



2014 WINTER / SPRING

Circumspice

906.482.2030 • www.keweenaw.coop

Hancock, MI



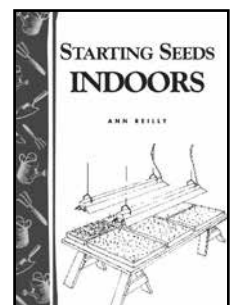
Ryan Street Community Gardener, Beth Murrell, shows off her plot planted with Co-op sourced Organic and open-pollinated seeds.



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



Find a selection of seed starting resources at the Co-op





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 May 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...

Co+op Deals change twice monthly. See the sales flyer in the store, on the Co-op website, and look for signs in the aisles. Additional money-saving coupons from **coop deals** Co+op Deals are available four times a year. Coupon booklets are 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:

FEBRUARY 20 & MAY 14

Just for
Owners

In-House Sales are a way of saying thanks to our shoppers (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.

Student
& Senior
Day

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

The Table

Student-Centered Needs Pantry at Finlandia University

by Diane Miller, Co-op Owner



“The Table,” according to Finlandia University chaplain Soren Schmidt, is “where all come, sit together, are equal, and are fed.” At Finlandia, “The Table” is a new student-centered needs pantry that serves students (primarily commuter students) with food and toiletries. While the project was created in response to the 2011 changes in the Michigan Bridge Card program that reduced aid to many students, its goals seem much more comprehensive than simply providing food.

Schmidt wrote a grant to the Siebert Lutheran Foundation in 2013 and received \$20,000 for food storage, a kitchen area, and cooking supplies. The project is designed to be multi-faceted. “While ramen noodles seem to be a ‘staple’ for college life,” said Schmidt, “The Table” will also seek to provide other healthy choices in diet and lifestyle.”



This is where the Co-op comes in: “The Table” will now be the recipient of the food Co-op Owners buy and donate via the box next to the Co-op’s front door. Nathan Jarvi, a Finlandia student who has organized food drives at Finlandia hockey games, welcomes the prospect of donations from Co-op Owners. “It will be good to introduce students to the kinds of foods they might not otherwise be able to try,” he said.

In addition to connecting food and supplies with students who need them, the project provides kitchen facilities, as well as space for meetings, discussions of healthy living, and shared meals.

Schmidt said that the grant was “a wonderful and blessed gift to prepare the space,” and now the job has been to “reach out to various groups and organizations, as well as local farmers and gardeners, to lend a hand in helping us to help others.”

“A full pantry is a giving pantry,” he said. As Schmidt and his student assistants work toward filling that pantry, the generosity of Co-op Owners and other shoppers will not only provide nourishment, but an introduction to healthy alternatives that may be new to students. For more information on “The Table,” contact soren.schmidt@finlandia.edu. ::

“...the generosity of Co-op Owners and other shoppers will not only provide nourishment, but an introduction to healthy alternatives that may be new to students.”

◀ Student assistant, Nathan Jarvi, cooking in the new pantry kitchen.



From the Board

by Carl Blair, President

Last year was a banner year for the Keweenaw Co-op and we plan to build upon those successes in 2014.

Most notably the Co-op joined the National Cooperative Grocers Association (NCGA). As a result of this membership, Owners and customers now enjoy lower prices on many items throughout the store. These “Co-op Deals” change every two weeks and are advertised in the store, on the Co-op website, and in the Daily Mining Gazette. The Board would like to thank the Co-op's General Manager, Curt Webb, and the excellent Management Team and Staff who worked for years to make this happen.

The Co-op's membership in NCGA, the hard work of the Staff, the increased volume of shoppers and sales—and yes, profit—are all helping the Co-op accomplish its organizational Ends to ensure “the community has reliable access to sustainably produced healthful food, wares, services, and practices.”

Let's build on these accomplishments! The Co-op is in an excellent position to move forward and work towards its goals of renovation, relocation, and expansion. The Board would like all Co-op Owners to help make this a reality.

What can you do? Continue to support the Co-op

with your patronage and encourage others to do so too. Perhaps your friends and neighbors are new to the area or have not been to the Co-op for several years; now is a great time to encourage them to join you on your next shopping trip. Highlight the wide selection of products, the award winning Deli, the local and Organic produce, and the new lower prices. If each Owner found one new owner a year, the Co-op would take a giant step towards accomplishing its goals.

