

# COP news

inside: festbl / new store / fall classes / etc.

sept-oct '08 / vol. 8 / no. 5 / always free



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*Dan Hazelton of the Lebanon BIN/Bulk Department works on a Fair Trade coffee farm in Mexico. Check out the story on Fair Trade tea on page 17.*



## The Co-op News

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## Web Page Address

<http://www.coopfoodstore.coop>

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## Statement of Cooperative Identity

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly-owned and democratically-controlled enterprise.

## Values

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.

## Principles

The cooperative principles are guidelines by which cooperatives put their values into practice.

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training, and Information
6. Cooperation Among Cooperatives
7. Concern for Community

## Editorial Staff

Rosemary Fifield (editor), Mary Choate,  
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## Confidentiality

The Co-op protects the confidentiality of information collected for membership purposes. Questions and concerns about the application of this policy should be directed to the Co-op's general manager.

## Your Mailing Address

Please notify us if your mailing address has changed. This saves us money and enables your mail to be delivered promptly.

## Store Hours

Hanover: 8 a.m.–8 p.m. daily  
Lebanon: 7 a.m.–9 p.m. daily

## Service Center Hours

Gas: 6 a.m.–8 p.m. daily  
Mechanics: Mon-Fri: 8 a.m.–4:30 p.m.

## Phone Numbers

Hanover Co-op Food Store: 643-2667  
Lebanon Co-op Food Store: 643-4889  
Park Street Service Center: 643-6650

## Email Address

[comment@coopfoodstore.com](mailto:comment@coopfoodstore.com)

# Co-op Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 <i>Labor Day</i> All Locations Closed	2 <i>Ramadan</i> <i>Begins</i>	3	4	5	6 <i>In the Gallery:</i> <i>Works by Cecily</i> <i>Herzog through</i> <i>Sept. 14.</i>
7	8 <i>Support SafeArt!</i> <i>September Co-op</i> <i>Community</i> <i>Partner of the</i> <i>Month!</i>	9	10	11	12	13
14	15	16	17 <i>Board Meeting</i> 6 p.m, Hanover Boardroom	18	19	20
21 <i>U.N.</i> <i>International</i> <i>Day of Peace</i>	22 <i>Autumnal</i> <i>Equinox</i>	23	24	25	26	27
28	29	30 <i>Rosh</i> <i>Hashanah</i>		<i>In the Gallery:</i> <i>Works by</i> <i>Kimberly</i> <i>Wenger Sept</i> <i>15-Oct. 12.</i>		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 <i>Support HCCF!</i> <i>October Co-op</i> <i>Community Partner</i> <i>of the Month!</i>	7	8	9	10	11
12	13	14	15 <i>Board Meeting</i> 6 p.m, Hanover Boardroom	16	17	18
19	20	21	22	23	24	25
26	27 <i>In the Gallery:</i> <i>Works by Stratford</i> <i>Artworks Group</i> <i>Oct. 13-Nov.23.</i>	28	29	30	31 <i>Halloween</i>	

# Getting close on Lyme Road



*General Manager's Report  
by Terry Appleby  
Co-op General Manager*

As I write this note in mid-July, a construction crew is busily working to erect the walls of the new Lyme Road Co-op Market. By the time you read this, the final look of the building should be pretty apparent.

For the past few weeks, anyone passing by the site has seen the footprint of the building outlined in concrete. When visiting the site during that time, I thought that the hole in the ground looked pretty small for a building of over five thousand square feet. I visited it again today, and the change is amazing. For the first time, the feel of the finished building was revealed. I still have to imagine what it will look like with windows and equipment and shoppers, but it was very exciting to see the change.

Right now we are targeting an opening date of mid November. We hope to have a couple of weeks of sales under our belts before the holidays. Usually we would not want to open that close to our busy season, but this will be a different kind of store opening under somewhat different circumstances than when we opened the Lebanon store eleven years ago. For one, the entire crew of the old store will be returning, so we'll have lots of experience to lean on. Granted, they will have plenty of new systems to learn and the store will be much bigger, but the folks working there have been a team for some time now and are used to doing what it takes to make the store run well with a high level of service. Secondly, the store will not be as complex as the larger Hanover or

*By the time you read this, the final look of the building should be pretty apparent.*

Other green features of the building include a tight building envelope, a rain garden to capture excess water from the roof, energy efficient refrigeration, skylights, and features to encourage biking and use of mass transportation to the store.

Lebanon stores. While we plan on having a wide range of products in a smaller store, we'll not have the full product lines of the other two.

As anyone who has been following the development of this project will recall, we have put significant amounts of environmentally sustainable features into this building. A major decision was to incorporate a geo-thermal system into the mechanical system of the store. That system will transfer heat from groundwater to help cool and heat the building, reducing energy consumption and corresponding emissions compared to more traditional systems. The geo-thermal system has a higher price tag than conventional systems, primarily due to the costs of drilling wells to access groundwater. The payback time (or the time it takes to pay back the difference between the added costs of the system with the savings from lower energy use) was substantially lowered in the last several months by the rising costs of energy. From the time last year when we made the decision to purchase the geothermal system until today, the cost of electricity has soared. Our electricity provider informed the Co-op just last week that rates would rise another 16 to 18 percent as of August 1. So the geo-thermal payback gets dramatically shorter, and the cost benefits will keep appreciating for the next 30 years.

Other green features of the building include a tight building envelope, a rain garden to capture excess water from the roof, energy efficient refrigeration, skylights, and features to encourage biking and use of mass transportation to the store.

Things are really starting to move on the Lyme Road. I hope you'll come in and have a look soon!

# No gift for the Co-op under this Christmas tree



*Board Report*  
by Don Kreis  
Co-op Board President

June 4, 2008 was not a good day for the Hanover Consumer Cooperative Society at the State House in Concord.

Struggling against a projected budget deficit well in excess of \$100 million, the Legislature on June 4 adopted Senate Bill 321. The *Valley News* called it the “Christmas tree bill,” because it contained a colorful assortment of revenue enhancement efforts.

Among them is an obscure provision originally introduced at the suggestion of the state Liquor Commission. It authorizes the state-owned liquor monopoly to cut the so-called “wholesale discount” for certain retailers in half, from 20 to 10 percent, for the next year. These retailers purchase wine and beer from the Liquor Commission at wholesale, since the Commission is the only legal source of such products in New Hampshire.

The change applies only to retailers that purchase more than \$350,000 a year in beer and wine at wholesale. Commission Chairman Mark Bodi pitched this idea to a House committee by assuring legislators that this was a way to squeeze extra revenue out of supermarkets and other “big box” retailers without affecting neighborhood mom ‘n’ pop stores (or, as it happens, the mega-retailer Costco, because it only has one store in New Hampshire).

What nobody mentioned at the hearing is that the Co-op had more than \$2 million in wine and beer sales last year. Board Vice President Margaret Drye and I, who collectively cover a wide swath of the political spectrum, labored mightily to bring this issue to the attention of legislators, but it was too late. Chairman Bodi is now free to reduce the Co-op’s wholesale discount for wine and beer to 10 percent through July of 2009. He has announced he will start by reducing it to 15 percent initially.

With the difference between our wholesale price and the

Liquor Commission’s retail price cut by as much as half, maintaining the Co-op’s wine and beer business will be a struggle. We will likely lose hundreds of thousands of dollars of what in industry terms is known as “margin,” and this will flow straight to the Co-op’s multiple bottom line. A year from now, after we have deducted from margin such expenses as labor costs, utility bills, and rent (more about which below), it will be that much tougher to offer favorable price terms to local food producers, a living wage to employees, assistance to emerging co-ops, and a patronage refund to members, among other things.

