



2014 FALL / WINTER

# Circumspice

906.482.2030 • [www.keweenaw.coop](http://www.keweenaw.coop)

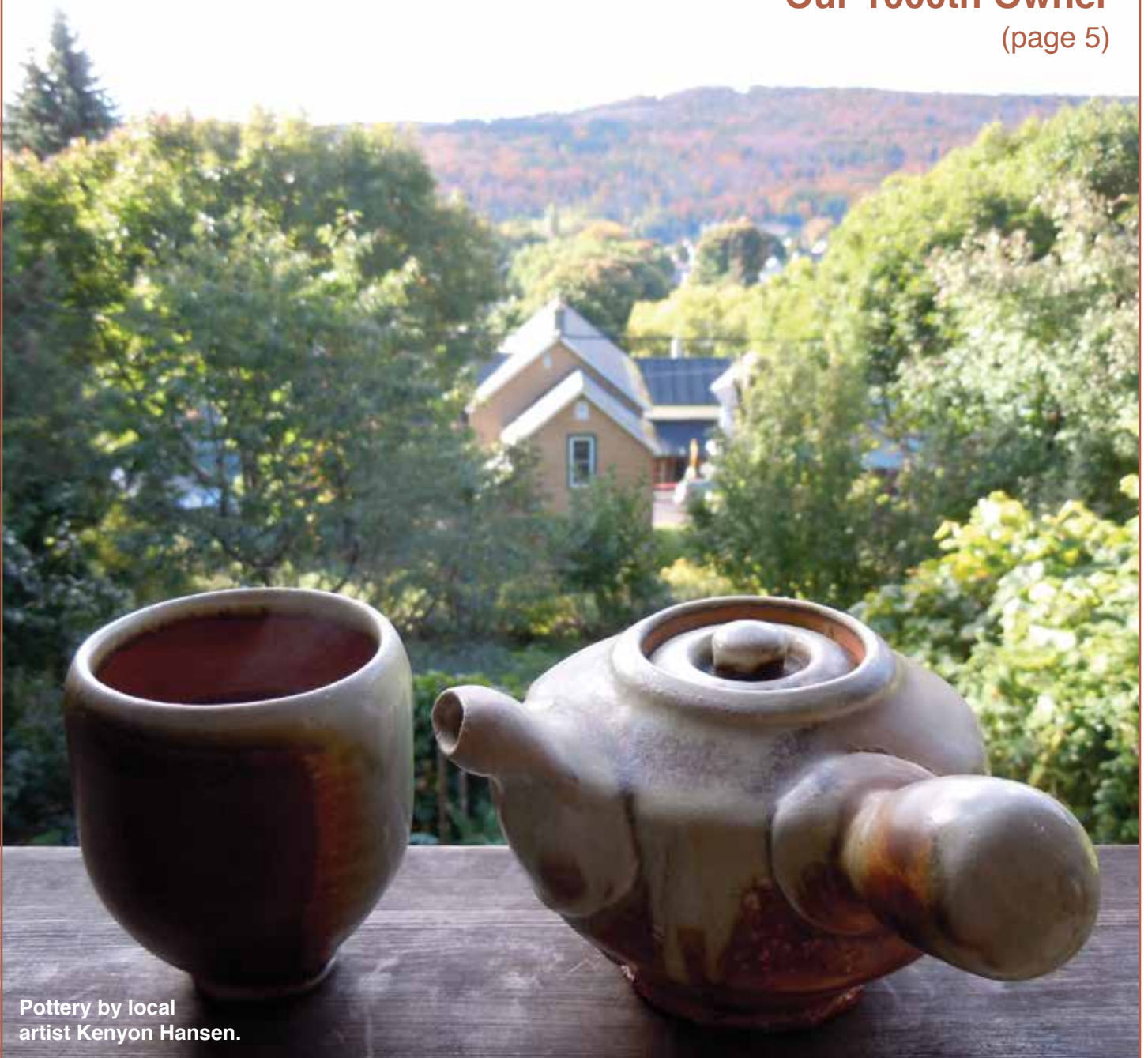
Hancock, MI

## Have a cuppa tea!

(page 8)

## Our 1000th Owner

(page 5)



Pottery by local  
artist Kenyon Hansen.



*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, Staff, Board, or Owners. The next deadline for submissions is January 15th. Refer submissions and questions to faye@keweenaw.coop.

Editor: Faye Carr  
Desktop Publishing: B.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...

**Co+op Deals** change twice monthly. See the sales flyer in the store, on the website, in the Mining Gazette, and look for signs in the aisles.

**coop deals** Additional Co+op Deals coupons are available six times a year. Coupon booklets are available at the Co-op.

Co+op  
Deals

The Co-op offers 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 quantities, price is calculated at 20% over wholesale cost for Owners. Sorry, no discounts for non-owners.

Special  
Orders

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 all sale items). Save the dates:

**Saturday, November 15  
& Thursday, February 12**

Just for  
Owners

**In-House Sales** are a way of saying thanks to our customers (Owners and non-owners).



Look for rotating deals throughout the store marked with a black and white sign.

In-House  
Sales

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

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

Student  
& Senior  
Day

## Co-op Month

nba.coop/coop-month



Each October, cooperatives across the United States celebrate the cooperative difference, business model and the contributions of cooperatives to their communities.