What else can you do? Attend the Co-op Annual Meeting on Thursday, March 20 at the Methodist church in Hancock. All Owners are cordially invited to come and enjoy a Co-op catered dinner, hear the General Manager and Board report on the state

of the Co-op, and participate in Board member nominations and elections.

This year the Board has invited a special guest presenter. Building on the theme

of celebrating local foods and products—Ray Sharp, Community Planning & Preparedness Manager at the Western UP Health Department, leader of the Western U.P. Food Hub, and Co-op Owner—will discuss the Western Upper Peninsula's local food system (see page 10) and why it's important to our health and wealth. Please come and enjoy an evening of good food, conversation and discussion.

As always, it has been a true pleasure for the Board to work on the Owners' behalf this past year. The Board is thankful for this opportunity and looks forward to doing even more in the coming year. ::

“The Co-op is in an excellent position to move forward and work towards its goals of renovation, relocation, and expansion.”



2014 Co-op Annual Meeting

Thursday, March 20, 5:00-8:00 pm

(See back page for details)

Welcome New Co-op Owners

October 1, 2013 – January 22, 2014

Christopher Archer	Meghan Flesch	Stacey Lassila
Valerie Baciak	John Graser	Fay Mattson
Matt Boersma	Heidi Helminen	Brian McHale
Nicholas Bolton	Carol Hocking	Betty Narhi
Linda Burcar	Cory Howes	Todd Ontl
Jo Cauvin	Stephanie Johns	Maria Peterson
Mary Chabalowski	Karen Karl	Nancy Reed
Adam Clay	William Kennedy	Liz Ross
Jenn DeLisle	Amanda Kesti	Kimberly Salmi
Cody Dirricle	Amanda Klein	Phillip Waatti

Are you called to leadership? 3 director seats are up for election

The Co-op is governed by a nine-person Board of Directors who are elected by, and from the Owners. The Board's role is to represent the Owners, to create and implement a vision for the Co-op and policies that guide movement toward that vision. Directors serve three-year terms and are elected each March at the Annual Meeting. Potential candidates are encouraged to show their interest at any time throughout the year by attending a meeting and/or contacting any of the current Board Members.

Board Members contribute an average of ten to twelve hours per month, including attendance at a monthly Board Meeting, held on the second Wednesday of each month at 5:30 in the Community Room upstairs at the Co-op. If you are interested, or know someone who would benefit the Co-op by serving, please download the application packet on the Co-op website or pick one up at the Co-op.

www.keweenaw.coop/board.php

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
Secretary
Term ending 2015

Susan Serafini
s Serafini@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, Superior Family Chiropractic

Spring into Sprouting!

Sprouting is one of the simplest and inexpensive ways to keep fresh, nutrient dense produce in your home year-round. It can literally be like having a small garden in your kitchen. And, it's very easy to get started and costs pennies per pound.

For those of you who may not be familiar with sprouting, it is the process of germinating seeds for the purpose of eating in either a raw or cooked state. You can sprout legumes, seeds, nuts and even grains. In fact, with the exception of only a few, almost any seed or grain can be sprouted.

The act of germination or sprouting transforms your food from a dormant "seed" state to an active state (often referred to as a "live" food); and what happens is nothing short of amazing from a nutritional perspective.

For example, when a seed or grain is in its inactive or dormant state, many of the nutrients and enzymes are "trapped" due to enzyme inhibitors designed by nature to prevent the enzymes from becoming active until germination occurs. In the process of germination, an awakening happens and a multitude of enzymatic processes begin that increase the nutritional value by amazing proportions.



There is a very impressive amount of literature that substantiates the health claims and superior nutritional quality of sprouts. Studies show remarkable amounts of Vitamin B, C, and A in sprouts, up to 15% or more than in the original "un-sprouted" form; as well as carotene which may increase up to eightfold with sprouting. Sprouting also enhances protein content; making sprouts an excellent source of protein comparable to animal sources. In fact, sprouted lentils, for example, have as much protein pound for pound as a meat source. Sprouts also have an alkalizing effect on the body and are very rich in disease fighting antioxidants. The fiber content in sprouts also increases with germination.

