING / SUMMER

Circumspice

906.482.2030 • www.keweenaw.coop

Hancock, MI





Circumspice

1035 Ethel Avenue
Hancock, MI • 49930
(906) 482-2030
www.keweenaw.coop

STORE HOURS

Mon-Sat 10am-8pm
Sunday 10am-5pm

DELI HOURS

Mon-Sat 10am-7pm
Sunday 10am-4pm

The Circumspice newsletter is published three times a year for the Owners and customers of Keweenaw Co-op. The newsletter provides information about the Keweenaw Co-op, the cooperative movement, food, nutrition, and community issues. Views and opinions expressed in this newsletter do not necessarily reflect those of the Co-op Management, Board, or Owners. The next deadline for submissions is Sept. 15th. Refer submissions and questions to faye@keweenaw.coop.

Editor: Faye Carr
General Assist: Barb Hardy
Printer: Book Concern Printers

The Circumspice newsletter is printed on post consumer recycled paper.

The Circumspice newsletter is available on the Web at www.keweenaw.coop.

Ways to save at the Co-op...

The **Core Value Program** makes everyday healthful pantry staples available at affordable prices. Look for great values wherever you see the apple core. A list of products is available as a brochure at the check-out area and on the website.



Core Values

Co+op Deals are available twice monthly throughout the store. See the sales flyer in the store, on the Co-op website, and look for signs in the store. Some items may not be available in stock but they may be special ordered at the sale price.

coop deals

Co+op Deals

We offer discounts on bulk or case quantities of in-stock products, and case or smaller quantities of products the Co-op does not regularly carry. For case lots, price is calculated at 20% over wholesale cost for Owners, and 10% under retail cost for non-owners.

Special Orders

Owner Deals is a way of saying "Thanks" to our Owners. Look for exclusive rotating deals featured throughout the store.

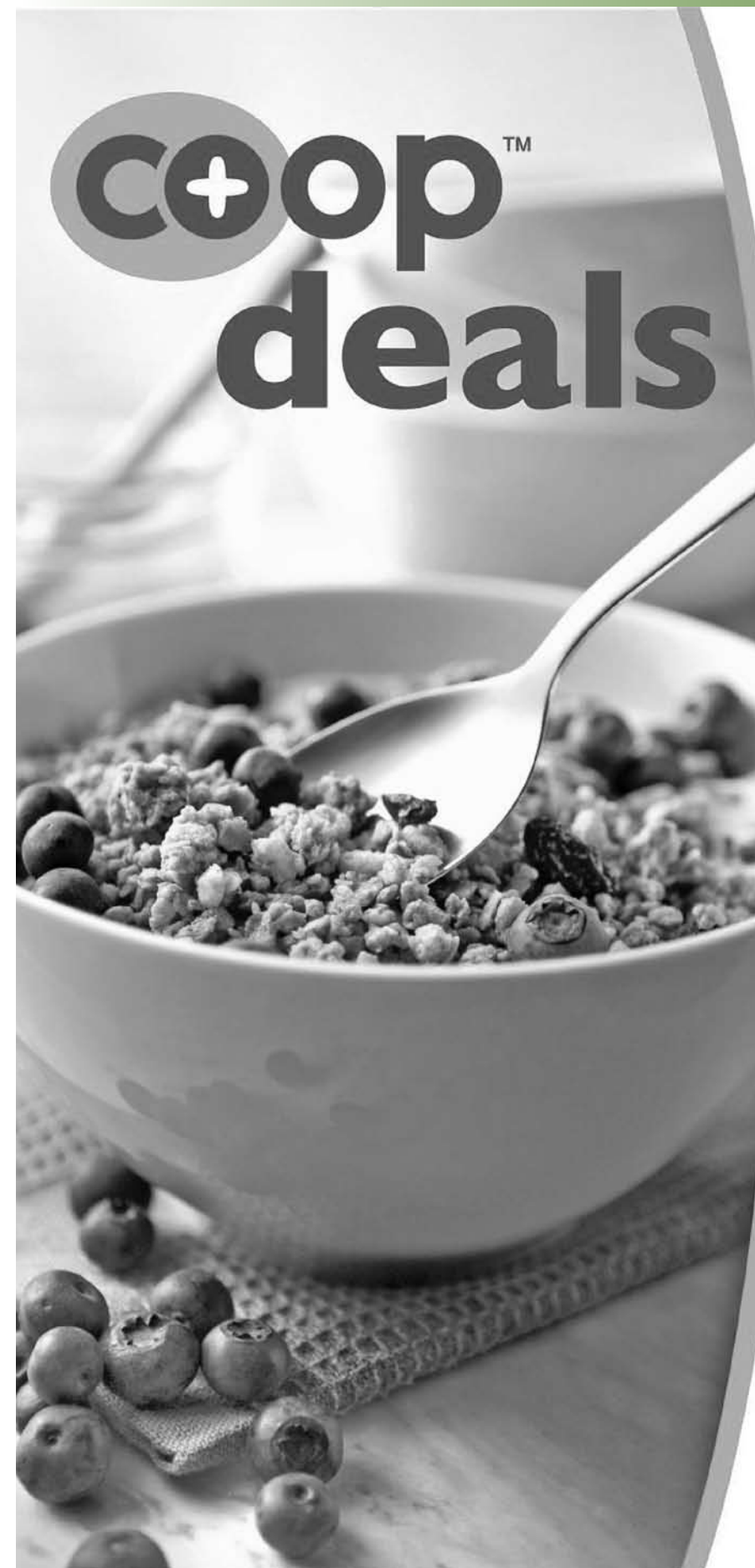
Once each quarter the Co-op celebrates its Owners with an **Owner Appreciation Day**. Owners in good standing receive a 10% discount on their purchases (excluding Core Value and Co+op Deals).