This year's theme is "How does your Co-op connect?". For more

about Co-op Month and how the Keweenaw Co-op connects everyday **see page 10**.

## Farm to School Month

**NATIONAL FARM to SCHOOL MONTH**



October is National Farm to School Month, a time to celebrate the connections that are happening all over the country between children and local food! National Farm to School Month was designated by Congress in 2010 to demonstrate the growing importance of farm to school programs as a means to improve child nutrition, support local economies and educate children about the origins of food. For more on local projects **see page 14**.



## Non-GMO Month

nongmomonth.org

Non-GMO Month [October] was created by the Non-GMO Project in 2010 as a platform for raising awareness on the GMO issue. Citizens and organizations across North America are waking up to the failure of GMO technology, and discovering the risks GMOs pose to our health, our families, and our planet. Non-GMO Month is an opportunity to coordinate our voices and our actions, so that we can stand up loudly and clearly for our right to know what's in our food, and to choose non-GMO. Protecting consumer choice and a non-GMO food supply require a multi-faceted approach and lots of team work, which is why this website was created. Together, we make Non-GMO Month happen by creating and participating in events, and spreading the word in our communities. **See page 14**

## Fair Trade Month

befair.org



The month of October is TransFair USA's Fair Trade Month, and the theme is 'Buy Fair Be Fair'. TransFair USA is the United States's only third-party certifier of Fair Trade products. Therefore they have leveraged the month of October to increase consumer awareness of what fair trade certified products are available, how to find them, and what impact they have locally and globally. The global impact can be felt as we begin to remove harmful child labor practices and slavery from the supply chain.





## From the Board

by Carl Blair – Board President

At the monthly August meeting of the Board of Directors two important policy documents were approved, a revised Global Ends document

and a new Relocation Policy. The full text of both are available at the Co-op's web site. These two documents are so important that both Curt and I have decided to focus upon them in this issue. Following the principles of Policy Governance, Curt will address the more immediate operational implications, while I look towards the long term implications of these two policies.

The long term impacts of both the Global Ends and Relocation Policy boil down to: Why the Keweenaw Co-op exists? We were formed over 40 years ago by a number of folks, many of whom are still with us, who simply could not get the varieties and quality of food locally that they desired. Now, in 2014, there are multiple outlets for organically grown products, even some for Fair Trade, and even more for local foods. Although no other store or supplier in the area has the range, variety, and quality of the Co-op, we must accept that we are not unique.

Defining our role and niche in an ever-changing food landscape is the current challenge that faces the Co-op. What goals should we strive for? Is growth and expansion the answer? Growth for growth's sake alone is not a sufficient goal. However, growth so that we

will be able to more effectively accomplish the Global Ends of the Co-op is a goal worth striving for.

The Board's ongoing monitoring and revision of the Global Ends, and the creation of a Relocation Policy, ensures that we as owners have a current and clearly defined vision articulated, which in turn provides management and staff with clear guidelines and goals to strive for.

With over 1000+ Owners, we heard as many ideas and opinions about what the Co-op could and should be. Let's consider some of the possibilities:

- More space and sales to support local producers and increase our regional food security and economy.
- Expanded facilities and services including a sit-down deli, culinary classroom, and community space—making the Co-op even more attractive to new owners and shoppers.
- An owner base that is strong and vigorous enough to not only ensure the continued existence of the Keweenaw Co-op, but provide leadership and guidance to other community businesses interested in cooperative principles and development.
- There are so many more opportunities, let's dream...

Having the Ends and Relocation policies in place won't automatically lead to these things happening, but they are an important first step. Now we must actively work to bring these good things about. ::

***“The long term impacts of both the Global Ends and Relocation Policy boil down to: Why the Keweenaw Co-op exists?”***

**Global Ends:** The Keweenaw Co-op exists to sustain the physical and **social** health of our owners, customers, and community with: (1) A resilient and ethical food infrastructure; (2) Education, activism and communication; and (3) Advantages of a cooperative business model.

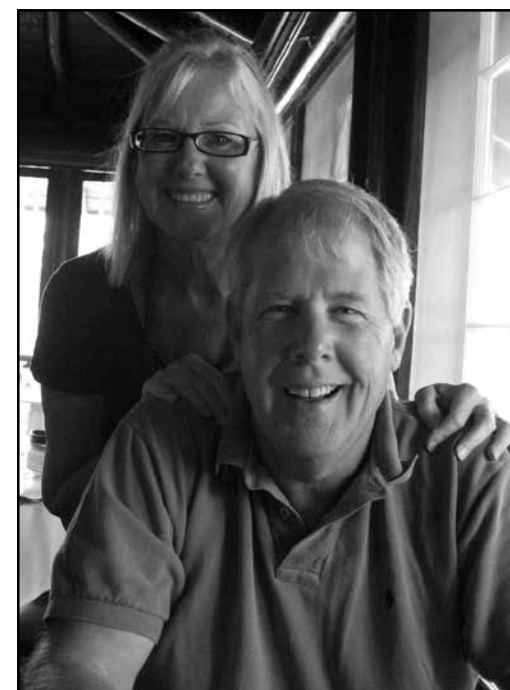
**Keweenaw Co-op Expansion Policy** (in a nutshell): The Keweenaw Co-op will renovate or move to a larger location to facilitate operations requirements and better fulfill its Ends.