This is especially true because the Liquor Commission is not just our only source of wholesale beer and wine—it is a direct retail competitor, right next door to the Lebanon Co-op Food Store at Centerra Marketplace. Incidentally, the Liquor Commission recently negotiated a new lease with Centerra, at \$16 per square foot a year. That’s approximately \$8 less per square foot than the Co-op pays.

If, as Tip O’Neill famously observed, all politics is local, this was hardly evident in the case of Senate Bill 321. Most of our local legislators voted for the measure. In general, one party supported the bill and the other didn’t, which puts a stolidly non-partisan organization like the Co-op in a tough spot.

## This saga yields two morals.

The first is that we need to do a better job telling our story to policymakers and, in general, the people of New Hampshire. If it is not obvious what separates our Co-op—and the 26,000 moms and pops who own the Co-op—from an investor-owned big-box retailer, we have some work to do.

The second is that everyone expects, and has a right to expect, their government to provide certain basic services. New Hampshire provides these services but opts not to tax itself accordingly. Until this problem is solved, state government’s unseemly pursuit of revenue, through monopolistic market mechanisms such as the one at issue here, can only grow worse.

# at the Co-op

## Co-op Classes are Expanding!

The Co-op's Fall Classes include not only hands-on cooking in our Wilder-based Commissary Kitchen, but additional opportunities and topics in the Hanover store classrooms, as well. We'll cover holiday foods, ethnic dishes, making relishes from summer bounty, food safety for the home cook, and a variety of classes on making the most of your food dollars. Wine tasting and a six-session discussion course on food systems (see "Menu for the Future," this page) will round out the offerings.

Brochures with class descriptions, times, and registration information are available in the food stores. You can also find information online at [www.coopfoodstore.com](http://www.coopfoodstore.com) or by calling the Co-op Service Desk at (603) 643-2667 ext. 6328.

### Class Assistants Needed

Co-op classes have started up again, and we are looking for interested individuals to serve as class assistants. Assistants attend the class for free and earn \$25. In return, they help the instructor prepare the room for the class, check in the class participants, assist as requested during the class, and help to clean up afterwards. If you are interested or would like more information, please contact Member Services Coordinator Michelle Jordan at (603) 640-6323 or email her at [missy@coopfoodstore.com](mailto:missy@coopfoodstore.com).

## Menu for the Future

The food choices we make affect more than what we eat. They connect us to place, to others, and to the earth.

The Co-op, in partnership with Upper Valley Land Trust and Vermont Earth Institute, invites you to participate in a six-week reading and discussion course called "Menu for the Future." Join a group of like-minded people for lively conversation intended to raise your awareness about how our food system works and how you might want to rethink your food choices. The Co-op will offer the course on Tuesday nights from 7:00-8:30 p.m. beginning September 16<sup>th</sup>. The Upper Valley Land Trust will offer the course on Wednesdays from Noon-1:15 p.m. at its offices on Buck Road in Hanover. Registration for either location can be made at the Co-op. In conjunction with the course, a tour of Four Corners Farm in Newbury, Vermont, is being offered on October 18. For more information, pick up a Fall Co-op Classes brochure, check out our website ([www.coop-foodstore.coop](http://www.coop-foodstore.coop)), or call the Service Desk at (603) 643-2667 ext. 6328.

## Have You Seen the Signs?

EcoPak containers are recyclable at the Co-op! Just return them—clean and dry—to the registers in either food store. EcoPak containers are a unique product made from recycled beverage bottles. Our recycler has agreed to accept EcoPak brand containers as long as we do not mix in any other types.

### How can you recognize an EcoPak container?

*Step 1: Is the container made of clear plastic?*

*Step 2: Is the lid attached to the body?*

*Step 3: Was the container packed by the Co-op's Prepared Foods, Deli, or Bulk departments?*

If you answered "yes" to all three

questions, there's a 99 percent chance that the container is EcoPak.

*Step 4: Read the fine print: The small and medium-size EcoPak containers have a logo on the lid that says "EcoPak 50 percent+ recycled."*

The largest size container (used to pack Co-op salads) does not have the EcoPak logo on its lid. If the large container says "EasyPak" on the bottom, you can recycle it. The company that produces EcoPak is called EasyPak. They have not updated the mold that they use to make their largest containers, so the large containers do not have the EcoPak logo on them. Please be sure to remove all food residues from the EcoPak containers before you return them to the Co-op. Thanks!

# Do You Know How to ServSafe®



*In 2006, a group of 20 volunteers in a Minnesota church worked together in the organization's kitchen to provide the food for a church social. They created a smorgasbord that included meatballs made from ground beef purchased at a local grocery store and cooked by the volunteers the day before the event.*

The ground beef they purchased turned out to contain a deadly strain of *E. coli* bacteria. As a result of eating at the church social, an elderly woman died and 17 other people were hospitalized.

The family of the deceased and one of the hospitalized victims sued the grocery store, the wholesale distributor, and Nebraska Beef, where the ground beef originated. Now Nebraska Beef is suing the church, saying that if the church cooks had handled the beef properly, no one would have become ill.

According to a report from the Minnesota Department of Health, the church cooks made several food safety mistakes. Through poor food handling practices, they created conditions that possibly spread *E. coli* from the beef to several other foods. They also failed to take the internal temperature of the finished meatballs to ensure that the meat had been cooked sufficiently to kill any bacteria present. Yet, as the church's attorney stated, "These women have been cooking years and years and years without incident. They have collectively, oh, 500 years of cooking experience between them." (*New York Times*, June 8, 2008)

## **Keeping Our Community Safe**

What happened at the church supper in Minnesota could happen right here in the Upper Valley. Whether it's *E. coli*, *Salmonella*, or another bacteria contaminating meat, produce, or other items, recent events have shown that today's cooks need to know how to protect the people they feed. This includes having a thorough knowledge of proper preparation, cooking, cooling, and holding of food.

For the past year and a half, the Co-op has been offering ServSafe® certification—a nationally recognized food safety program sponsored by the National Restaurant Association Educational Foundation (NRAEF)—to its employees through an in-house training program. Four Co-op employees are certified ServSafe instructors, and over 40 employees are ServSafe Certified Food Protection Managers.

We are now ready to offer ServSafe® food safety certification classes to outside organizations, businesses, and individuals.

*Our next official 16-hour course and certification examination will take place on Thursday and Friday, October 16 and 17.*

*Those who pass the exam will be ServSafe certified for five years. The cost of the course is \$150 per person, which includes the course book and NRAEF exam fee plus a light breakfast and catered lunch on both days. Non-profit organizations may apply to receive a reduced rate. Class location will be in the Lebanon, New Hampshire, area, with details to be announced at a later date.*

*Pre-registration is required, with payment due no later than October 1.*

*For more information, or to pre-register, call Education Director Rosemary Fifield at (603) 640-6507 or email her at [rosemary@coopfoodstore.com](mailto:rosemary@coopfoodstore.com).*

*ServSafe® is a registered trademark of the National Restaurant Association Educational Foundation.*

# Cooperative Education 101



## Part V: Co-op Month, FESTBL, and the Search for the Unified Field *by Ken Davis*

I have a brother who is not a blood brother at all, but might as well be for as close as we are. Moustapha is from a small nation on the West African coast, born into a community with a caste-like class structure where one is not likely to escape from the place on the social

totem pole in which he or she is born. Moustapha's place of birth in this system was unfortunately low; his future was planned for him before he even took his first steps or said his first words. But he would have other ideas.

I got to know Moustapha through my mother's work with the international community at Virginia Tech 15 years ago, where young people from around the world were brought to the university through various study-abroad and student-exchange programs. I was born and raised in Virginia, in the cultural and geographic shadow of Virginia Tech, and eventually migrated north due to a love of frigid cold weather and rural New England charm. But 15 years ago I was a Virginian through and through, and the night I met Moustapha I had no idea I was about to meet a guy who would be the inspiration for a lot of the things I would think and write in my life—including a seemingly unrelated *Co-op News* column about Co-op Month.