Owners Only

All **students** (including non-owners) who shop on Sundays receive a 5% discount on their purchase. Current student ID card required.

Student & Senior Day

All **seniors** 60 and over (including non-owners) who shop on Wednesdays receive a 5% discount on their purchase.



NEW! Stronger Together...

In June our sales flyer will have a new look!

Our participation in the National Cooperative Grocers Association allows us to offer you better specials that will be presented to you in a preprinted color flyer every two weeks. You'll find your Co+op Deals savings at the bottom of your receipt.

Please understand that this is a national program, so every item in the flyer may not be available at our store, but we'll do the best that we can. If we don't stock it, we can special order it.

We will learn as we go, and it's only going to get better!

Look for these new Co+op Deals signs throughout the store starting in June





From the Board

by Heather Dunne — Vice President

The Board thanks Co-op Owners for another successful Annual Meeting! Again we would like to welcome our new Owners to the Keweenaw Co-op! We look forward to seeing you in the store, at board meetings, Owner Appreciation Days, the Annual Picnic and other events which the Co-op holds. With your support and continued participation in your Co-op, we can continue to uphold our vision of collective efforts and access to sustainably produced healthy goods and services.

If you are a new Owner, a little explanation how we operate our cooperative might be needed. I say “we” because as Owners, we have a say in how our co-op is set up. Owners make an investment by buying equity in the Keweenaw Co-op. Our Bylaws provide us with a system which acknowledges our shared investment and requires that a profit generated by Owner sales must be refunded to Owners. Based on our financial health in a given year, the Board decides how much of this profit will be allocated to an Owner’s equity, and how much will be refunded.

As a reminder to all Owners who did not receive a Patronage Refund check this year, according to our Bylaws, if an Owner’s allocated Patronage Refund calculates to be less than five dollars it is forfeit and assigned back to the Co-op’s Capital Reserves in order

KEWEENAW COOPERATIVE, INC
 Notice of Allocation **12345**
 Date of Notice: April 1, 2013

This is to notify you that Keweenaw Cooperative, Inc. (the Co-op) has allocated a Patronage Refund to you from the Co-op’s Net Margins earned in 2012. Your Patronage Refund is the portion of Co-op earnings attributable to your purchases from the Co-op during 2012. The Patronage Refund is calculated according to the Co-op’s Bylaws.

This notice concerns the distribution of your Patronage Refund. The Co-op is distributing 20% of the Patronage Refund to you by the enclosed check. The balance of your Patronage Refund has been credited to your ownership in the Co-op as Capital Credits. The Patronage Refund relates directly to your purchases and the Net Margins derived from those purchases.

The following is an account of your Patronage Refund:

Member:	
Amount Paid in Cash (by check)	\$10.34
Stated Value of Capital Credits added to your ownership account:	\$41.38
Total Patronage Refund:	\$51.72

Co-op Owner #1234

The Profit Percentage for 2012 was 0.77% (\$18,903 operating profit on \$2,452,330 total sales). Thus, each Owner has been allocated a refund of 0.77% of their eligible purchases*.

20% of the allocation has been disbursed in check form, and the remaining 80% has been retained in the Owner’s name as additional investment in the Co-op.

* In accordance with the Co-op’s Bylaws, no patronage refund is allocated for Owners who generated less than \$5 in operating profit. Consequently, Owners whose purchase totals were below \$649.35 in 2012 were not eligible for a refund.



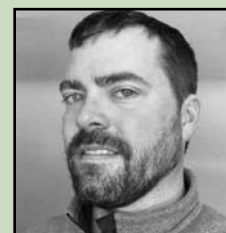
You can now cash your Patronage Refund check at the Co-op!

to offset the expense of processing the Patronage Refunds. See the example of how Patronage Refunds were calculated for 2012 in the figure on page 4. For Owners who did receive a Patronage Refund check, please make sure you cash your check as soon as possible to help keep our books in good order.

As we discussed at our Annual Meetings, using cash or check for purchases saves the Co-op expensive credit card processing fees. Everyone doing their part will help bring those costs down.

If you have any questions please feel free to contact us at board@keweenaw.coop. We welcome anyone to attend our monthly board meetings on the second Wednesday of the month in the Community Room at the Co-op. Through participation in our cooperative, we are building a sense of community and moving together for the future. ::

Welcome New Board Members!



Mike LaBeau



Patrick Walls

Thank You For Your Service!



Jess Juntunen



Robyn Johnson

board of directors

Chris Alquist
 calquist@hotmail.com
 Director
 Term ending 2014

Carl Blair
 cblair@mtu.edu
 President
 Term ending 2015

Heather Dunne
 heather.dunne@finlandia.edu
 Vice President
 Term ending 2014

Mike LaBeau
 malabeau@mtu.edu
 Director
 Term ending 2016

Libby Meyer
 ecmeyer@mtu.edu
 Director
 Term ending 2015

Susan Serafini
 sserafini@starband.net
 Treasurer
 Term ending 2015

Heather Sewell
 hthrswwl@yahoo.com
 Director
 Term ending 2014

John Slivon
 john@jrsdesign.net
 Director
 Term ending 2016

Patrick Walls
 patrick.walls1980@gmail.com
 Director
 Term ending 2016

Practical Wellness

by Dr. Jinny Sirard, Co-op Owner

Say NO to GMOs

Genetically Modified Organisms (GMOs) have become a huge topic of concern in recent years as more research is demonstrating that these unnatural foods are not only harmful to our environment, but may have serious human health considerations. Genetically modified foods are created by shooting foreign genes (taken from bacteria, viruses, insects, animals or humans) into the DNA of plants and animals.