When sprouting it is important to select a product that is intended for sprouting. Seeds, legumes, grains and nuts will be specially labeled for sprouting. Special care has been taken to ensure that the seeds, for example, are active and have the capacity to germinate. They are also free from bacteria that could contaminate your sprouts.

The method for sprouting all grains and seeds is the same but the time needed to accomplish germination varies. Though there are many different tools and devices that can be useful for sprouting, you can get started simply with a mason jar or a colander. The Co-op carries a wide variety of sprouting seeds and tools to get you started.

◀ **Find a wide assortment of sprouting seeds and supplies at the Co-op in the Produce Department.**



"A great resource that I use often is www.sproutpeople.org."



The sprouting process can take anywhere from a day or two up to a week, depending on what you are sprouting. Some simple online research can be quite helpful when getting started. In fact, there are many great YouTube videos that demonstrate how to sprout just about anything.

Simple sprouting directions:

- What you'll need to get started:
 - Sprouting seeds or grains
 - A sprouting jar or quart size mason jar
 - Filtered water
- Fill your sprouting jar or mason jar with the recommended amount of sprouting seed or grain. If you are using a mason jar simply secure a fine mesh or layer of cheesecloth with a rubber band to the top of the jar to allow for easy draining.
- Fill the jar with filtered water and let soak overnight.
- The next day rinse your seeds and let drain. Store your jar inverted on an angle to let excess water drip out (I use a bowl with a cloth to absorb moisture).
- Repeat the rinsing process at least twice a day or every few hours.
- Your sprouts will be ready in 1 to 5 days depending on what you're sprouting. Most sprouting seeds and grains will have directions attached.
- For larger seeds such as green pea sprouts, mung beans, or lentils; you can use a sieve or fine mesh colander rather than a sprouting jar. Simply soak overnight and allow the sprouts to sit in colander between rinses with a small dish

underneath to catch excess water. Within a day or two your seeds will begin growing small tails. Allow the sprouting process to continue as long as you like, or until your sprout has a desirable taste and texture.

- Keep in mind that refrigeration does not stop the sprouting process, it simply slows it down. So sprout what you can eat so you can always have a fresh supply!

I hope you enjoy sprouting as much as I do. It's such a great way to grow your own delicious food, simply, in your very own kitchen. Sprouts are also most definitely kid-approved. My children love eating sprouts, their absolute favorite being green pea sprouts, which taste like a fresh pea right from the garden. A great resource that I use often is www.sproutpeople.org. Here you will find directions to sprout anything your heart desires. ::

Resources:

Fallon, Sally, Mary G. Enig, Kim Murray, and Marion Dearth. *Nourishing Traditions: The Cookbook That Challenges Politically Correct Nutrition and the Diet Dictocrats*. Washington, DC: NewTrends Pub., 2001. Print.

"Sprouts, Their Health Benefits and Chemoprotective Properties." *Health Benefits of Sprouts*. N.p., n.d. Web. 12 Jan. 2014.

Fahey, Jed W., Yuesheng Zhang, and Paul Talalay. "National Academy Of Sciences." *Science* 94 (1997): 10367-0372. Print.

"LIVE SPROUTED FOODS." *LIVE SPROUTED FOODS*. N.p., n.d. Web. 12 Jan. 2014.

<http://sprouts-as-medicine.com/>
http://homeopathyone.com/live_sprouted_foods.htm



New Catering Menu...Let the Co-op Deli Cook for Your Next Event

Voted Best Deli in the Copper Country!



Appetizers & Finger Food

Platters

All platters come with your choice of crackers, toasts, or a dip.