### Mom and Moose

On a cold January evening (cold for Virginia anyway), Mom and I picked up Moustapha at the local bus station. He had been traveling for three days, was obviously exhausted, and couldn't speak a word of English. Nonetheless he would nod and smile and point and motion madly to inquire about all the various things that touched his seemingly limitless curiosity. Just a few months after that night, "Moose" (as I was calling him by then) spoke English fluently and was even able to obtain a driver's license. We soon learned he knew at least a dozen other

languages too, including Greek, Latin, French, Portuguese, and several of his home African languages. Some he had been taught in school. Others he picked up on his own.

Moose and I became quick and close friends, and when his funds dried up, Mom took him in so he could have a place to live for free. He and I eventually became brothers in our own unique way. We developed our own lingo-laden esoteric language that combined cheesy 50s slang ("That's boss, man!") with colloquial phrases from several languages he knew, and we would speak it all to one another in public just to watch how people would look at us.

Moose was—and is—brilliant, unique, and special, with a wonderful personality to match. And not long before he had to get back on a bus to start the long journey home, my mom decided to continue supporting him and providing for his needs so that he could fulfill his dream of



### Illustrating "FESTBL"

*Our philosophy of the financial (1), environmental (2), and social (3) triple bottom line (4) is built on the premise that any decision we make must take into account the well-being of the business, the planet, and the people who inhabit it. A profit made at the expense of our community or world, for example, is a short-term gain for a few and a long-term loss for the masses, and thus not a profit at all.*

staying in the United States to go to college. Moose soon became part of the family, and he was eventually accepted to Virginia Tech, where he was off to the proverbial intellectual races.

Just recently—now many years later—Moose proudly called to let us know that he finally finished his Ph.D. program in Geneva, dedicating his dissertation to my mother. Before the ink was dry on his degree, he also found out that he had been accepted for the first job to which he had applied and the one he wanted the most: Adjunct Professor of Theoretical Physics and Applied Quantum Mechanics at Yale University.

Not a bad job right out of the gate, and now I call him “Dr. Moose.” Besides his teaching duties, Moustapha’s work will focus on the unified field theory—a vast and open line of research that attempts to explain all of the fundamental forces between elementary particles in terms of a single field. (For all you physicists reading this, forgive my potentially ignorant layperson summary of such a complex topic.) As I understand it, the subject was first explored by Albert Einstein, who attempted to unify general relativity with quantum laws. Though prominent physicists such as Stephen Hawking have attempted to do the same, no unification theory has yet to be discovered. But it wouldn’t surprise me if Dr. Moose has a little something to say about that someday. Maybe I’ll be calling him “Nobel-Prize-Winning Dr. Moose” on down the line.

Great story, isn’t it? I love telling it. But what does it have to do with cooperatives?

### **Co-op Month**

There is, it seems, a month for all things—with far more “things” than there are months in which to celebrate them. There’s National Pet Dental Health Month (February), National Good Car Keeping Month (May), and a favorite of one of our merchandisers, National Rice Month (September). But for obvious reasons, October’s National Co-op Month is especially big around these parts, and this year in particular—in the wake of my brother’s news about his post at Yale—it reminds me of Moustapha’s story and the role my mother played in it. Where would Dr. Moose be without her? According to him, he wouldn’t be anywhere. The individual who may challenge Einstein and Newton one day was once just another stranger on a bus, and one person saw his full potential when no else did. Moose and my mother each feel as though they owe so much to the other, and thus they share a mutual story of success. Is there a better illustration of cooperation?

The mutual-success philosophy is one that drives much of what our Co-op strives to accomplish. Our triple-bottom-line strategy of financial, environmental, and social responsibility (“FESTBL”) is built on the premise that for one bottom line to be sound, all the others must be too. A profit made at the expense of our community or planet, for example, is a short-term gain for a few and a long-term loss for the masses, and thus not a profit at all.

To illustrate further, Co-op General Manager Terry Appleby wrote in the most recent Annual Report that local produce sales at the Co-op’s food stores during 2007 were just short of \$7 million, or more than 11 percent of total sales. The benefit of all those purchases from local sources had a wider benefit, Terry wrote, as studies have shown that dollars invested in local businesses stay in the local economy at a far higher rate than when they go to businesses based out of the region. The Co-op estimates the value of additional dollars staying in the local economy from these purchases to be at approximately \$1.9 million. It’s a value that we all—as a community—will share.

This mutual-success idea is universal and pervasive within the cooperative structure. Where some might say a food producer’s only worth is based solely on the profit that can be extracted from his or her goods, a cooperative answers with the mantra of environmental sustainability and the social-justice concept of building sound local economies. Where some might say cheap is best, a cooperative answers by redefining what “cheap” is and what it really means long-term to a community and its future. And where some might talk of a single bottom line, a cooperative proudly shouts “FESTBL!!!” from the rooftops of a bucolic New England valley.

Notwithstanding what we consider to be a higher standard of doing business, the point of this column is to be informative, not self-righteous. The Co-op is a business and can’t serve anyone if it doesn’t stay in business. As a result, many of the business initiatives that make for success in other sectors are practiced by the cooperative industry as well, and our co-op is certainly no exception. But being locally and cooperatively owned and operated does mean that we must adhere to our multiple bottom lines, and that’s a big part of the cooperative difference. We invest in those who have a lot of potential to do good, and we pursue mutual success among ourselves and our business, social, and environmental partners. In other words, we don’t let the Moustaphas back on the bus either if we can help it, and FESTBL is our unified field. That’s something worth honoring and celebrating—no matter what the month may be.

# Update: (rBGH) and New England Farmers

by Helen Brody

Bovine growth hormone (BGH) – also known as bovine somatotropin (BST) – is a protein hormone that occurs naturally in the pituitary gland of cattle. In 1993, the U.S. Food and Drug Administration (FDA) approved the use of a synthetic version of the hormone, manufactured by Monsanto, to increase milk production in dairy cattle. This genetically engineered product is called recombinant bovine growth hormone, or rBGH.

Consumers, particularly in New England, reacted vehemently against the introduction of rBGH into their food supply and, through the consumption of dairy products, into their bodies and the bodies of their children. Farmers, veterinarians, and animal rights activists expressed concern about the side effects on the cows who would receive daily injections of the artificial hormone.

“Personally, I think rBGH is a bad idea – for cows and people – not least because it enmeshes dairy farmers with Monsanto,” said Marion Nestle, nutritionist and author of *Food Politics: How the Food Industry Influences Nutrition and Health*.

Reacting to this concern of the public and consumer advocates, fluid milk handlers and processors offered premium payments to dairy farmers who did not use the hormone to increase milk production in their animals. Since the hormone is found naturally in dairy cattle in varying amounts, testing for compliance was impossible. Farmers signed affidavits to attest that their milk was rBGH-free. Organic milk, with its own standards that do not allow rBGH, was never an issue.

Fast-forward to today, summer 2008. The majority of milk processed in New England is rBGH-free in response to the demand of consumers. However, because rBGH is rarely used on New England dairy farms today, the large processors, led by Garelick and its owner, Dean Foods, see less reason to offer premiums to farmers for producing rBGH-free milk. They are beginning to cut their financial support to the dairy farmer, who is already struggling under increased costs for feed, fuel, and utilities.

Dairy farmers, fluid milk handlers, and processors agree – they wish the rBGH problem had never arisen, because it just confused consumers about a very safe and highly regulated food product.

At the same time, the dairy cooperatives that haul and market the farmers’ milk to the bottlers are considering restricting their pick-ups to only hormone-free milk, rather than segregating rBGH milk in separate trucks. This will force all New England dairy farmers to give up the possibility of increasing milk production through the use of rBGH in order to make ends meet. “Talk to me next month,” says a spokesman for Agri-Mark, one of New England’s largest dairy cooperatives. “Our (current) policy of picking up both rBGH-free and rBGH-added could be totally changed.”