The truth is, most Americans are consuming significant amounts of GM foods and are largely unaware. That is because the United States does not require GMOs to be labeled. Sixty-one countries now require the labeling of GMOs (40% of the world's population have the right to know if they're eating GM food). So why don't we?

Several countries have also developed stringent rules for the growth and distribution of GMO foods due to the lack of scientific evidence surrounding these foods. They just simply haven't been proven safe. Additionally, seed contamination is a serious threat to farmers worldwide.

It is estimated that a staggering 80 percent of all processed foods contain GM ingredients.

Considering the overall lack of health safety studies concerning GMOs, it is quite alarming how common they are in the SAD (Standard American Diet). For instance the Environmental Working Group has published a study which estimates that the average person consumes more than their body weight worth of GMOs per year, an admittedly underestimated figure.

New science is emerging that cast an enormous shadow of doubt over the safety of genetically modified foods. GMO research on mice has demonstrated considerable immunological effects and

disturbances such as tumor growth as well infertility and decreased litter size. Research into gene expression of GM-fed mice has found changes in the regulation of over 1000 genes. Examples include genes responsible for sensory perception, immunological responses necessary for fighting cancer, and circadian rhythms. The authors of this particular paper explain that the biological damage of GM foods may not manifest for generations to come.

Simply put, we could be permanently altering the human genome by eating GMOs. There also exists anecdotal evidence from health professionals

worldwide who have prescribed non-GMO diets to their patients and witnessed healing from a range of health conditions. The same has been reported by farmers and veterinarians, who have witnessed dramatic decreased animal health problems, increases in fertility and litter size, and improved cow milk production to name a few. Interestingly, GMO crops have also demonstrated yields between 4 to 20 percent less than conventional crops.

Big GMO crops (percentages according to USDA):

- Soy (96% GM)
- Cottonseed (90% GM)
- Corn (88% GM)
- Canola oil (90% GM)
- U.S. Papaya (80% GM)



- Sugar beets (95% GM & listed as sugar in processed foods)
- Milk (milk from dairy cows injected by rBGH)
- Aspartame (derived from GM microorganisms)
- Alfalfa (primary feed for dairy and some beef cattle)

Tips on how to avoid GMOs

- Buy organic foods. Products that are labeled organic cannot contain genetically modified foods.
- Look for non-GMO labels or labels that say "not made with genetically engineered foods."
- Unless Organic, avoid high risk foods such as corn, soy, canola oil, alfalfa, aspartame and cottonseed oil.
- Don't buy milk or dairy products that come from cows treated with rBGH (recombinant bovine growth hormone) which is a GM hormone that is injected into dairy cows to boost milk production.
- Avoid processed foods. If you do choose to eat processed foods, buy Organic. Many foods contain the aforementioned high risk GMO ingredients as well as a host of additives, such as processing agents, flavorings, and enzymes produced by GM yeast and bacteria. Remember, if you are eating non-organic processed foods, chances are, they contain GM ingredients.

- Use Organic or pure cane sugar. Most sugar from North America (if not listed as pure cane sugar) is a combination of sugar from sugar cane and GM sugar beets.
- Use non-GMO shopping guides. There are a variety of shopping guides which can help you shop for non GM foods, including tablet and phone applications.

3 Free Non-GMO phone applications

- True Food Network. This app is designed to help consumers identify GM foods. This is my favorite, and in my opinion the easiest and most comprehensive non-GMO shopping guide. You can use this guide very easily in the grocery store to identify GM products. This is the only guide that in addition to giving you a GMO free list, also supplies a list of foods that may contain GM ingredients.
- Non-GMO Project shopping guide. This guide lists all known non-GMO foods registered with the non-GMO Project Product Verification Program. Currently, this is the only 3rd party non-GMO certifying program in the US. This application also contains a wealth of helpful information surrounding the non-GMO movement.
- Shop NO GMO. This guide is very similar in content to the Non-GMO product shopping guide. Additionally, this app allows you to create customized non-GMO shopping lists.

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From the Produce Department

by Denina Kaunonen — Produce Manager

Plastic Consumption

Plastic. It is all around us and hard to avoid. Plastic is a part of most of our daily lives. It is in our homes, our

workplaces, our vehicles and the places we shop.

Plastic is used to contain many of the products and foods that we use every day. Plastic cannot biodegrade, which is why our use of such a material should be carefully scrutinized. Plastics can take hundreds, even thousands of years to degrade in a landfill. When plastic degrades, it never really goes away, it just breaks down into smaller pieces.