- Chip or Cracker Tray w/ Dip
- Regular or Specialty Cheese Tray
- Meat Tray
- Cheese & Meat Tray
- Vegetable Tray
- Dolma Tray
- Olive Tray
- Meat or Cheese, Olive & Dolma (or Veg) Tray
- Fruit Tray
- Cheese & Fruit Tray

Finger Food

- Garlic Bread Baguette
- Mini Burgers (see Mains for variety and allergens)
- Nori Rolls w/ Dipping Sauce (*soy, various fillings)
- Risotto Cakes w/ Mushroom & Spinach (*milk)
- Risotto Cakes w/ Pumpkin & Ginger (*milk)
- Scotch Eggs
- Specialty Sandwiches (see Deli Menu)
- Spring Rolls w/ Dipping Sauce (*soy, various fillings)
- Sticky Rice Balls
- Stuffed Crimini Mushrooms (*milk, wheat, tree nuts)
- Stuffed Peppadews (*milk)

Soups

A variety of soups are available or we can do custom recipes. Inquire about selection.

Dips & Spreads - Vegan

The following items are made without animal products. All items are Wheat Free unless marked.

- Beet Spread (*tree nuts)
- Black Bean Hummus (*soy)
- Carrot Parsnip Dill Hummus (*soy)
- Guacamole
- Hummus (*soy)
- Jalapeno Hummus (*soy)
- Kalamata Rosemary Hummus (*soy)
- Lime Cilantro Hummus (*soy)
- Peanut Butter Chocolate Chip Hummus (*peanuts, soy)
- Red Bean Hummus (*soy)
- Roasted Garlic Spread
- Roasted Garlic Sundried Tomato Hummus (*soy)
- Rosemary White Bean Spread (*tree nuts)
- Salsa, Medium or Hot
- Sunflower Seed Spread (*tree nuts, soy)

Dips & Spreads - Vegetarian

The following items are made without meat products. All items are Wheat Free unless marked.

- Artichoke Dip (*milk, egg)
- Baba Ghanouj (*milk)
- Greek Feta Spread (*milk)
- Pesto (*milk, tree nuts)
- Spinach Arugula Dip (*milk, egg)
- Sundried Tomato, Goat Cheese & Basil Spread (*milk)
- Walnut Feta Dip (*tree nuts, milk)
- Yogurt Dill Sauce (*milk)

Salads & Sides

Vegan

The following items are made without animal products. All items are Wheat Free unless marked.

- Asian Cabbage Crunch (*tree nuts)
- Austrian Potato Salad
- Autumn Lentil Salad
- Basil Pecan White Bean (*tree nuts)
- Black Bean Salad w/ Jalapenos
- Bok Choy Salad (*soy, tree nuts)
- Cashew Basmati Rice (*tree nuts)
- Chickpea Tofu Coconut Milk Curry (*soy)
- Curried Chickpeas & Tofu (*soy)
- Curried Tofu Salad (*soy)
- Emerald Salad
- Kale & Rice (*tree nuts)
- Kale Carrot Sesame
- Kim Chi (*soy)
- Lentil Feta Salad (*milk)
- Mock Chicken Salad (*soy)
- Moroccan Carrot Salad
- Mushrooms & Tomatoes
- Perfect Protein w/ Quinoa (*soy)
- Perfect Protein w/ Spelt (*wheat, soy)
- Quinoa Black Bean Salad
- Rainbow Rice (*soy, wheat)
- Roasted Cauliflower & Garlic
- Roasted Roots & Veggies
- Sesame Slaw (*peanuts)
- Summer Vegetable Salad
- Tabouli w/ Cracked Wheat (*wheat) or Quinoa
- Tabouli, TexMex (*wheat)
- Three Bean Salad w/ Peppadews
- Vegan Broccoli Salad (*soy)
- Vegan Egg Salad (*soy)

Vegetarian

The following items are made without meat products. All items are Wheat Free unless marked.

- Apple Honey Mustard Coleslaw (*egg)
- Caponata
- Chipotle Lime Coleslaw
- Cucumber Salad (*milk)
- Egg Salad (*egg, nuts)
- Feta Beets (*milk)
- Fruit Salad
- Greek Salad (*milk)
- Orange Walnut Tortellini (*milk, wheat, tree nuts, soy)
- Pasta Romesco (*milk, wheat)
- Polenta Squares (*corn)
- Potato Salad (*egg)
- Spinach Quinoa Salad (*milk, tree nuts)
- Tomato Basil Mozzarella (*milk)
- Tortellini Salad (*milk, egg, wheat, soy)
- Yam Chickpea Curry (*milk)

Specialty Salads (see Deli Menu)

Fish & Meat

- Bacon Broccoli Salad (*milk, egg, soy)
- Cherry Chicken Salad (*egg)
- Evie's Tuna Salad (*egg, fish)
- Kale & Chicken Salad
- Lemon Dill Chicken Salad
- Tuna Lemon Caper (*wheat, fish, milk)
- Tuna Rice Noodle (*fish, egg)

Mains

Vegan

The following items are made without animal products. All items are Wheat Free unless marked.