Dairy farmers, fluid milk handlers, and processors agree – they wish the rBGH problem had never arisen, because it just confused consumers about a very safe and highly regulated food product. Again, to quote the Agri-Mark spokesman: “We recognize that rBGH premiums are an important part of a dairy farmer’s income, but frankly, milk production can be increased by better feed, larger stalls, better breeding, and we can give increased premiums for quality above that required by the state and federal governments.”

On Wednesday, August 6, Monsanto announced plans to sell its production of rBGH. The decision comes as more and more retailers respond to consumers who seek dairy products from cows who have not been treated with the hormone. The company denies that consumer demand influenced their decision.

A list of rBGH-free dairy products offered at the Co-op is available at the Service Desk in each store.

Helen Brody is author of *New Hampshire: From Farm to Kitchen*, co-author of *Cooking with Fire: Two Hundred Years of Recipes and Foodlore*, and a New England writer for newspapers and magazines. She serves on the New Hampshire Agricultural Advisory Board.

# *FishWise* puts the **E** in **FESTBL**

“FESTBL” is Co-op shorthand for our cooperative’s Financial, Environmental, and Social Triple Bottom Line—a philosophy that ensures any decision we make takes into account the well-being of the business, the planet, and the people who inhabit it. With FishWise, Co-op Seafood puts FESTBL into practice—also putting a color-coded stamp on the importance of a sustainable environment.

It started with a simple, alarming observation: Global fish stocks are suffering across the globe, and the threat is growing stronger every year. As a result, two powerful organizations—the Monterey Bay Aquarium and Environmental Defense—have joined forces to put a program in place that makes a difference, and the Co-op is the first retailer in the Northeast to jump on board.

### **The Colorful World of FishWise**

FishWise is a program that informs our shoppers about the sustainability issues related to fish consumption. At the heart of the FishWise system is a set of three color-coded product labels. Consumer information appears on green, yellow, or red signs allowing shoppers to quickly learn the facts about fresh seafood being sold:

- Green indicates seafood that is the best choice based on healthy populations and catch or farming methods.
- Yellow-labeled seafood identifies products with known concerns about species population, ecosystem, or questionable harvesting methods.
- A product bearing a red label may still be sold, but it is clearly deemed as unsustainable due to low fish stocks, adverse environmental effects, or, perhaps, excessive bycatch.

“FishWise was a response to member and shopper requests,” says Paul Hoffman, the Co-op’s Assistant Director of Merchandising. “In keeping with Co-op policy and our cooperative principles, we want to provide ac-



curate and thorough information to our member and shoppers so that they may make informed decisions. As buyers for our members, we consider this a better choice than to simply stop selling items we have deemed inappropriate or unsustainable.”

All seafood retailers affiliated with FishWise have the flexibility to continue to sell products from the red category, Hoffman said, adding that the FishWise program at the Co-op goes well beyond informative signs in the seafood case.

“Our staff has gone through a certification process,” he said. “We’ve extensively researched where our suppliers get their fish, which was a learning experience for them, too. Education allows us to put the power of the marketplace to work on the problem.”

So far, customer response to the program has been enthusiastic. Hoffman says, as our customers learn to shop the FishWise system, the Co-op will modify its own buying practices to match the response in consumer choices.

“It’s not about selling seafood,” he said. “It’s about giving people the facts with no spin. Threats to seafood populations are many, yet by putting information in the hands of the consumer where they shop, we can use facts to spread the word about sustainable seafood choices.”

[www.coopfoodstore.coop/  
news](http://www.coopfoodstore.coop/news)

# It's in the Bag

## *Little Green Steps*



by *Emily Neuman*  
*Sustainability Coordinator*

The volume of packaging material that courses through our business every day can be overwhelming. Recently, though, we have made progress to stem the tide. At the back of the store, a shift toward reusable shipping containers is making a positive impact. At the front end, we're seeing a steady increase in reusable bag use by shoppers. The ultimate success of these programs will rely on cooperative efforts to keep them going.

This spring the Co-op helped seven local produce growers purchase plastic totes for delivering their produce to our stores. The reusable totes replace wax-coated cardboard boxes normally used for deliveries. The plastic totes program will keep hundreds of wax boxes out of the landfill this growing season and, over time, may save the farmers considerable expense.

We recently switched to a reusable totes program with one of our major distributors, too. This change came in direct response to concerns expressed by staff: United Natural Foods was routinely sending us large cardboard boxes with only one or two small items inside, requiring us to recycle a box that had hardly been used. Upon communicating this concern, we were quickly routed to the company's Vice President for

Sustainable Development who explained that while they do provide cardboard boxes as a courtesy, from a sustainability standpoint they'd rather that their customers enrolled – as we did – in their reusable totes program. Our participation is saving about 500 cardboard boxes per month.

We feel the same way about bags at checkout. While we feel obliged to provide shopping bags for our customers, we'd prefer that you bring your own. Thankfully, an increasing percentage of shoppers do. Between January and May of 2007, the Co-op purchased about 900,000 paper and plastic bags to give to shoppers at checkout. The Co-op purchased almost 200,000 *fewer* bags during the same period in 2008.

When we switch from disposables (or even recyclables) to reusables, the key factor for improving sustainability is how many times the new container is reused. Making the switch to reusable shipping containers for produce and grocery items has required changes in the way that we operate. We know that switching to reusable shopping bags requires a change in habits for shoppers. We want to help you make the switch, and we want to help you stick with it.

We've already taken several steps to encourage reuse. For over twenty years, the Co-op has offered a five-cent credit for bag reuse—first in the form of a punch card and later as a direct credit. We supported Kids for a Cooler Planet and brought Green Bags into our stores. More recently we've added "Oops! Did you forget your bags?" reminders at our entrances. Unfortunately, we will still give out close to 1.5 million paper and plastic bags at our checkouts this year.

### **Incentives**

After many years with the five-cent incentive, reuse sat at 16 percent. Green Bags and the Kids for a Cooler Planet campaign provided a huge boost so that now approximately 30 percent of bags leaving Co-op checkouts are reused bags. We would like to see the bag reuse rate continue to climb.

**Perhaps it is this combination of factors that has led some American retailers—notably Puget Consumers Co-ops in Seattle and Whole Foods nationwide—to eliminate plastic bags at the checkout but keep paper.**

To this end, our staff Sustainability Team asked shoppers what additional incentives they would support. We presented 139 shoppers with the following options:

- a. Raising *the bag reuse credit to ten cents.*
- b. Charging *six or seven cents (the real cost) for every new bag taken at the checkout.*
- c. Making *free cardboard boxes more readily available for grocery carryout.*
- d. Eliminating *plastic bags as an option at the checkout.*
- e. Eliminating *paper bags as an option at the checkout.*
- f. Allowing *shoppers to direct their bag reuse credit to a Co-op Sustainability Fund. (Funds could be used to buy solar panels, for example.)*
- g. Randomly *awarding prizes to shoppers who reuse bags. (Every 1,000<sup>th</sup> bag reuser wins a gift certificate?)*

We learned that a majority of respondents would support options a, b, and g. Being fundamentally different, option b deserves a closer look. Ireland took this route in 2001 and saw a 90 percent reduction in disposable plastic bag use when it imposed a 15-cent tax (Euros) on grocery bags. A 2002 study commissioned by the Australian government predicted that a 15-cent tax (Aus\$) would reduce plastic bag use by 75 percent and a 25-cent tax would reduce use by 85 percent. Ashland Food Cooperative in Ashland, Oregon, recently reported that paper and plastic bag usage at their store dropped 80 percent in response to a ten-cent charge for bags.