Additionally, some “green” biodegradable plastic is made from Genetically Modified corn. By using this packaging you are supporting the use of genetically modified (GM) crops. According to the Green Education Foundation (www.greeneducationfoundation.org), only 7 percent of the 30 million tons of plastic waste generated in the US in 2009 was recovered for recycling. I don't know about you, but I think this is an alarming statistic. So, how can we improve this statistic? We can improve this by becoming more mindful about what kinds of plastic we use and how we “dispose” of them. Recycling and re-use is one way to cut down on

Tips for Reducing Plastic Consumption

- Bring your own reusable shopping bags to all stores
- Most produce items do not need to be contained in bags; things like oranges and grapefruit already have a protective skin that is not consumed
- Bring your own reusable bags for produce (a single plastic produce bag can take 1,000 years to degrade)
- Bring your own reusable containers for Bulk and Deli items
- Bring your own coffee cup or travel mug (those plastic lids will take hundreds of years to degrade in a landfill, and paper coffee cups are lined with plastic!)
- Buy items packaged in containers that you can reuse (and then reuse them!)
- Choose products that do not use excessive packaging (more packaging equals more waste)
- Bring your own containers to restaurants for your doggie bags (most use styrofoam boxes)
- Pack lunches in reusable containers; do not purchase items that come in single serving sizes
- Keep track of your plastic consumption for an entire month; this may motivate you to reduce your plastic habit even further!

Bring It reusable produce bags and others are available to purchase in the Produce Department.



plastic consumption.

In the Produce Department at the Keweenaw Co-op, plastic and packaging is a concern when we decide which items to offer in the department. Items like cherry tomatoes, packaged salads and herbs are often packaged using #1 or #2 plastics, which are accepted for recycling at Waste Management. Unfortunately the plastic bags that contain items such as bagged fruit, potatoes and carrots, are not an acceptable plastic to recycle at Waste Management. However, Goodwill Recycling Center on Airport Road will now take any clean, crushable, 100% plastic items regardless of its number, including bags (see box below for more info). I suggest reusing these bags to

package your fresh produce the next time you are in the Co-op.

Personally, I know what it is like to get to the check out and before I remember to tell the cashier “I don't need a bag”, my purchase is already in a plastic bag. I end up frustrated at myself for not making it clear that I do not need a bag and I also end up with another plastic bag that I don't know what to do with. Clearly, making a choice to cut down on plastic takes effort, but once the commitment has been made and mindfulness steps in, making more earth-friendly choices will become second-nature. See previous page for some tips for reducing plastic consumption. ::



WORK CENTER

**23390 Airpark Blvd
Calumet Township
906.482.6142**

Hours

**M-F 7:30am-6pm
Sat 10am-2pm**

Goodwill Recycling Center Plastic Recycling Guidelines

- Any clean, 100% plastic that can be crushed in a baler is recyclable.
- Bring to Goodwill Recycling Center in bags, totes, or boxes.
- Small stickers on items such as price tags or labels are OK.
- Caps on water/drink bottles are OK.

CAUTIONS:

- Must be 100% plastic. Cannot have paper, cardboard, metal, glass, wood or fabric parts (labels OK).
- Must be relatively clean. Rinse out remains from food/drink.
- If it is small enough to put in a 55 gallon trash bag, it can be crushed in a baler (if not, it is probably too big).
- "Rock-Hard" items such as bakeware, picture frames, tool handles, and construction material contain resin and cannot be recycled.
- Styrofoam and rubber are not plastic and cannot be recycled.
- Containers from petroleum products may be hazardous and should NOT be put in recycling.

Where do local and regional products at the Co-op come from?

The Co-op supports local and regional food systems which helps support local, sustainably run farms, can help protect our health and the health of our communities, and help stimulate local economies.