## Welcome New Co-op Owners

May 29 – September 29, 2014

|                  |                    |                  |
|------------------|--------------------|------------------|
| Julie Badel      | Jeff Kelley        | Karyn Olsson     |
| Diane Benda      | Jill Kesti         | Amina Oubijane   |
| Michael Berezcky | Ashley Kronshage   | Tynan Peterson   |
| Thomas Berry     | Peter Larsen       | Cecile Piret     |
| Eric Eckerberg   | ••• Kathy LaVanway | Cara Rasinowich  |
| Silke Feltz      | Judith Lell        | Valerie Savina   |
| Sarah Fuhrmann   | Paul Linkemann     | Charles Stone    |
| David Hall       | William Liston     | Debbie Stouffer  |
| Edward Heikell   | David Lones        | Mary Sved        |
| Bryce Holden     | Barry Lyon         | Nochole Tigga    |
| Theresa Holladay | Carol Maass        | Christy Toepper  |
| Michael Jacobson | Nick McCarty       | LouAnn Vitton    |
| Nick Jeter       | Kathy McEvers      | Jennifer Wallace |
| Gregg Johnson    | Allison Mills      | Marlene West     |
| Jimalee Jones    | Patricia Oldfield  | Robert Wilken    |

### Meet our 1000th Owner Household!



*“My husband and I retired in 2012. We lived in Wausau, WI for 32 years, but have a cottage in Copper Harbor where we spent all of our holidays and summers. When we retired, we sold our Wausau home and now split our time between Copper Harbor in the summer months and Green Valley, Arizona in the winter months. We generally come into "town" once a week for grocery shopping and one of our stops is Keweenaw Co-op. We like supporting*

*the local agricultural community and enjoy the variety of goods available at the Co-op. We decided to join the Co-op because we like the philosophy of community ownership.” - Kathy & Paul LaVanway*

## board of directors

**Carl Blair**  
cblair@mtu.edu  
President  
Term ending 2015

**Heather Dunne**  
heather.dunne@finlandia.edu  
Vice President  
Term ending 2017

**Samantha Gonzales-Flora**  
sgfmetals@gmail.com  
Director  
Term ending 2017

**Mike LaBeau**  
malabeau@mtu.edu  
Director  
Term ending 2016

**Mike Mallow**  
mtmallow@gmail.com  
Director  
Term ending 2017

**Libby Meyer**  
ecmeyer@mtu.edu  
Secretary  
Term ending 2015

**Susan Serafini**  
s Serafini@starband.net  
Treasurer  
Term ending 2015

**John Slivon**  
john@jrsdesign.net  
Director  
Term ending 2016

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



## From the GM

by Curt Webb — General Manager

### Clear Direction

The Co-op's Board of Directors recently adopted a new Global Ends Policy:

The Keweenaw Co-op exists to sustain the physical and social health of our owners, customers and community with: A resilient and ethical food infrastructure; education, activism and communication; and the advantages of a cooperative business model.

In the day-to-day running of a grocery store, there are countless decisions to be made. Elevating the Co-op to more than just a grocery store, the Ends serve as a guide applied with a simple question: Does this help us achieve our Ends? Rather than changing the course of our ship, the new version of our Ends provides clear direction, helping us set the keel, steady the rudder and billow the sails with cooperation.

The Ends are ultimately the story we create, the story of the impact we have in the world. It is the job of management to interpret them and make an operational plan that moves us in that direction. In other words: Do good things and tell the story.

Here's the short version of my interpretation of the Ends: The health and wellbeing of our community is enhanced because the Keweenaw Co-op is here. The Co-op serves our owners and future owners by actively participating in a progressive food system

— one that is responsive to change and that values quality, Organic, local and Fair Trade. Our actions enable this food system and ensure that it thrives. All along the way we tell the story of how and why we work toward these Ends. Our cooperative structure gives owners a stake in the business' direction and success.

With the new Ends in hand, we set out to hone our interpretation and gauge how to best proceed. Last month we conducted a Customer Satisfaction Survey to gather supporting data. Thank you to the almost 200 of you, overwhelmingly Owners, who responded to the survey. We plan to conduct a similar (albeit shorter!) survey annually and get it into the hands of more of you so that we can track our progress.

Preliminary results of the survey suggest that overall we are doing a good job, yet it identifies numerous opportunities for improvement. We are pleased that 94% of you are Likely to recommend the Keweenaw Co-op to a friend or colleague, 69% of those are Very Likely. In terms of overall satisfaction with the Co-op: 86% are Satisfied, of those 26% are Extremely Satisfied.

The survey responses and the Ends both point to priorities that could be better served if the Co-op expanded or relocated. We also took a temperature

***“Preliminary results of the survey suggest that overall we are doing a good job, yet it identifies numerous opportunities for improvement.”***

reading of support for this: 89% of respondents favor growing the Co-op, 68% of those strongly favor it. More specifically, expansion has strong support, though not unanimous, and relocation tops the list of those in favor of expanding. The desired outcome of an expansion is more variety of products and services, more local, more Organic and more space.