Forty-eight percent of respondents supported eliminating plastic bags at the checkout; only 20 percent supported eliminating paper, a surprising outcome given that in 2007 shoppers chose plastic over paper 3.82:1. In 2008, the ratio is 3.01:1. We suspect that shoppers perceive paper as the environmental “lesser of two evils.” In fact, our Co-op chose to *add* plastic bags at the checkout several years ago upon learning that plastic bags have a smaller environmental footprint than paper.

## Green Bags and the Kids for a Cooler Planet campaign provided a huge boost so that now approximately 30 percent of bags leaving Co-op checkouts are reused bags.

Perhaps it is this combination of factors that has led some American retailers—notably Puget Consumers Co-ops in Seattle and Whole Foods nationwide—to eliminate plastic bags at the checkout but keep paper. It’s tempting to choose this path, but preliminary results at PCC show that it’s only marginally effective, particularly compared to the impact of a bag fee. Similar to our Co-op, in 2005, PCC reported a 15 percent reuse rate with a two-cent reuse incentive. After introducing Green Bags (theirs are purple), reuse climbed to 25 percent. One month after eliminating plastic bags from their checkout lanes, reuse stood at 37 percent.

The Seattle City Council is considering a 20-cent fee on disposable bags. We will watch with great interest to learn about its effect.

We don’t have to wait and see what a bag tax would do to reuse rates at the Co-op. We could simply make shopping bags a retail, rather than a courtesy, item. The cost to shoppers would be about ten cents per bag. A majority of survey respondents support the idea. On the other hand, a handful of shoppers have told me that they would be personally offended if the Co-op began charging for bags. The truth is, we all pay for the bags at the checkout. At present, the cost of those bags is spread over all items in the store. Rather than hide the cost, we could look it straight in the eye. It might be what all of us need in order to stick with our good intentions to reuse bags. And, it would be more consistent with the Co-op’s financial and environmental goals.

### Little Green Steps for shoppers:

*If you forget your reusable bags, take your groceries home in a box! We have cardboard boxes near each checkout for just this purpose. Once you’ve gotten into the habit of reusing bags at the checkout, try reusing containers for Produce and Bulk purchases, too.*

# A Remarkable 73-Year Journey



by *Rosemary Fifield*  
*Education and Member  
Services Director*

In December, 1935, a group of neighbors – mostly Dartmouth College professors and their wives – gathered to discuss ways to bring quality fresh food at reasonable prices to the Hanover area.

It was the Great Depression, and Dartmouth faculty were struggling with the effects of a ten percent wage decrease. To make matters worse, the quality of the perishable foods provided by local merchants was very poor. As one founding member described it, “We used to buy rotten fruit from a chain store on Main Street. And they’d be in a bag – say, six grapefruits – and you’d come home and find two rotten. So you’d go back and the very nice produce man would say, ‘Well, I’ll replace them, but it comes out of my own pocket.’ That made us mad.”

The group met again on January 6, 1936, to organize a buying club they called “The Hanover Consumers Club.” Seventeen families signed on as charter members and paid the one dollar fee.

Their first group order was bushels of oranges and grapefruits (with lemons and limes tucked into the gaps) purchased directly from Florida. They stored the citrus in one member’s garage where each family could come to pick up its share. Over time, they added local butter and milk, dried fruit, potatoes, and maple syrup and Co-op brand canned goods from a cooperative wholesaler in New York. The distribution point was moved to a member’s basement, where shelves were built along one wall, and members came and went through the bulkhead.

## **The Co-op is Born**

By November, 1936, members felt that the Hanover Consumers Club should be transformed into a larger, more formal organization. They voted to incorporate as the Hanover Consumer Cooperative Society, Inc. and agreed to

rent the basement of a barbershop on Main Street to house a retail location open to the public.

The first consumer cooperative store in New Hampshire opened in January, 1937. Founding member Roger Bristol resigned his position as a teacher at Hanover High School to become the manager and sole employee. Within two months, 96 families had joined; sales for the first year topped \$11,000.

## **Moving Up**

In 1938, the store moved to larger quarters, across the street, in the basement of what is now the Dartmouth Bookstore. Membership and sales continued to grow, making it increasingly difficult to provide services in the cramped basement. When the restaurant upstairs went out of business in 1941, the members considered the rather heady thought of leasing the first floor space in addition to the basement.

To do so, the Co-op needed to raise \$1,600. Members were asked to buy more shares, but it was wartime, and their funds were limited. Borrowing from the local bank was out of the question – the president of the bank was reputed to have said that the Co-op was “communist infiltration into a respectable town.” On the Co-op’s history video, “Hand In Hand,” Arthur Jensen, President of the Co-op board in 1941, describes how he solved the dilemma:

“I was sitting there one afternoon with the treasurer and the store manager when down the stairs to make a purchase came Professor Gerould of the Chemistry Department. I didn’t know him well, but I knew him, so as a sort of greeting I said, ‘Professor Gerould, you couldn’t by chance loan us \$1,600 for six months, could you?’ Professor Gerould stopped in the middle of the store, was silent for a minute, pursed his lips, and then said, ‘I guess I could.’ So I said, ‘Let’s go across the street to the bank.’ We went to the bank, transferred \$1,600 from his account to the Co-op account, and then went back and he bought his groceries.” Arthur smiles at this point and says, “I should have asked for \$2,000.”

The Co-op opened its doors above ground for the first time in the summer of 1942 and became the first self-service food store in Hanover.

### **Tough Times**

The United States was at war, which meant rationing and shortages, and with each passing day Co-op shelves became more empty. Throughout World War II, members voluntarily worked in the store unloading trucks, opening cartons, and stocking shelves. By the end of the 1940's, however, the Co-op was in deep financial difficulty. Several other food stores occupied Main Street and, to compete, the Co-op needed to add frozen foods, fresh meat, and a wider selection of fruits and vegetables. But it had neither the capital nor the space to achieve this. The Co-op desperately required the firm hand of a good manager if it was to survive, let alone succeed.

Harry Gerstenberger arrived on the job in 1949, to find a very small store with very limited selection, no coolers for the produce, and only commercially packaged meats like bacon. The store lacked a loading dock, office space, and parking and had amassed a large inventory of slow-moving items, badly compromising the Co-op's cash flow and storage space.

"I think it was bringing in Gerstenberger that saved the Co-op," Arthur Jensen says in the video. "He gave his whole life to the organization. He knew how to handle people, how to manage."

### **Moving Out**

The Co-op thrived under Harry's management, and by 1958, when space became available in the remainder of the building, the store had the capital to double in size. By 1962, Co-op membership reached 2,000 with \$1 million in annual sales. But, the Co-op still had no parking lot. Employees carried groceries from one end of Main Street to the other, and it was obvious that a grocery store in the middle of downtown was impractical.

At several large, contentious meetings, members debated the need for growth and future planning. Many feared the consequences of leaving the Main Street location and predicted that people would not travel to the outer edge of Hanover, where the Board was considering the purchase of land on Park Street. Still, the membership voted to make the purchase, and in 1963, the Co-op built a new store on the site it occupies today.

Harry Gerstenberger was succeeded by his nephew, Arthur Gerstenberger, who took over as general manager in 1965, and the Co-op continued to grow. During the 1970s, a nationwide movement toward natural and organic foods sparked a rebirth of interest in the cooperative business

model, and natural foods co-ops sprouted up across the U.S. In Hanover, the Co-op, with its otherwise conventional foods, added bulk, international, and natural (BIN) products by utilizing a small cement block building on its property that had formerly housed a laundry. When the Co-op undertook its first expansion of the Park Street store in 1986, BIN products moved inside the main building for the first time.

In 1985, the Co-op purchased the service station that adjoined its property and added gasoline and car repair to the services available to members. Arthur Gerstenberger retired a few years later, and the Co-op hired current General Manager Terry Appleby in 1992. Terry took charge of a \$17.6 million business with an overcrowded store and a parking lot that could no longer accommodate the ever-increasing number of people shopping at the Co-op. He oversaw a second expansion and remodeling of the Hanover store that took place in 1994, and in 1995 added a second Co-op service center on Lyme Road in Hanover.