Wisconsin

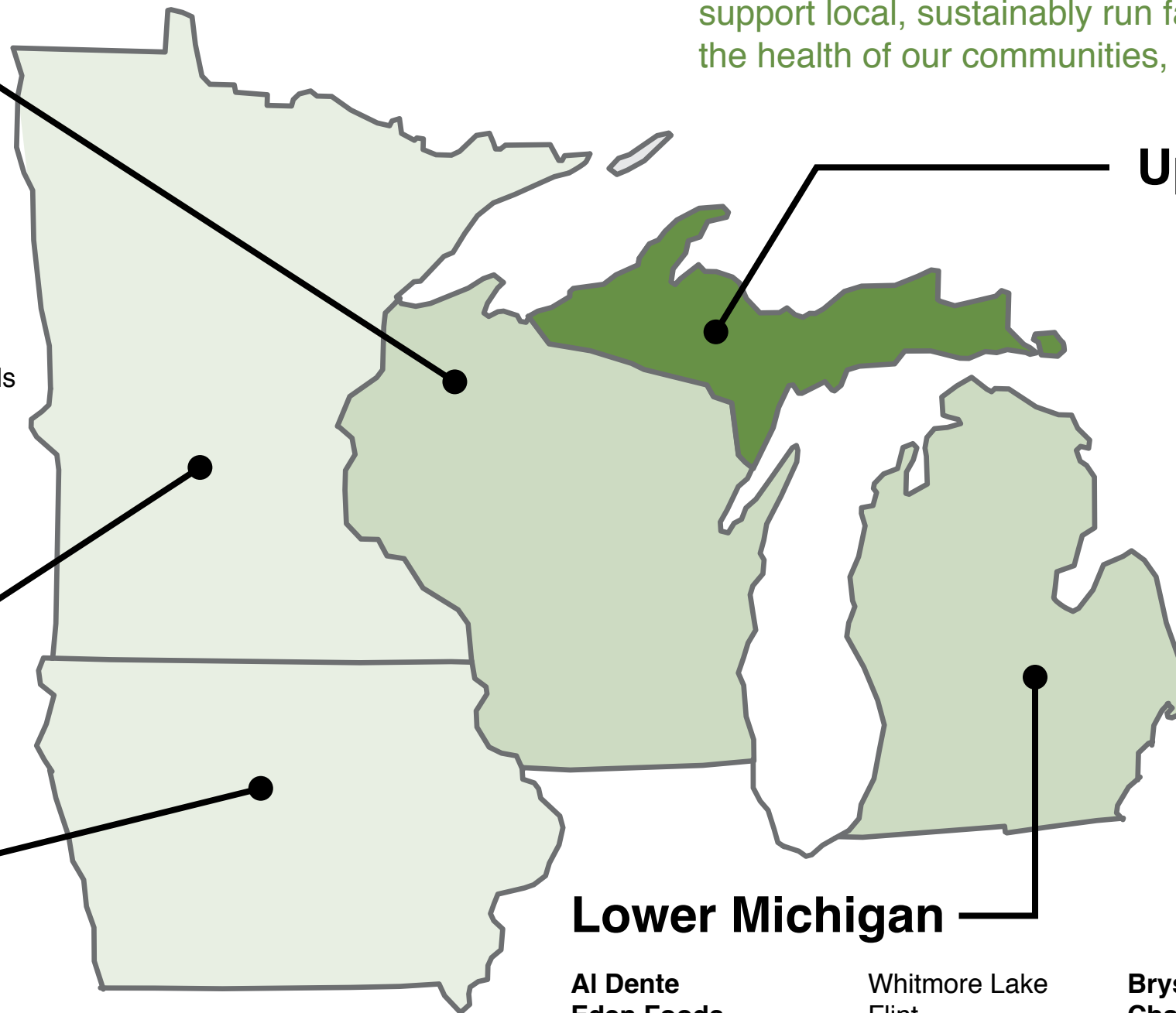
- | | |
|---------------------------|------------------|
| Spirit Creek Farm | Cornucopia |
| Big Flavor Granola | Washburn |
| Oskri Organics | Lake Mills |
| Wienke's Market | Algoma, |
| Rishi Tea | Milwaukee |
| Nature's Bakery Co-op | Madison |
| Organic Valley Farms | La Farge |
| Ellsworth Co-op Creamery | Ellsworth |
| Wisconsin Cranberry Co-op | Wisconsin Rapids |
| Brunkow Cheese Co-op | Darlington |
| Maple Leaf Cheese Co-op | Monroe |
| Mt. Sterling Creamery | Mt. Sterling |
| Maple Valley Co-op | Cashton |
| North Shore Brewery | Ashland |

Minnesota

- | | |
|--------------------|-------------|
| Equal Exchange | St. Paul |
| Co-op Partners | St. Paul |
| Peace Coffee | Minneapolis |
| Cedar Summit Dairy | New Prague |

Iowa

- Frontier Natural Foods Norway



Upper Peninsula Michigan

- | | |
|-----------------------|---------------|
| Seeds & Spores | Marquette |
| Hughes Farm | Calumet |
| Ransom Family Farm | Houghton |
| Danielson's Sugarbush | Nisula |
| The Jam Lady | Eagle River |
| Ray's Polish Fire | Allouez |
| Keweenaw Brewing Co | Houghton |
| Carrousel Winery | South Range |
| Keweenaw Kitchen | Baraga |
| Lennington Farm | Lake Linden |
| Brickside Brewery | Copper Harbor |
| Pepp Family Farm | Tapiola |
| Jim's Eggs | Chassell |
| Over the Fence Farm | Ontonagon |
| Crazy Joe's Salsa | L'Anse |
| Wintergreen Farm | Ontonagon |
| Sarazin Enterprise | Lake Linden |
| Gagnon Farm | Atlantic Mine |
| Land of Goshen | Kaleva |
| Twin Lakes Java | Calumet |

Lower Michigan

- | | | | |
|-----------------------|---------------|-------------------------|-----------------------|
| Al Dente | Whitmore Lake | Brys Estate Vineyard | Traverse City |
| Eden Foods | Flint | Chateau Grand Traverse | Traverse City |
| Native Sister's Soap | Gwinn | Good Harbor Vineyards | Lake Leelanau |
| Mackinaw Trail Winery | Manistique | Fenn Valley Vineyards | Fennville |
| Food for Thought | Honor | Peninsula Cellars | Old Mission Peninsula |
| Leelanau Cellars | Omena | St. Julian Wine Company | Paw Paw |
| Short's Brewery | Bellaire | Honey Boy Bob | Traverse City |
| North Peak Brewing | Traverse City | Short's Brewing Company | Bellaire |
| Bell's Brewery | Galesburg | Higher Grounds Coffee | Traverse City |

See local farmer profiles on the bulletin board in the Produce Department. Check the Co-op website "Featured Produce" page to see what's new in the Produce Department.

Western U.P. Food Hub News

by Ray Sharp — Co-op Owner

The new local food movement is like that jazz standard by Peter Allen – “Everything Old Is New Again.” For nearly all of human history, people sourced their food locally, ate what they could find or raise in their own area, and only in season. But over the last 100 years, with developments in food storage, transportation, and mechanization, we are living in a brave new world of genetically modified crops, chemical pesticides and fertilizers, and the miracle of foods from as far away as New Zealand available year-round at your local grocery store. Now many people are coming to question the health and environmental effects of large-scale agricultural practices, and longing for that simpler time when locally grown food was the linchpin of healthy communities and sustainable economies.