The Expansion Policy that the Board recently adopted gives further support to the preparatory work we've been doing and plots out a course with boundaries. It greatly clarifies roles and expectations while empowering management to get the work done as it sees fit. That means reaching out to peers and Co-op consultants to ensure we follow best practices and invest in success. It means we can remain responsive to the market, to community needs and to financial considerations.

We have been talking about expansion or relocation and working in preparation for three years now. This step by the Board says that the time has come to take this work to the next level. Keweenaw Co-op Expansion Policy, in a nutshell: The Keweenaw Co-op will renovate or move to a larger location to facilitate operations requirements and better fulfill its Ends.

Prescribed and forthcoming steps in the process of evaluating feasibility for this project will include

a Market Study, Financial Pro Forma and a Budget, among others. We'll need to ensure operational capacity to successfully operate in a new, expanded space. And along the way we'll document findings and regularly report to the Board and owners, seek Board approval, and respond to owner input in a thoughtful way.

When might we have a new or expanded store? Given current numbers, trends, and benchmarks, there are many indicators that align in 2017. Whoa, that's a long way off. At the same time, it's coming up fast. Setting that target puts wind in the sails for improving key financial indicators, optimizing systems, building customer loyalty, etc. Putting that pin on the map makes short-term timelines more real and easier to conceptualize—and to sell: If we want to be there in three years, that means we need to do this now...

Are we up for the challenge? I think so. It's exciting and large, with the opportunity to put our cooperative interests into action. That said, we will need your help. I believe active participation as the project unfolds will help us grow in healthy, desirable ways that fit our community and align with our Ends. As we embark, stay tuned for opportunities for your input and needed support. And, as ever, we encourage you to communicate your thoughts at any time. ::

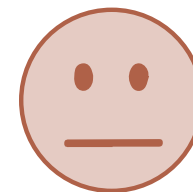
## Keweenaw Co-op Customer Satisfaction Survey

Thank you to the almost 200 customers and Owners who participated in the online customer satisfaction survey that ran from April to September. What did we learn? Here are a few of the high and low ratings regarding the Co-op's (1) product selection, (2) store characteristics, and (3) social and environmental impact.



### Doing Good!

1. Selection of fresh fruit and veggies
2. Availability of natural and organic foods
3. Has positive influence on community



### Just Average...

1. Selection of grocery items like cereal, juice, canned good, etc.
2. Location of store
3. Works to create a sense of community



### Need to improve!

1. Selection of meat, poultry, fish and seafood
2. Prices (too high!)
3. Has helped me become a better environmental steward



## Young Mountain Tea

Raj Vable, MTU graduate, talks about his new tea company...

[youngmountaintea.com](http://youngmountaintea.com)

### Why I Want To Start A Tea Company (posted June 2013)

Jumping off the cliffs at Canyon Falls is always terrifying. The moment before each plunge, I stare at the rapids below absolutely filled with fear. Inevitably, though, my curiosity demands that I explore the space between the rock ledge and the river, and I am lifted over the edge.

That curiosity has led me to all sorts of interesting places, most recently the mountains of northern India. Here life is refreshingly stripped of nonessentials, and in their absence, I have been able to more clearly understand my happiness. At its core, I find mornings filled with strong sunlight and quiet cups of white tea. Moving outwards from that center, I first encounter a quiet awe that comes from the realization that this is my one shot at being alive.

To make the most of this short life, however, requires finding the right path to walk down. It took me five years of working on renewable energy projects to realize that my heart was not in it, and that thinking about the future left me feeling more drained than inspired. So I am starting this company with a few of my closest friends to align my work more closely with my joy.

For me, that means spending time mulling over tea leaves steeping in hot water, which I have discovered is a world with its own magic. It also means orienting myself towards the mountains and the communities that live on their ridges and in their valleys.

Fortunately, the higher you go, the better the tea gets,

so my future is tied to spending time on these slopes. In doing so, I hope our company will leave the earth a little more beautiful than we found it.

### Four Reflections Now That We're One Year Old (posted March 2014)

Fast-forward to today and we're one year deep into the world of a startup. While we may not be seasoned veterans quite yet, we're not in boot camp anymore either. So here goes, a smattering of realizations from a one-year-old:



#### 1. Best to start small and

**iterate often:** We are followers of the Lean Startup approach, which advocates for starting small, starting now, and adapting as you go. In the depths of the Tea Thoughts thread, we didn't have a clear idea of what EXACTLY we wanted to accomplish. Instead, we had a pretty good idea of the direction we wanted to go. As the conversation began to escalate, we kept

asking ourselves: "If we're really serious about this, what's the next step?" From the get-go, we accepted that this was going to be a learning process, and that we would view each step as feedback on our approach. Doing so took a lot of pressure off of doing things perfectly.

**2. Initially a "business" is just a group of people working on an idea:** And even down the road, that's probably true too. But in the beginning, it was a bit of a shock to understand how simple it was: we came up with a name and logo, found some suppliers of good tea and packaging, worked with friends on a website, and took care of the legalities. Y voila! We were a business! And yet, what WAS the

business? The paperwork and a few hundred dollars worth of inventory? Nope, that doesn't seem right. It felt like we had willed this company into creation just by agreeing that we liked the idea and then telling people about it. And that's all a business is...