### **One Co-op, Two Stores**

The expansion and remodeling done in 1994 proved to be only a stop-gap measure. Crowding in the store and in the parking lot had begun to cause shoppers to go elsewhere, and so surveys, focus groups, and extra member meetings were conducted to gauge member reaction to the idea of a second location. While some opposed the concept of multiple stores, more were concerned that the opening of a second location would herald the end of the much beloved Hanover store. Some feared the financial burden of a second retail operation and worried that the area's population could not support two Co-op stores.

The question of building a second store was brought to the membership for a vote at the Annual Meeting in April, 1996. The chosen site was two miles south of the Hanover store in a Dartmouth College development to be known as Centerra. The Co-op was Dartmouth's first choice for the grocery store that would anchor its marketplace. After members spoke passionately both for and against the motion to open a second store on that site, the motion was voted on and passed.

The Lebanon Co-op Food Store opened its doors in October, 1997. In addition to being a green building with an entirely different design from the Hanover store, it incorporated new features such as an extensive prepared foods kitchen and a sit-down café. Over 2,600 new households joined the Co-op by the end of 1998, and the two Co-op stores, along with the service centers, reached sales over \$34.7 million that year.

*See 73-Year Journey on page 16.*

# I've Always Wanted to Know...

**Q: How is our co-op related to other food co-ops in New England and throughout the country?**

A: Over 300 food co-ops currently exist across the U.S., and more are being opened each year. Each is independently owned and operated by its member-owners—generally the people who shop at each co-op.

Our co-op comprises the Hanover and Lebanon stores, the Community Market on Lyme Road, the Co-op Service Center, the Commissary Kitchen in Wilder, Vermont, and our off-site offices at Chiron Springs on Etna Road in Lebanon. We collaborate with Vermont food co-ops, such as Upper Valley Food Co-op in White River Junction, Brattleboro Co-op, and City Market in Burlington as well as other New England co-ops through joint meetings of our board members and general managers.

On a national level, over 100 food co-ops have joined together voluntarily to form the National Cooperative Grocers Association (NCGA), a cooperative that works to provide greater buying power, marketing capability, training opportunities, multiple avenues of communication, and other services to its member co-ops. Membership in NCGA does not affect the autonomy of each co-op, however. We share information, expertise, and general support while retaining our individuality, ownership, and self-governance at the local level.

**Q: I've been to co-ops that give members a discount at the register. Why doesn't that happen here?**

A: Our co-op uses the patronage refund system, which applies only to members. This system returns "profits" made by the co-op after its operating expenses have been met

and returns those profits as a percent of recorded purchases made by the member, hence giving the "discount" at the end of the fiscal year. Although our co-op has not had a year without a profit in recent memory, the patronage refund system ensures that the Co-op's financial obligations have been met before we give money back to the member-owners. It allows us to keep prices fair, rather than overpricing as a hedge against unanticipated expenses.

**Q: The co-op I belonged to in the Midwest would never sell Hamburger Helper and Froot Loops. How come this co-op does?**

A: The majority of food co-ops in the U.S. were started as a result of the natural foods movement that burgeoned in the 1970s. Those co-ops often included rules in their bylaws or charters that addressed the types of foods they wished to provide for their members. Some food co-ops are strictly vegetarian in their offerings; some will not carry products that have artificial additives, refined sugar, white flour, and so forth. Many sell only organic produce or put a large emphasis on the sale of nutritional supplements and alternative medicines. Each sets its rules based on the wishes of the members who own the co-op.

Our cooperative started in the 1930s for the purpose of bringing quality food at reasonable prices to the Hanover area during the Great Depression. Conventional products were the norm and, if you think about it, most fresh foods were "natural" at the time. While we continuously adjust the products we carry, our members have never expressed the desire to restrict the selection based on broad categories. Rather, they refine it through their product requests and their purchases, letting us know what they don't want by voting with their dollars.

## 73-Year Journey *Continued from page 15.*

### **And Growing ...**

In May, 1999, the Co-op converted the Lyme Road service center into the Co-op Community Food Market, a Co-op-style convenience store. By 2000, the demand for Co-op prepared foods necessitated the opening of an off-site kitchen in Wilder, Vermont, to accommodate high-volume production.

Today, the Co-op is a \$67 million business and still growing. The original 1,000 square foot Community Market was torn down this spring, to be replaced by a new structure almost five times its size. Membership stands at over 26,000 households. The Co-op employs over 370 people and supports hundreds of local producers through its buying power.

Seventy-three years ago, a group of neighbors gathered to consider the value of working together through cooperation, and the rest is history.

# Tea with F.W. DeKlerk

by Nicholas P. Reid  
From *Equal Exchange*

As the food we eat becomes more and more political, we begin to hear the story it tells. In too many cases, it is a story of environmental destruction and human despair.

The story of rooibos tea is no exception. It begins in the most infamous system of racial segregation in our planet's history. The Apartheid era in South Africa was a direct extension of colonial policies designed to extract resources and profits from the land and local populations. The native ethnic groups of South Africa were pushed off their ancestral homelands to make room for large-scale, colonial plantations. European magistrates and foreign businesses seized the now-famous gold and diamond deposits near Johannesburg, enslaving local populations to mine the shiny baubles that made De Beers a household name and South Africa the only "developed" nation on the continent.

The National Party that ran Apartheid for 40 years used military and police to separate black South Africans from the most profitable sectors of the economy. They were legally denied the right to own land, or businesses, in "white areas" or to benefit from some of the world's greatest mineral wealth. The regime relocated millions of farmers, creating impoverished communities like the Soweto Townships. The Homelands were transformed into barely self-sufficient pools of cheap labor to work the gulags of the South African economy, and subsidize the unprecedented wealth of the tiny white elite. As Apartheid came to end, the Afrikaaner President, F.W. DeKlerk, won the Nobel Peace Prize, while the farmers that survived were left with miniscule plots of land in the least productive areas of a generally arid and unproductive landscape.

## **The History of Rooibos**

The history of rooibos is just one more chapter in the tragedy of Apartheid. For thousands of years, indigenous Khoi and San farming communities, perhaps the oldest

inhabitants of South Africa, survived the arid and unforgiving bush, eking a living from the Kalahari through subsistence agriculture and rooibos cultivation. Enter the Dutch and English colonial bandits in the 1500s. By the 17th century, the Khoisan population was in ruin—murdered, fled or absorbed into the subjugated and enslaved Xhosa population. The indigenous Khoisan language was replaced by the Dutch-hybrid Afrikaans. Their storied culture, the product of 2,000 years in Southern Africa, was now largely a memory. The medicinal bush became another cash-crop for European invaders. By the 1940s and the rise of Apartheid, rooibos seeds were among the most precious in the world, but its growers sank deeper into poverty and despair, slaves on the land they once owned.

**If there is a silver lining to the story of apartheid, it is the miracle of rooibos. Working together, farmers germinated hope in a desert of despair.**

If there is a silver lining to this story of apartheid, it is the miracle of rooibos. This herb, one of the only crops that thrive in the dry and unwelcoming bush, grows nowhere else in the world. The few small Khoisan farmers who survived the Bantu Expansion, the Dutch invasion, then the British, and the oppression of Apartheid, found themselves on some of the harshest, most unsuitable agricultural land in the world, dismissed by the white elite... but perfect for rooibos production. Working together, the farmers germinated hope in a desert of despair.