Natural food co-ops have been trailblazers in the local food movement which is now becoming more visible and mainstream. The Marquette Food Co-op was awarded one of six Michigan food system development grants from the Michigan Department of Agriculture and Rural Development in November 2012. Natasha Lantz and Kathryn O’Donnell of the Marquette Co-op, and Michelle Walk of MSU Extension in Sault Ste. Marie are coordinating activities for what is called the U.P. Food Exchange. The Exchange will connect local food activity within each of the Upper Peninsula’s three distinct regions (eastern, central, and western),

and coordinate local food efforts between the regions/hubs. The project aims to establish both online and physical aggregation sites for farm products, improve local food storage capacity, and educate consumers, farmers, and institutional purchasers about the resources and benefits available to them via the Exchange. The Exchange web site, where you can learn more is: <http://upfoodexchange.com/>.

Ray Sharp and Sara Salo at the Western U.P.



Health Department in Hancock are coordinating Western U.P. Food Hub activities, including committees working

on overall planning and coordination, education for growers and consumers, farm capacity and food distribution projects, and food policy matters. Among short-term objectives are the development of a comprehensive list of food-related classes and workshops, a local farm tour in August, and a conference on November 5 with classes, exhibitors, and results of a U.P. agriculture survey and economic assessment underway this summer. For more information on Western U.P. activities or to be added to an email list, call Ray or Sara at 482-7382, or like us on Facebook at Western U.P. Food Hub. ::

“The Exchange will connect local food activity within each of the Upper Peninsula’s three distinct regions...”



The Plowshare is the new incarnation of the U.P. Farm Bulletin. Now managed by the U.P. Food Exchange, you will still hear about events and projects related to U.P. agriculture and local food. Subscribe at: upfoodexchange.com/news-and-events/our-newsletter/

THE PLOWSHARE
The Newsletter of the
Upper Peninsula Food Exchange



The Bring-a-Bag Campaign is one of the ways the Co-op gives back to the community. Every bag the Co-op saves because shoppers bring in their own reusable bag earns money for the community. A different recipient is awarded every 6 months.



Keweenaw Land Trust
(Recipient from November 2012-April 2013)
www.keweenawlandtrust.org

The Keweenaw Land Trust is a community partner protecting land, water and quality of life through conservation, stewardship and education.

Photo: Curt Webb hands Nathan Miller of the Keweenaw Land Trust their Bring-a-Bag donation.



Omega House
(Recipient from May-October 2013)
www.omega-house.org

Omega House provides a residential, homelike environment where terminally ill people may live fully during their final days, free from pain and isolation and supported physically, emotionally, and spiritually by professional and volunteer caregivers, along with family and friends.

BikeFINLANDIA
(Recipient from November 2013-April 2014)
www.facebook.com/pages/Bike-Finlandia

BikeFINLANDIA is a non-profit student organization. The mission is to increase access to bicycles, develop a bicycle-friendly infrastructure, and nurture a bicycle culture. BikeFINLANDIA promotes biking as a healthy alternative to motorized travel in and around campus.



From the GM

by Curt Webb — General Manager

There is Wisdom in the Room

I recently attended two different cooperative meetings. The first was the Annual Meeting of the Keweenaw Co-op. Our Annual Meeting is an opportunity for the Board of Directors to conduct necessary business – electing new board representatives and reporting on their work - and to hear from Owners as we build a shared vision for the future of our co-op. As General Manager, they invite me to report on the operational aspects of our store and I have an opportunity to take questions and gather feedback on work the Staff and I do everyday.

This is what I heard at that meeting and since:

- You like what we're doing and how we're doing it. You value the variety, quality and freshness of the products we offer, with a special nod to produce. We love to hear that and remain open and responsive to your feedback!
- You asked if we are using our existing Point of Sale technology to its fullest capacity. This is an area we are currently focused on improving. While we can gather valuable information, our database is not optimally organized. We use this data to help refine our product mix, manage categories and improve departmental performance.
- There were questions and concerns about location and size of our possible future home. Ultimately, what is best for the organization will determine these things. We will base this on surveys, a market study and our shared vision work. Alternatively, could we start a second/satellite location? I hear about co-ops doing this successfully, but we have not developed the organizational capacity for this...yet.

- Finally, our favorite discussion: Credit cards! Can we stop accepting them? It is an unfortunate cost of doing business and no doubt a convenience for shoppers. We will continue to educate folks about these costs. We are limited by our processor agreement on other actions we can take to discourage credit card use. We are in the process of negotiating with a new processor for better rates. Making cash available from an ATM is logistically challenging, but is a real possibility that we are pursuing.

We do it well, but we can do it better. We must and will continue to draw on your history with us and other cooperatives to define our path as we work to serve your needs as well as the needs of our future owners and the community at large.

Challenge + Opportunity = Exciting Future!

The other meeting I attended was that of the National Cooperative Grocers Association (NCGA), which our co-op was recently invited to join. Part of the three-day meeting was NCGA's annual meeting, conducting business not unlike our own. NCGA is managed and directed by representatives from all over the cooperative grocery sector. It was reported that NCGA's patronage refunds to date reached a total in excess of member investment. We celebrated that indicator of a strong organization. NCGA's identity is changing as its members' needs change. It is moving from a purchasing co-op to a development co-op. That need is represented by 80 new co-ops in the U.S., with an estimated 150-300 groups currently working to organize cooperatives.

The meeting focused on envisioning the impact that co-ops can and do have in the world. The challenge for co-ops to be the leader in economic, social and

“And the beautiful thing is that we only need to ask and support, resources and wisdom will be shared.”

environmental sustainability flavored the next two days' discussions.