**3. Growing a business is a lot of work:** But hold on! Starting a business isn't the same thing as growing a successful one. Since the initial rush of launching four months ago, things have quieted down. And in the place of the picturesque moments that were sure to get likes on our Facebook page, we're spending time on less appealing things like filing taxes. In these somewhat dull moments, I find solace in the fact that this is all about tea. Because while we're a social enterprise, we're also a couple of tea nuts. This seems a good time to insert Howard Thurman's line: "Don't ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive."

**4. People Want to Help You:** The other primary source of inspiration is our friends and family. I could not believe how much support poured out simply by saying "we're going to start a tea company!" From our logo to our website to our very name, so many of our

On the shelf at the Co-op in four varieties: Assam Whole Leaf, Darjeeling Long-Leaf Green, Darjeeling Second Flush, and Nilgiri FOP



friends have stepped up to help us make this a reality. And then there's the fact that until now we've known almost every one of our customers by name. At first I felt a bit embarrassed by this, like we were somehow not achieving business success because our customers were our friends. Then I realized that this is exactly the type of base it makes sense to grow out of – a supportive network of great people who are turning into tea nuts just like us.

In the beginning, I spent time trying to guess why people were so generous – is it because they want us personally to succeed, or because they want to support small Indian farmers? And then I've realized the distinction doesn't matter – people want to be involved in making this happen, and that's all that counts. And in its own way, that's pretty exciting too.

Into Year 2! ::

[Read the latest news from Raj and the rest of the crew at [youngmountaintea.com/blogs/news](http://youngmountaintea.com/blogs/news)]



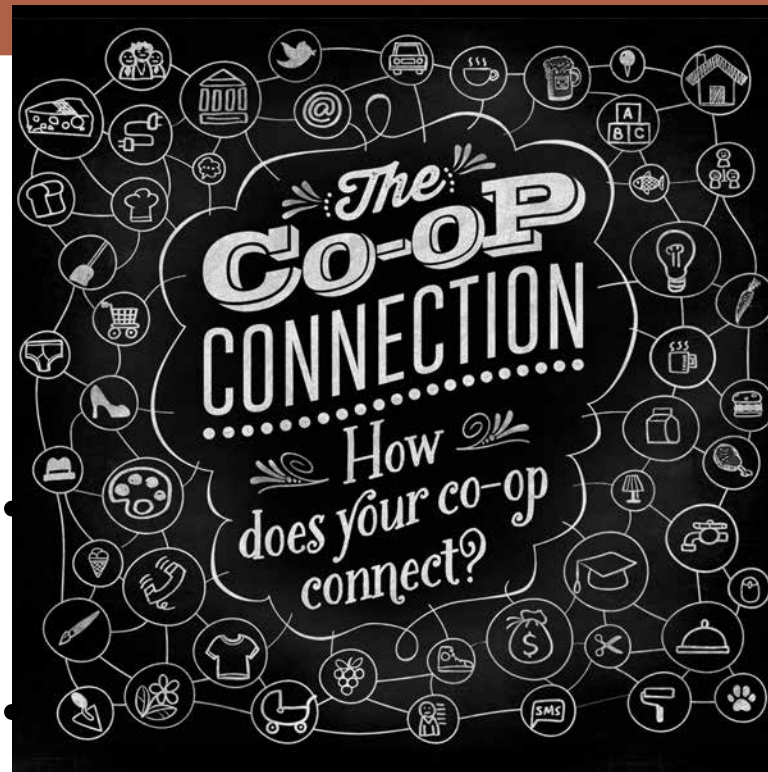
*"It's a great pleasure to be here on the shelves of the Keweenaw Co-op. After all, it's the store we grew up shopping in – we're both from Houghton and proud to be representing the U.P. with our work."*

– Keith Pennington & Raj Vable



# 🌀 OCTOBER IS CO-OP MONTH! 🌀

Since 1930, co-ops across the United States have convened every October to celebrate the cooperative movement's history and economic impact on communities nationwide. The annual event continues to provide a key opportunity to reflect on the legacy of cooperative impact and celebrate the ways we connect with each other, our communities and the world around us.



with community

with other co-ops

with young people

with policymakers

with growers

with owners



Amy Zawada and Melissa Maki of 31 Backpacks receiving a Co-op Bring-a-Bag fund donation check from General Manager Curt Webb. (See p. 18)



Michigan Tech Employee Federal Credit Union will be in the store for Co-op Month on October 28th from 1-5pm. (See p. 18)



Finlandia students visit the Co-op as part of their Sisu Seminar. (See p. 19)



Co-op Produce Manager Denina Kaunonen (left) participating in a Good Agricultural Practices group audit for Wintergreen Farm.



Kathy and Paul LaVanway Our 1000th owner household! (See page 5)



Farmer Chip Ransom sampling local produce at Co-op Owner Appreciation Day. Nice shirt!



Co-op staff Jeff Flam with his daughter Samantha and Faye Carr testing ice cream at this year's Co-op Owner Appreciation Dinner Dance.



Co-op Owner Debbie Ennis, winner of the Honest Tea wagon raffle.



## 10 Healing Teas We Love

by Jessica Ainscough – The Wellness Warrior

There's nothing quite as comforting as a cup of herbal tea. It warms the insides, and promotes an instant feeling of calm and well being. By far my favorite part of the day is steeping some herb variety in my teapot and sitting on my day bed to read a book, check my favorite blogs, or just stare out at the gorgeous green view. If all of that wasn't beneficial enough – herbal teas also carry with them a whole host of health benefits. Here are some of my favorites.