## **The Rise of Fair Trade Rooibos**

In the village of Wupperthal, located in the Cederberg Mountains, the Afrikaans-speaking descendants of the Khoisan formed a rooibos co-operative, the Wupperthal Tea Association, in 1998 with 16 founding members. North of the Cederberg Mountains, approximately 60 farmers and their families live scattered throughout the rocky terrain. They received assistance from the Environmental Monitoring Group (EMG) and the Heiveld Co-operative was created in 2000 with 14 members. When they visited Wupperthal and saw the farmers' success, they became excited as they envisioned new possibilities for the future. Today,

*See Rooibos on page 23.*

# Changing for the Better

*During the “Change of Life”*



*Nutrition With An Attitude*  
by Mary Saucier Choate,  
M.S., R.D., L.D.  
Food and Nutrition Educator

Menopause is part of a gradual, natural process in which the ovaries produce less of the female hormones, estrogen and progesterone, and menstruation slowly comes to an end. Each woman's menopause experience is unique, but all women can benefit from the opportunity to modify lifestyle choices to enhance strength and vitality and to lower changing disease risks.

## **Changing for the Better for the Post-Menopausal Years**

Changes occurring in women's bodies during and after menopause can result in higher risks for weight gain, bone loss, and heart disease. You can reduce these risks with wise choices. The following food and activity strategies can help.

### **Avoiding Weight Gain**

Participants in the Women's Healthy Lifestyle Project lowered their calorie, total fat intake, saturated fat, and dietary cholesterol intake until a five- to ten-pound weight loss goal was achieved. They also were asked to increase physical activity to facilitate weight control. The results demonstrated that a low-fat, low-calorie diet plus regular exercise could prevent the so-called “inevitable” post-menopausal weight gain.

### **Stemming Bone Loss**

Every day, your body breaks down old bone and replaces it with new healthy bone. Estrogen helps control bone loss, so losing estrogen around the time of menopause causes women to begin to lose more bone than is replaced.

According to the National Osteoporosis Foundation (NOF), weight-bearing and muscle-strengthening exercise plus a diet high in calcium and vitamin D can help.

Weight-bearing and muscle-strengthening exercises preserve bone mass. Weight-bearing exercise (in which bones and muscles work against gravity as the feet and legs bear the body's weight) include walking, jogging,

Tai Chi, stair climbing, dancing, and tennis.

Muscle strengthening exercise (using gradually increasing weight or resistance to build muscle strength) includes weight training with weights, machines, exercise bands, or calisthenics using body weight for resistance.

The NOF recommends a daily calcium intake of at least 1,200 milligrams, including supplements, if necessary. Many women age 50 and older typically consume only about 600 to 700 mg per day of calcium from their diets.

Good, high-calcium food choices include low fat

## **E-Z Trick for Figuring the Calcium Milligrams on the Nutrition Facts Label**

- 1. Look for the calcium percentage listed at the bottom of the Nutrition Facts panel.**
- 2. Replace the percentage symbol with a zero.**

**For example, if a product label lists “Calcium 12%,” it means one serving contains 120 milligrams of calcium.**

**This trick works because the nutrition label provides calcium information as a percentage of 1,000 milligrams, the Daily Value for calcium.**

milk and cheese; calcium-fortified soy, juices, or alternative beverages; calcium-fortified cereals; canned salmon, including the calcium-rich edible bones; and kale or turnip greens. Note: When using calcium-fortified beverages, be sure to shake the container well before serving to be sure the calcium ends up in you and not stuck at the bottom of the beverage container.

For vitamin D, the NOF recommends an intake of 800 to 1,000 international units (IU) per day for adults over age 50. Dietary sources include vitamin D-fortified milk (100 IU per cup) and fortified cold cereals (40 to 50 IU per serving), egg yolk (18 IU), salmon (360 IU per 3.5 ounces), mackerel (345 IU per 3.5 ounces), canned sardines in oil (250 IU per 1.75 ounces), and canned tuna in oil (200 IU per 3 ounces).

Some calcium supplements and multivitamin tablets also contain vitamin D, but most contain levels too low to be effective. Sunlight is a source of vitamin D, but older individuals have a reduced ability to synthesize vitamin D from sun exposure. An 800 to 1,000 IU vitamin D supplement may be the easiest way to get the recommended amount.

### Preventing Heart disease

Before menopause, women seem to be partly protected from coronary heart disease, heart attack, and stroke. As women age, their risk of heart disease and stroke begins to rise and keeps rising. After menopause, women are more likely to have heart disease. In fact, in the US, each year more women than men die of cardiovascular disease (CVD).

The latest American Heart Association Guidelines for Prevention of CVD in Women recommend that women:

- consume a diet rich in fruits and vegetables; choose whole-grain, high-fiber foods; consume fish, especially oily fish, at least twice a week.
- limit intake of saturated fat to less than 10 percent of energy, and if possible to less than 7 percent, cholesterol to less than 300 milligrams/day. For an average 2,000-calorie a day diet, this means a daily saturated fat goal of 16 to 22 grams or less.
- limit alcohol intake to no more than one drink per day. One drink is equal to a 12-oz. bottle of beer, a 5-oz glass of wine, or a 1.5-oz. shot of 80-proof spirit.
- limit sodium intake to less than 2.3 grams/day (approximately one teaspoon salt).

- consume as little trans-fatty acids as possible (less than 1 percent of energy). This would mean a goal of less than two grams a day of harmful trans fats.
- accumulate a minimum of 30 minutes of moderate-intensity physical activity (such as brisk walking) on most, and preferably all, days of the week. Women who need to lose weight or sustain weight loss should accumulate a minimum of 60 to 90 minutes of moderate-intensity physical activity on most, and preferably all, days of the week.

### Putting Together Your Menopause Power Eating Plan

The MyPyramid ([www.mypyramid.gov](http://www.mypyramid.gov)) online tool is a good starting place to find an eating plan that is suited to your menopause power eating goals. By entering your height, weight, age, and activity level into the MyPyramid Plan, you will receive a personalized printout that details the food groups and portions you need from each, at a calorie level to maintain your weight or gradually help you to attain a healthy weight.

You can print out a tracking sheet to help get started on your new plan, and you can delve deeper into the food groups to learn about better choices and alternatives in each.

### Quick Start Meno-Power Menu

Can't wait to get started? Check off each box below when you've met your daily/weekly goal.

- Veggies— 2½ cups
- Fruit— 2 cups
- Dairy or high calcium alternatives—3 cups of low fat milk or yogurt or a combination of those and low fat cheese (See sidebar on previous page to learn how to calculate calcium content from the nutrition label.)
- Calcium supplement to bring daily intake to 1200 milligrams
- Whole-grain foods like cereals and bread products— at least 3 servings
- Vitamin D-rich foods and supplements to bring daily intake to 800 to 1,000 IU
- Oily fish, like salmon, albacore tuna, or canned mackerel or sardines— at least two servings a week
- Thirty minutes of physical activity daily (walking, jogging, dancing, tennis)
- At least two days a week of muscle-strengthening exercise (using gradually increasing weight or resistance to build muscle strength)

[www.coopfoodstore.coop/  
nutrition](http://www.coopfoodstore.coop/nutrition)

# PARSNIPS!

## *Seasonal Fare with a Flare*



by Victoria Hicks

Europeans brought the parsnip to the United States in the early 1600s. Cookbook author Fanny Farmer was less than charmed by them, writing in 1906, "Parsnips are raised mostly as cattle food."

Why the parsnip was so maligned is hard to understand, as this root vegetable—which resembles a creamy colored carrot—is sweetish in flavor and extremely good boiled, baked, or pureed and mixed with butter and a little Madeira. Parsnips can also play a starring role in soups, stews, and boiled dinners, or you can roast them in a hot oven either alone or with other root vegetables.

Like other root vegetables, the common parsnip can survive difficult growing conditions and stores well throughout the winter. Its peak season is fall and winter. Parsnips require frost to convert their starch to sugar and develop their pleasantly sweet flavor. This natural sweetness makes them popular with children.