I brought back the following information and inspiration to share:

- **Opportunity:** The Natural and Organic food sector represents 13.5% of all retail food sales nationally, finally surpassing soft drink sales! Demand for Organic is growing. Eight in ten parents buy Organic.
- **Challenge:** Competition is on the rise. Some publicly traded, but much is private equity chasing dollars, and conventional competitors continue to lean in. The game is changing. But, as awareness builds, opportunities increase.
- **Response:** Grow. There is low cost capital, a growing economy and demand for Organic. Co-ops offer authenticity, value and service. Cooperative growth has an impact at the local level and we have our community's needs to drive us. Growth creates more jobs, builds the local economy, builds partnerships, and gives more citizens access to co-ops and all the good we have to share.

Secondly, be vigilant and focused. Compete on product, price and service, with “Co-op” as the tie-breaker. Maintain our cooperative identity and let our co-op values and virtues shine. Listen and offer innovative solutions for meeting our common needs, which is something co-ops do well.

This theme resounded: What we agree on – what is best for the cooperative – must be adhered to for the good of the owners. We must ensure that owner equity is used wisely and maintained for the future. That must be distilled into a long-term plan and an accompanying growth strategy. We must create the

vision and then capitalize it.

The NCGA Spring Meeting was a wonderful opportunity to step outside of the Keweenaw to see the positive work that others are doing. I came away with the knowledge that there is no problem, no obstacle that another co-op has not encountered before us. And the beautiful thing is that we only need to ask and support, resources and wisdom will be shared. We are stronger together. ::

The Co-op's own Curt Webb and partner Keren Tischler pedaled Atlantic Mine to the top 10 list of the National Bike Challenge's warm-up period, putting the pressure on cities of all sizes to try and catch up. They've already logged nearly 1,000 miles between the two of them! Read more at <http://blog.bikeleague.org/>





Buy Organic & Open-Pollinated Garden Seeds at the Co-op!

Visit www.highmowingseeds.com under Resources for growing tips and extensive indoor seed starting information



Look for new books for the farm and garden from Storey Publishing at the Co-op



Storey

2013 Heart & Hands Award



Celebrate a Copper Country person who has given of his or her Heart & Hands to promote **Peace, Justice or the Environment**

Nominations due June 21

Do you know anyone who has given of Heart and Hands in the service of peace, justice or the environment in our local community? Please consider nominating this person (or couple) for this year's Heart & Hands Award. The nomination form only takes a moment to fill out, and the recognition will mean a lot to a deserving individual! Submit nominations to:

Heart & Hands Award
53044 Hwy M203
Hancock, MI 49930
or tkinzel@pasty.net

The award will be announced at the annual HorseTail Scramble on July 4th. This year there are two categories of nominations:

ADULT AWARD (receives a \$1000 monetary award that they donate to a non-profit of their choice)

YOUTH AWARD for a young person age 21 or under (receives a \$350 monetary award that they donate to a non-profit of their choice)

Include the following information:

1. Candidate name and address
2. Your name, address, phone number, and email
3. Answer in 500 words or less:

How has the candidate had a significant impact on the Keweenaw community giving of themselves in a caring, committed, or heartfelt way in the area of peace, justice, human needs and/or environmental stewardship? Please be specific about what form their contribution and involvement has taken.

www.HeartAndHandsSociety.org

Help us reach our goal of 1000 Co-op Owners. We only need 125 more households.



Will and Mark of Big Flavor Granola out of Washburn, WI sample their product at an Owner Appreciation Day.

Come join us at Owner Appreciation Day on Saturday, August 10th

Once each quarter the Co-op celebrates its Owners with an **Owner Appreciation Day**. Owners in good standing receive a 10% discount on their purchases (excluding Core Value and Co-op Deals).

Welcome New Owners

Joined between January 14 - May 1, 2013

- | | |
|--------------------|-------------------|
| Anna Aho | Beth Maata |
| Traci Alessandrone | Shirley Mensch |
| Virginia Cole | Heather Mroz |
| Donna Des-Jardin | Deidre Phillipson |
| Karyn Detmer | John Quinn |
| Michele Donahue | Kari Rasmussen |
| Sara Fehringer | Joseph Del Real |
| Rudy Gemignani | Kari Rasmussen |
| Michael Hamilton | Joseph Del Real |
| Rhonda Heusinkveld | Bob Turner |
| Erica Hupp | Rachel Walls |
| Shelie Imbrunnone | Fr. Proklos Wood |
| Joyce Smith | David Ziemer |
| Barbara Kilmer | |

A special welcome to Erica Hupp!

Over the winter holiday season a current Co-op Owner generously donated a Common Share in the Keweenaw Co-op to be awarded to a community member. The task of selecting the recipient was put to the Board who decided to hold a random drawing. Applications were collected in the store and the winner was selected at March's Annual Meeting. The lucky winner, and new Co-op Owner is Erica Hupp.