**1. Dandelion and chicory root:** Dandelion roots act as a blood purifier that helps both kidneys and the liver to remove impurities. It is also high in potassium and helps to improve appetite and digestion. Chicory is a bitter digestive tonic that increases bile flow and decreases inflammation. It also supports the action of the stomach and liver and cleanses the urinary tract.

**2. Peppermint:** Improves digestion, eases nausea and vomiting, reduces heartburn, dissolves gallstones, fights bad breath, relieves stress, and acts as a pain reliever. I make my own peppermint tea using fresh herbs from the garden. It's so fresh and super easy to grow!

**3. Pau D'arco:** Great for eliminating Candida, purifying the blood, strengthening the immune system, protecting the liver, and beneficial while healing cancer.

**4. Soursop:** A potent healer, soursop tea (made from the leaves of the soursop tree) is very beneficial to those healing from cancer. It purifies the blood, aids detoxification, promotes clear skin, is high in vitamin C, contains rich amounts of antioxidants to fight free radical damage, is great for the liver, and improves digestive health.

**5. Ginger:** Relieves nausea, combats motion sickness, helps digestive processes, combats inflammation, reduces dizziness, limits flatulence, controls chronic pain, eases muscle aches and rheumatoid arthritis, minimizes symptoms of the



common cold, allergies, and other respiratory conditions.

**6. Valerian:** Is great for promoting deeper sleep and helps treat chronic insomnia and sleeplessness, soothes and sedates the nervous system, helps calm hysteria and restlessness, alleviates menstrual problems, soothes the digestive system, help lower the blood pressure, may inhibit the growth of tumors.

**7. Rooibos:** Rich in mineral content, promoting healthy skin, teeth and bones. High in antioxidants, and is great for longevity.

**8. Rosehip:** One of the best plant sources of vitamin C, which is important for the immune system, skin and tissue health and adrenal function.

**9. Cleavers:** Awesome for stimulating the lymphatic system (it's traditionally used to treat lymph cancers), treating urinary tract infections, treating jaundice, purifying the blood, and healing wounds.

**10. Little China Teas:** Made from medicinal organic Chinese herbs, these teas really are healing teas. I was sent some to try out, and was so impressed by the blends. My favorites are the Longevity Tonic, made with Ju Hua (chrysanthemum flower), Huang Qi – Astragalus, Dang Shen, Zi Su Ye – (purple perilla leaf), Sheng Jiang (ginger), Bo He – (field mint), and the Up-Lift, made with Goji (wolfberry), gou qi zi, ginseng, dang shen, perilla (zi su) and Bo He (Chinese field mint).

Jessicca Ainscough is a writer, author, motivational speaker and passionate Wellness Warrior. This article was originally published at <http://www.jessainscough.com/2012/04/10-healing-teas/>

The Co-op has an impressive selection of loose leaf bulk and packaged teas...

Rishi Tea a Milwaukee based company

New! Young Mountain Tea (see page 8)



## DIY Guide to Tea Blending

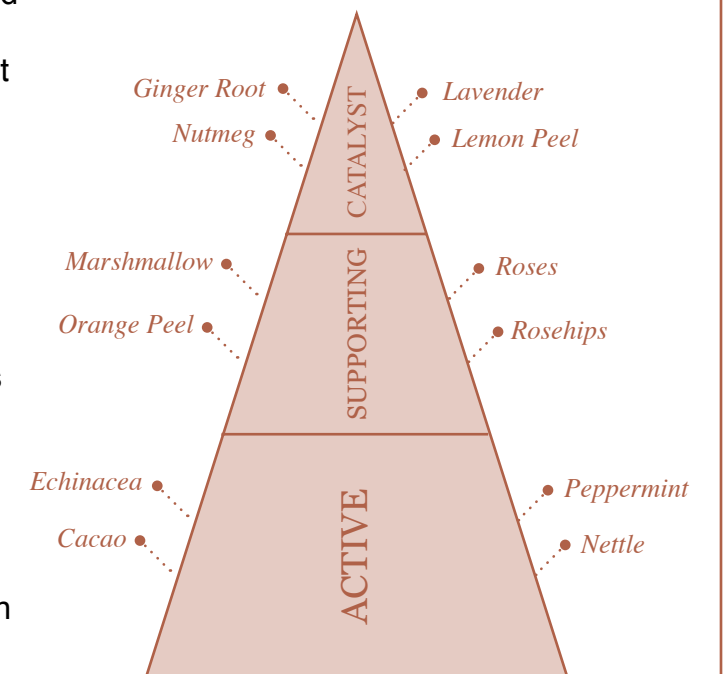
This fun tool will help you find herbal synergy when creating your own tea blends. Start with the herbal action you need (immune support, calming, digestive stimulant, etc.) and use your preferred herb as the "active ingredient" base. Then add a "supportive ingredient" that is soothing to that particular body system. The final ingredient is the "catalyst" which adds a pop of flavor or offers stronger potency to the active ingredient by providing a complimentary action.