- Beet Lentil Burgers (*tree nuts)
- Black Bean Quinoa Burgers (*wheat, soy, tree nuts)
- Eggplant Mushroom Zucchini Burgers (*wheat)
- Marinated Baked Tofu (*soy)
- Squash Curry Casserole (*soy)
- Tofu Roast (*soy)
- Vegan Broccoli Mac (*wheat, soy, tree nuts)
- Vegan Lasagna (*wheat)
- Vegan Sausages (*soy, wheat)

Vegetarian

The following items are made without meat products. All items are Wheat Free unless marked.

- Beet Burgers (*wheat, milk, egg, soy)
- Sweet Potato Burgers (*milk, egg, tree nuts)
- Burritos (*wheat)
- Enchiladas (*milk)
- Lasagna (*milk, eggs, wheat)
- Quesadillas (*milk, wheat)
- Quiche (*milk, eggs)
- Stuffed Pretzels (*wheat)

Fish & Meat

All items are Wheat Free unless marked.

- Pimentos Rellenos De Atun (*fish)
- Pulled Pork w/ Tomato Chutney
- Turkey Kofta (*wheat)
- White Fish Cakes (*fish)

These items with fish or meat added

Bakery & Desserts

Most treats and desserts can be made Vegan or Wheat Free upon request.

- | | |
|-------------------|--------------------|
| Cake | Corn Bread |
| Cheese Cake | Fruit & Nut Breads |
| Vegan Cheese Cake | Fruit Crisp |
| Cinnamon Rolls | Bread Pudding |
| Cookies | Rice Pudding |
| Muffins | |
| Scones | |
| Fudge | |

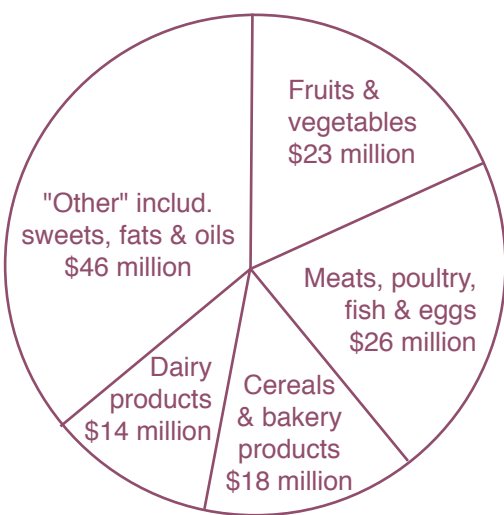
Western U.P. Local Farm & Food Economy



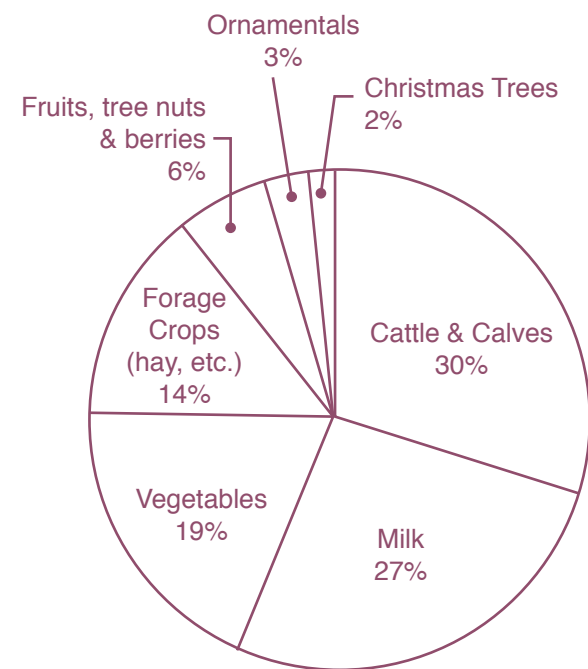
Farm & Food Economy Summary:
 Western U.P. Farmers lose \$1.6 million each year producing food commodities [\$11.9 million in food commodity sales minus \$13.5 million spent to raise them (1989-2011 average)], and spend at least \$5 million buying inputs sourced outside the region. Even when farmers make money, these input purchases result in substantial losses to the region as a whole. Overall, farm production creates a loss of \$7 million to the region.