From the Bulk Department

by Dan Schneider - Bulk Foods Buyer

Co-op Owners Weigh in on the Bulk Foods Department

First off, thank you to everyone who participated in the recent Bulk Foods Department survey. The results are in and they have given me a

lot to think about as the bulk foods buyer. People must have been wanting a chance to weigh in and offer feedback – we received more than 100 responses within 24 hours of posting the survey online. In all, more than 200 people completed the survey in electronic or paper form. So what do you want? More product information, for one thing. This was the improvement to Bulk Foods survey respondents desired most. We've begun putting signs on the bulk bins identifying products' places of origin and other attributes (Organic, Fair Trade, Kosher, and the like). The second most-sought bulk foods improvement was better department layout and organization. On that front, we are working to consolidate bulk foods in one section of the store. Why do you shop in the Bulk Foods Department in the first place? According to the survey, the most important reason people choose to buy in bulk at the Keweenaw Co-op is the variety of products offered. This is where the department's recent evolution seems to fly in the face of the survey results because, since the middle of last October, I have eliminated more than 70 stock

keeping units from the Co-op's bulk foods selection. That is in the neighborhood of a 25 percent reduction in the variety of products offered. But sales data show that the eliminated products, though they contributed to variety in a numerical sense, were not things many people actually wanted to buy. We once offered six flavors of sesame sticks, for example, but only the plain and the garlic varieties sold quickly enough to keep from going stale. So the goal now is to thoughtfully introduce new products that sell well and reflect our organizational values of healthfulness and sustainability. We've added Big Flavor Foods' Cinnamon Stomp and Peanut Butter Polka granolas, which are made with mostly Organic ingredients in not-too-distant Washburn, Wisconsin. New Maple Walnut and a Molasses Almond Raisin granolas are from Nature's Bakery Cooperative, a

worker-owned co-op in Madison. We recently brought back Organic tamari roasted almonds, but we now buy them from the Equal Exchange worker cooperative.

The survey showed affordability was the second most important reason people buy in bulk. Bulk foods are often significantly less expensive than their packaged counterparts. We will continue to keep the per-pound prices as low as possible, and will get some help in the effort soon from the collective buying power the Co-op will enjoy as a member of the National Cooperative Grocers Association (see the Winter/Spring 2013 edition of Circumspice for an article about NCGA).

Finally, how do you like your bulk food?

In one word, "local." Survey respondents identified "locally or regionally grown/produced" as the attribute

"According to the survey, the most important reason people choose to buy in bulk at the Keweenaw Co-op is the variety of products offered."



New Bulk Foods Labeling:
In response to the survey we've begun putting signs on the bulk bins identifying products' places of origin and other attributes (Organic, Fair Trade, Kosher, and the like).

they care most about for bulk foods, followed closely by "Organic" and "affordable." Unfortunately, I am not aware of any bulk foods commodities currently grown or processed in the western Upper Peninsula. We do have some regional bulk products, such as the granola mentioned above and our Organic dried beans, which are grown in Saginaw County, Michigan.

I am eager to add truly local bulk products to our department. Whole wheat flour may be the first one. At least two local grain farmers have shown an interest in supplying it.

Once again, thank you to everyone who took the time to fill out the survey. And thank you for buying bulk foods! ::

Why Buy Bulk Spices?

Want the freshest spices along with the most flexibility and fun while shopping? Then buying in bulk is for you. Comparison shop for a few spices, and you'll see why bulk is your best choice:

Price

You'll pay from three to 10 times more for the same amount of spice if you buy it in bottles instead of in bulk! (You—and the environment—have to pay for all those jars and labels, after all.)

Freshness

As you measure your spices from the bulk jars, relish the aroma, color and texture of each. You know that these spices are fresh because the stock is updated often. They're bright, not faded, richly aromatic, not faint.

Versatility

Whether you're stocking up on your favorite cooking staples or just buying a pinch of this

or that for a particular recipe, when you buy in bulk, you'll always have the right amount. You don't have to buy an entire package of that exotic spice you'll use only once a year, and you don't have to purchase multiple packages of a basic pickling spice to last through canning season.

Fun

Shopping for bulk spices can be quite fun! Grab a container of an unfamiliar seasoning blend such as "Chinese Five Spice". Take home a few ounces and then find a recipe on www.frontiercoop.com. Buying in bulk allows you to expand your cooking to interesting and different cuisines, without expanding your budget. Have some fun - shop in bulk!

FRONTIER
NATURAL PRODUCTS CO-OP
Quality Products for Natural Living®



Keweenaw Co-op
Natural Foods Market & Deli
1035 Ethel Avenue
Hancock, MI 49930
www.keweenaw.coop

PRESORTED STD
U.S. Postage
PAID
Houghton, MI
Permit No. 9



38th Annual

CANAL RUN 2013

1/2 marathon • 10 mile run • 10 mile walk • 5 mile run • 5 mile walk



Hancock, Michigan

Find Canal Run on Facebook
www.hancockcanalrun.com

Pre-Race Pasta Dinner
Friday, July 19
4pm - 8pm
Finlandia Hall, Hancock
\$10 adults / \$5 children
(complimentary dinner for children under 6ys)
Tickets available at the door

The Co-op Deli will be catering the Pre-Race Pasta Dinner again this year. The Pasta Dinner is open to the community, so come join us and mingle with the race participants. There will be both vegetarian and meat sauce options. The all-you-can-eat dinner will feature a garden green salad bar, artisan garlic bread, homemade pasta sauces, something sweet, refreshments and more. Gluten free pasta available for those with dietary restrictions. Kids can have fun at the Canal Kids Dash. This event will take place at 5:30 outside Finlandia Hall during the dinner. All participants receive a Canal Kids Dash finisher's medal. Bib pick-up available at the dinner from 4pm - 8pm. We hope to see you at the dinner and at the finish line either cheering on the runners and walkers or finishing your very own race. The Canal Run is excited to announce that a half marathon has been added to the event.

40th Anniversary Celebration

Sunday, August 11

Picnic Potluck

5:00pm - 9:00pm

McLain State Park • Main Shelter

Find more info on the Co-op website and Facebook