These proportions are conceptual and not hard set, so you have freedom to experiment. Start with 3 parts active ingredient, 1 to 2 parts supportive, and 1/4 to 1 part catalyst, and then make adjustments as needed. You will find that herbs often switch roles from one blend to the next.

Keep this helpful guide in mind when you begin blending gifts for the holidays!

Source: Recreated from content at <http://mountainroseblog.com/guide-tea-blending/>

### Tea Blending Triangle



NATIONAL FARM to SCHOOL MONTH



October is National Farm to School Month, a time to celebrate the connections that are happening all over the country between children and local food!

### Adams Township School District's Every Day Healthy, One Day Local Program

Co-op Owner and farmer Chip Ransom supplied Jeffers High School students with vegetables for their first lunch using all local, fresh food for the kickoff of the Every Day Healthy, One Day Local Program.

The program is part of the district's Sustainable Food Initiative funded by an endowment from the Keweenaw Foundation. Once a week the students are provided with a completely locally grown menu including meat, produce, fish and more that was grown in the Keweenaw, delivered to the school and prepared by the staff at the district.

Superintendent Tim Keteri was thoroughly impressed with the first lunch and reports that, "The

Sustainable Food Initiative is coming along great."

The students have the opportunity to learn hands-on by helping prepare the meal, as well as learning about the nutritional value of the menu in class. The program offers opportunities for parents to get involved too through community tasting events that show parents different ways to present vegetables, and other culinary ideas.

Adams schools plan to expand the project to include a greenhouse and large-scale garden for the students to begin growing food for their own cafeterias and possibly eventually to sell. ::



Photo: Jeffers student Emma Pietila shows off a lunch tray loaded with locally grown and raised food as Michigan Tech Executive Chef Eric Karvonen, left, and local organic farmer Chip Ransom look on. (Credit) Dan Roblee/Daily Mining Gazette

### Non-GMO: Your right to know!



Look for these shelf talkers throughout the Co-op starting the month of October to learn more about what your favorite brands are doing to support your right to choose food and products that have not been genetically modified.

Learn more at [nongmoproject.org](http://nongmoproject.org)



Enter the raffle at the Co-op to win one of these bags during the month of October ▶



FOOD DAY.ORG  
OCTOBER 24, 2014

TIME: 4-8 pm  
PLACE: Portage Lake District Library  
Film Screening: 6 pm  
**Food For Change.** Q & A following film with Curt Webb, General Manager, Keweenaw Co-op Market & Deli

- Live Music
- Pumpkin & Gourd Decorating for Kids
- Hands-on Honey Popcorn Balls
- Local/Seasonal Food Sampling
- Educational Displays and Booths
- Door Prizes

*(rain or shine—all will be indoors)*

# FOOD FOR CHANGE

THE STORY OF COOPERATION IN AMERICA

A provocative new film about the resurgence of food co-ops in the United States, examining the key role played by consumer-led food co-ops in America's food economy.







# Together at the Table

## U.P. Food Summits

**Tuesday, November 4th**

**SAULT STE. MARIE**  
LSSU Cisler Center

**Wednesday, November 5th**

**MARQUETTE**  
NMU University Center

**Thursday, November 6th**

**HOUGHTON**  
MTU Memorial Union

**8:00am - 3:30pm**  
at each location

**\$25 IN ADVANCE / \$30 AT THE DOOR**  
A limited number of pre-registration scholarships are available. Call to Inquire.

**TOPICS TO INCLUDE:**

- Understanding Community Food Systems
- What's up with the U.P. Food Exchange (UPFE)
- What's going on with the U.P.'s regional food hubs
- Food Safety for very small & small farms - USDA Group GAP Pilot Project update
- Latest news from the MSU Research & Extension Center North Farm Training Center
- Current information about U.P. food policy work & how you can get involved
- What's next for local food in the U.P.
- Farmer & Institutional Buyer Meet & Greet (farmers & institutional buyers only)

**WHO SHOULD ATTEND:**

- Anyone interested in our local food systems...
- U.P. Citizens
- Farmers/ Growers
- Restaurants
- Schools
- Retail Outlets
- Hospitals
- Economic Developers
- Elected Officials & Community Leaders

**WWW.UPFOODEXCHANGE.COM OR 906.225.0671 x711**  
FOR DETAILS & TO REGISTER

**Keynote Speaker:**

**Evan Smith** Cherry Capital Foods



Evan Smith has over 35 years experience in international and domestic food distribution and logistics. Prior to joining Cherry Capital Foods as Chief of Operations in early 2009, he spent 8 years as the CFO of Food For Thought, a specialty food manufacturer. He has spoken nationally and internationally on food system issues and serves on the Michigan Farm to Institute Network Board, the Traverse City Food and Farm Network, and is on the board of the Grand Traverse Foodshed Alliance, MIFFS, and the GT Regional Land Conservancy.

MICHIGAN STATE UNIVERSITY | Extension



Western Upper Peninsula Health Department



# U.P. FOOD EXCHANGE

Join us for the annual U.P. Local Food Summit! A food summit brings together people from all parts of the food and agriculture spectrums to talk about strengthening the local food system in a defined region. In other words, a food summit is a celebration of local food and all who support it! The following topics will be covered at all three summits, but each summit will reflect the strengths and challenges of the local food system in that region.