Meanwhile, consumers spend \$190 million buying food from outside. Thus, total loss to the region is \$197 million of potential wealth each year. This loss amounts to sixteen times the value of all food products raised in the region.

Markets for Food Eaten at Home (2011) \$127 million



Top Farm Products (2007)



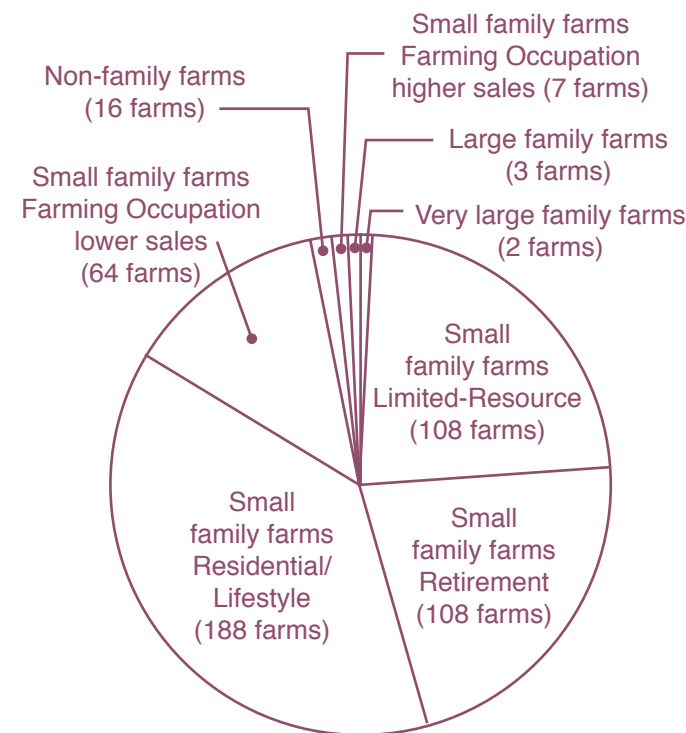
*Due to data suppression, all totals are incomplete

Highlights from Ken Meter's Study

“If Western U.P. residents purchased \$5 of food each week directly from farmers in the region, this would generate \$20 million of new farm revenue for the region.”

View the complete report at <http://crcworks.org/crcdocs/miupWESTsum13.pdf>

Farms by Type (2007)



- 496 Farms
- 106,000 acres of land in farms
- 35,000 acres of harvested cropland

Limited resource farms have market value of agricultural products sold gross sales of less than \$100,000, and total principal operator household income of less than \$20,000.

Retirement farms have market value of agricultural products sold of less than \$250,000, and a principal operator who reports being retired.

Residential/lifestyle farms have market value of agricultural products sold of less than \$250,000, and a principal operator who reports his/her primary occupation as other than farming.

Farming occupation/lower-sales farms have market value of agricultural products sold of less than \$100,000, and a principal operator who reports farming as his/her primary occupation.

Farming occupation/higher-sales farms have market value of agricultural products sold of between \$100,000 and \$249,999, and a principal operator who reports farming as his/her primary occupation.

Large family farms have market value of agricultural products sold between \$250,000 and \$499,999.

Very large family farms have market value of agricultural products sold of \$500,000 or more.

Nonfamily farms are organized as nonfamily corporations, as well as farms operated by hired manager.



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.

Does your organization or project need funding?

Applications Due by March 1st

Every year at the Co-op Annual Meeting, Co-op Owners select two local organizations or projects to honor as Co-op Bring-a-Bag recipients.

To be considered for this honor, participants must be a local organization with a 501c3 non-profit status, and must demonstrate how the majority of the donation will be invested locally for one or more of the following causes:

- To provide food for people in need.
- To educate people to produce self-sufficiency and improved lifestyles.
- To educate people on environmental issues and concerns, or to assist in clean-up or preservation of the environment.
- To support educational programs for children.
- To provide supportive services or emergency shelter of those in need.
- To promote social change in the areas of peace, human rights, and human needs.

Pick up an application at the store or online (<http://www.keweenaw.coop/bring-a-bag.php>) and send to:

Attn: Faye Carr, Marketing & Outreach
Keweenaw Co-op
1035 Ethel Avenue
Hancock, MI 49930
482.2030
faye@keweenaw.coop



Current Recipient (November 2013-April 2014)

BikeFINLANDIA's 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.

www.facebook.com/pages/Bike-Finlandia



9570 Bags Saved! Ray Weglarz (right) of Omega House accepts Bring-a-Bag donation from Co-op General Manager Curt Webb.

Help us choose 2 recipients for 2014-2015

Applications we've received so far...

Child and Family Services – Housing Resource Center

Child and Family Services of the Upper Peninsula is a non-profit that provides programs that preserve



the dignity and enhances the well-being of families and their individual members, which are provided in a caring, compassionate and professional manner.

Green Film Series

www.lakesuperiorstewardship.org

The goal of the Green Film Series is to enhance the ability and motivation of local residents to understand and act on the environmental issues facing the economic, social and natural environment in the Keweenaw, the Upper Peninsula, the Lake Superior region, the Great Lakes watershed, and globally.



C.A.P.E.

<http://superiorcape.org/>

The Community Alliance for Progressive Education is a 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.



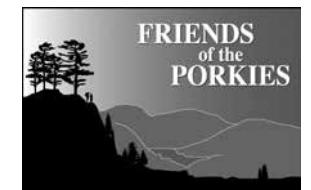
Keweenaw Family Resource Center – Tree House

www.kfrckids.org

Keweenaw Family Resource Center is a non-profit that provides educational programs for children and helps to improve family lifestyles by supporting wellness opportunities and providing community resources that support self-sufficiency.

Friends of the Porkies <http://porkies.org/>

Friends of the Porkies is a non-profit organization that represents the interests of all users of the Porcupine Mountains Wilderness State Park. The Park has a breathtaking 60,000 acres of natural beauty located in Ontonagon County in the Upper Peninsula of Michigan.



Marsin Nature Retreat Improvements Project www.keweenawlandtrust.org/special-marsin.php

Marsin Nature Retreat Improvements is a special project of the Keweenaw Land Trust intended to provide facilities and a natural setting to build community and raise awareness about environmental conservation and stewardship.



New Staff Positions & Promotions...



Beka Anderson
Assistant Grocery Buyer

"You may have recently noticed a shake-up in the center of the store. I have been busy doing my best to make shopping your favorite Co-op aisles more manageable. We have been doing some resets so you can more efficiently compare products that are available. We have also been doing our homework so we can offer the best products, including many new and old favorites. We welcome suggestions and recommendations from all of you; after all it is YOUR Co-op. I hope to meet and help you in 2014."



Jeff Flam
Dairy & Frozen Foods Buyer

"I have been the refrigerated/frozen/meat buyer for about a year. Before that, I was part of the operations crew, but did have my hands in the refrigerated section most days. I'm always open for suggestions. If you would like to see something new or a favorite product return just give me a call at the Co-op, grab me on the floor, or post it in the Customer Suggestion Log at the main check-out. We check that on a daily basis and jot down replies, so if you enter your request there, check it for my response on your next shopping day."



Daniell Hurst
Deli Catering Coordinator

"The Co-op Deli specializes in local, organic, ethnic, and original prepared foods. Vegan, Vegetarian, Wheat Free? Don't worry, we have something for everyone on the new menu. You won't find a more diverse or unique menu selection than ours. As the new Co-op Catering Coordinator I look forward to helping you organize your next event. I will be happy to help make menu suggestions and determine the quantity of food you will need."