*Lunch is included and features food from local farmers. Registration at the door \$30. Lunch cannot be guaranteed for walk-ins and participants will be charged the \$30.00 registration fee with or without lunch. A limited number of pre-registration scholarships are available. Call to inquire.*

**SUMMIT TOPICS:**

- Understanding Community Food Systems
- What's up with The U.P. Food Exchange
- Regional U.P. Food Hub Updates
- Food Safety for Very Small and Small Farms- USDA Pilot Project Update
- Latest News from the MSU Research & Extension Center North Farm Training Center

**Afternoon Breakout Session:**

- Latest About U.P. Food Policy Work & How You Can Get Involved
- Farmer/Institutional Buyer Meet & Greet (farms and institutional buyers only)
- What's Next for Local Food in the U.P.



## Calling all Farmers

*Who Would Like to Sell Local Food to Institutions*

## Calling all Food Service Providers

*That Would Like to Buy Food from Local Farms*

### Join us for a Meet & Greet in your area!

Meet & Greets provide an opportunity for farmers and potential local food buyers to network, make plans to partner, discuss each other's challenges and work together to get more local foods in schools, restaurants, hospitals, universities, and businesses.

This year's Meet & Greets will take place at the U.P. Local Food Summits in each region during the afternoon breakout session from 1:30-3:00 pm. We would love to have farmers and institutional food purchasers register and attend the entire summit, but attendance at the full summit is not required.

**Tuesday, November 4th** LSSU Cisler Center, Sault Ste. Marie  
**Wednesday, November 5th** NMU University Center, Marquette  
**Thursday, November 6th** MTU Memorial Union, Houghton

Register for the Summit and/or Meet & Greet in your region at [www.upfoodexchange.com](http://www.upfoodexchange.com) or by contacting Neal at 906-225-0671 X726 or [ncurran@marquettefood.coop](mailto:ncurran@marquettefood.coop)

MICHIGAN STATE UNIVERSITY | Extension

Western Upper Peninsula Health Department







**Current Recipient:**  
(October 2014 – March 2015)



C.A.P.E. is a community group of parents and community members in the Houghton/Hancock area working to broaden educational opportunities for the children in our community. Their goal is to found a public charter school in Houghton County which provides a high-quality, individualized education that moves at each child's own pace, and educates the whole child.

Fundraising is a crucial element in ensuring that the mission of C.A.P.E. is a success. Funds received will be used to subsidize costs associated with opening a public charter school.

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.

## Shop cooperatively Bank cooperatively

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together!

MTEFCU will be at the Co-op  
on October 28 from 1-5pm

Credit Unions  
are co-ops too...  
Become a  
member!



MICHIGAN TECH  
EMPLOYEES FEDERAL  
CREDIT UNION

ATM  
conveniently  
located at the  
Co-op



## U.P. Green FALL EXPO 2014

Greening resources for businesses, people and U.P. communities! Interactive demonstrations and presentations on: Off-grid products, solar, wind, lighting, recycling, efficiency, organic living, and so much more!

**Saturday, November 8th**

9 am to 6 pm

Finlandia Jutila Center

FREE & Open to the Public

[www.upgreenrecycling.com](http://www.upgreenrecycling.com)

## Student Discount Day — Shop on Sunday and save 5%

### Sisu and Wellness

Finlandia students learn about local culture, community, and cultivating wellness

by Diane Miller

Sisu Seminar, the Finlandia Freshman Seminar, is an opportunity to allow new students to get a feel not only for college life in general, but for the culture of this place they have chosen and the idea that, Finnish or not, we all need to sometimes tap our sisu—that strength of will, that determination, to get through the rough spots. During week 2, when the theme was sisu and wellness, what better small-group breakout session than a walk to our Co-op? A tour of the Co-op included a helpful handout about healthy eating tips for busy students. Our Co-op, an alternative structure, wouldn't exist without the sisu of

the Rochdale Pioneers! The students found additional and cogent reasons to know the Co-op, however:

- Bulk bins (how odd, to them, to have no brand names): “This is really cereal, and I can buy just as much as I need?”
- Deli sandwiches: “Oh, I've heard people talking about how good these are!”
- Co-op deals: “Some of these prices are cheaper than Wal-Mart!”
- Student Discount Sundays: “I'll be back!”







Keweenaw Co-op  
 Natural Foods Market & Deli  
 1035 Ethel Avenue  
 Hancock, MI 49930  
[www.keweenaw.coop](http://www.keweenaw.coop)

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



## Thanksgiving Turkeys — Two Choices

### FRESH

Available to pre-order today!

\$2.59/lb



- Raised on a family farm in MN
- Free-range • No Antibiotics

### FROZEN

Limited supply in stock  
 (no pre-order)



• Organic

\$5.79/lb

- Raised on family farms in New York
- No Antibiotics • Vegetarian Diet
- Sizes vary from 10-16 pounds

## Co-op's Own

Pre-order for Thanksgiving  
 by November 21

Pre-order for Christmas  
 by December 19

- (Serves 4-6)
- Stuffed Vegan Tofu Roast . . . . . \$35.00
  - w/Gravy & Roasted Vegetables. . . . . \$50.00
  - Wheat-Free Stuffing (extra wild rice). . . . . \$37.50
  - w/Gravy & Roasted Vegetables. . . . . \$52.50