See the new Co-op Deli Catering Menu (page 8)

Get scanned at the Co-op on Feb 20 & May 14

Superior Family Chiropractic (SFC) will be offering complimentary spinal thermography scans at the upcoming Co-op Owner Appreciation Days. If you, or a loved one are interested in chiropractic health care, stop in for a scan; part of SFC's initial comprehensive exam.



New in Produce!

Introducing Equal Exchange Small Farmer Grown, Organic, Fair Trade Avocados from Mexico!

(In limited supply)

From the GM

by Curt Webb — General Manager

More Good on the Horizon for 2014

The Keweenaw Co-op is planning a complete store reset to enhance our growth in ownership, sales and services. Our desired outcome for this reset is an improved shopping experience, a brighter Co-op image, effective utilization of our current space, and improved key indicator performance (sales, margin, labor, inventory). In other words we want to create a better place to shop and work.

This plan addresses needs that our Owners, Staff and community have shared over the past few years. We want to make the best of our Owners' investment in our cooperative and ensure a meaningful return while attracting new owners by making our offerings more broadly accessible.

Sales growth is an important outcome of this plan. Increased sales mean more good products in more people's pantries. Strong sales accompanying well-managed key indicators means better jobs and a better financial position to make future improvements. Increased services supplement our offerings and allow our community to make informed decisions about their health and environment.

A redesigned store layout with appropriate space and equipment allotted to our best performing departments will help achieve these goals. Being able to provide in-demand products efficiently, amply and at their freshest will enhance the shopping experience and keep the Co-op relevant in an ever-changing marketplace.

A large part of freshening up our image will include upping our fresh departments. Produce has been a leader in sales growth and performance over the last few years. The Deli is a major draw for getting people in our doors who may not stop by otherwise. Investing in these two departments will be the focus of our reset. The center store will be re-merchandized to make the best use of our space.



Of course these updates will result in other savings as well. We will gain in energy efficiency, reduce product loss and be able to work more productively. Efficient lighting will highlight our fresh new look. Improvements to the entryway will improve the climate for staff and shoppers alike.

A receiving space may not be feasible given our current footprint, but it is another improvement that we are considering. As far as payback, it fits all the criteria mentioned above.

We have enlisted the help of a Cooperative Development Services store layout and design specialist to assist in this process. She will be on site in March to help us analyze data, prioritize our wish list and maximize our return on this project. As this plan translates into reality, we will weigh each improvement in terms of payback time, net gain in shopper and/or worker experience, and transferability (can we take it with us to a new location?).

Which brings us to the question that you've all been thinking: Does this mean that we are committed to staying at 1035 Ethel Avenue? Nope... We continue our preparedness work for relocation. In fact the Board has recently drafted a relocation policy to codify their directive to prepare, explore and actively pursue future home options.

This relatively small project serves to prepare us in several ways: First, it seeks to strengthen our financial position by improving key performance indicators (mentioned above). Second, this is great practice for a bigger project in the future. We are building relationships with consultants, designers, architects, contractors and suppliers. We are testing timelines and budgets. And, we will have to learn to work in new and better ways as change always necessitates. ::

"We will gain in energy efficiency, reduce product loss and be able to work more productively."



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

PRESORTED STD
U.S. Postage
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Permit No. 9



2014 Keweenaw Co-op Annual Meeting

Thursday, March 20 • 5:00-8:00 pm

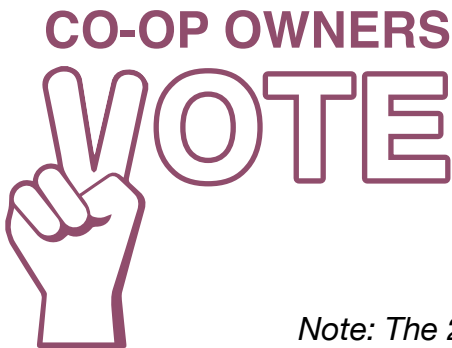
Dinner at 5:00 pm

Call to Order at 6:00 pm

Special Guest Speaker • Childcare • Door Prizes

First United Methodist Church
401 Quincy St. in Hancock

Note: The 2013 Annual Report will be available prior to the Annual Meeting



**Co-op Owner
Appreciation Days**

Celebrating Co-op Owners with a day of
sampling, music, and a 10% discount.
All Day **February 20 & May 14**