Try to buy loose parsnips so you can select even-sized roots with no blemishes or rot. Purchase those that are small to medium, as the large ones can be woody in the center. They should smell fresh and sweet and feel firm. Avoid limp, shriveled, or spotted parsnips. Rinse them well before using, then trim the crown and peel away the skin. You can refrigerate parsnips in a plastic bag for up to 2 weeks.

Parsnips provide plenty of fiber and contain vitamins B<sub>6</sub>, B<sub>2</sub> (riboflavin), B<sub>1</sub> (thiamin), and C, as well as potassium, iron, calcium, and zinc. They are also a good source of folate and energy-boosting starchy carbohydrates. One large parsnip, peeled and boiled, is about 50 calories.

### **Roasted Root Vegetables**

This lush vegetable medley of sweet winter roots makes a satisfying one-dish meal. No strict rules govern the recipe;

just keep color variety in mind and use whatever combination appeals, allowing about 1 pound of mixed vegetables per person if they are to be served as a main course.

*Choose from among the following root vegetables:*

Beets, peeled and sliced  
Carrots, peeled and thickly sliced  
Celery root, peeled and sliced  
Fennel, trimmed and sliced  
Garlic cloves, peeled and left whole  
Yellow onions, peeled and cut into wedges  
Parsnips, peeled and thickly sliced  
Potatoes, cut into wedges  
Rutabagas, peeled and sliced  
Shallots, peeled and separated into sections  
Sweet Potatoes, cut into wedges  
Turnips, peeled and sliced  
Winter squash, peeled, seeded, and sliced

Olive oil  
Balsamic vinegar  
Salt, freshly ground pepper, dried herbs such as summer savory or thyme

Preheat the oven to 425° F. Lightly grease a baking dish or cookie sheet large enough to hold the prepared vegetables without crowding. Toss the vegetables with a little olive oil and balsamic vinegar and season to taste (use about 2 teaspoons of oil and 1 teaspoon of vinegar for each pound of vegetables). Place the dish in the oven and roast for about 45 minutes, turning the vegetables occasionally, until they are tender and browned.

### **Chicken and Parsnip Salad With Roasted Shallot Dressing**

*4 to 6 servings*

¾ pound parsnips  
1 pound boiling or all-purpose potatoes, such as Yukon Gold  
3 small shallots (unpeeled)  
¼ cup plus 1 tablespoon olive oil, plus more for roasting

Salt and freshly ground black pepper  
Meat from 1 roasted chicken or scraps of leftover chicken, torn into bite-size pieces  
2 Tbs. red-wine vinegar  
1 tsp. Dijon mustard  
1 Tbs. chopped mixed herbs, such as parsley, tarragon, thyme and chervil  
1 bunch lettuce, cored and torn into pieces  
1 handful arugula

Preheat oven to 400 degrees. Peel parsnips and quarter lengthwise, cutting out core. Cut parsnips into pieces about size of long French fries. Place in a bowl. Cut unpeeled potatoes into 1-inch chunks, and add to bowl. Add shallots and enough olive oil to coat (about 1 table spoon) and sprinkle generously with salt and pepper.

Spread on a baking sheet and roast until soft, about 35 minutes, turning once midway through roasting. Be careful not to overcook, removing shallots when very soft and smaller pieces of parsnip as soon as they are browned and tender. Set shallots aside. Combine parsnips, potatoes and chicken in a bowl.

Peel shallots and chop very finely. Transfer to a bowl and combine with ¼ cup plus 1 tablespoon olive oil, vinegar, mustard and herbs. Season with salt and pepper to taste.

Toss chicken and parsnip mixture with about half the dressing. Toss lettuce and arugula with remaining dressing. Arrange greens on plates with chicken mixture on top and serve.

—Adapted from *The New York Times*, September 20, 2006

### **Parsnip Chowder**

6 servings

¼ lb salt pork  
5 parsnips, washed, peeled, and sliced  
3 cups diced potatoes (about 5 medium)

1 cup sliced celery  
3 large onions, thinly sliced  
2 quarts boiling water  
Salt and pepper to taste  
2 tsp. minced fresh parsley  
1 pint milk  
1 Tbs. butter

Dice salt pork; fry until crisp and brown in a soup kettle. Drain off fat and add the parsnips, potatoes, celery, 3 large onions, and boiling water. Cover and gently boil for 40 minutes. Season with salt, pepper, and parsley. Boil 15 minutes longer; add milk and butter. Serve hot with cornbread or crisp crackers.

—Recipe courtesy of Co-op employee Penny Ashey

### **Mashed Sweet Potatoes and Parsnips**

6 servings

3 medium sweet potatoes, peeled and cut into ½-inch pieces  
6 parsnips, peeled and sliced ¼ inch thick  
¼ cup Kentucky bourbon whiskey (optional)  
½ cup pecans, chopped  
2 Tbs. brown sugar  
6 Tbs. butter  
¼ tsp. grated cinnamon  
¼ tsp. grated nutmeg  
salt and pepper

Bring a large saucepan of salted water to a boil. Add potatoes and parsnips, and boil gently until tender, about 12 minutes. Drain well.

Preheat the oven to 350°F. Mash the hot potatoes and parsnips with 4 Tbs. butter. Stir in bourbon, cinnamon, nutmeg, salt and pepper to taste. Transfer the mixture to a 2-quart gratin or other baking dish. Sprinkle with pecans and brown sugar and dot with remaining butter. Bake until heated through and lightly browned, for 20-25 minutes.

—Victoria Hicks

### **Potato Gratin with Parsnip and Rutabaga**

A luxurious potato dish, if there ever was one. Potato gratin is a good side order with almost all meat, poultry and game dishes. The addition of rutabaga and parsnips (and possibly some sweet potato) provides sweetness and flavor.

If you do not have the time for this slow cooking method, you can bake the gratin on a higher temperature, say 350°F all the way, and use your fork to test for doneness.

Serves 6

2½ lbs. potatoes, different varieties, cut into 1/3-inch slices  
1 lb. parsnips, cut into ¼-inch slices  
1 lb. rutabaga or sweet potato, cut into ¼-inch slices  
2 bay leaves, cut in four pieces  
2-3 cloves garlic, cut in two lengthwise  
½ tsp. freshly ground nutmeg  
1 cup heavy cream  
2 cups whole milk  
½ lb. grated Jarlsberg cheese  
Salt and freshly ground black pepper to taste

Preheat oven to 300°F. Place the potatoes, parsnip, and rutabaga into an ovenproof dish, alternating the vegetables. Place the garlic and bay leaves in between.

In a bowl, combine milk and cream. Season with nutmeg and salt and pepper to taste. Mix in half the cheese and pour the mixture over the potatoes.

Bake in the oven for 1 hour. Sprinkle with the rest of the cheese, turn the heat up to 350°, and bake for 15-20 more minutes, until the cheese is nice and brown.

—Adapted from *New Scandinavian Cooking* by Andreas Viestad

[www.coopfoodstore.coop/recipes](http://www.coopfoodstore.coop/recipes)

# September Community Partner SafeArt

From age 14 to 29, dancer Tracy Penfield endured and survived an abusive relationship—discovering dance as an empowering medium to release her from her pain and further her healing process.

In 2000, Tracy founded SafeArt as a means of bringing her education, training, and life experiences together in a way that would benefit others. SafeArt is a non-profit arts organization that combats abusive behavior in relationships through programs that promote prevention and intervention and that foster the healing process for survivors. To Tracy and the other volunteers at SafeArt, imagination is not only a human quality, but also a catalyst for personal and social change.

SafeArt's vision is to become a highly regarded innovator, fostering a healthy, respectful culture that refuses to tolerate abuse, while inspiring its participants to fulfill their highest potential. To fulfill this vision, SafeArt offers ensemble performances, healing workshops, a resource guide, a mentoring program, and other unique programs that combine personal artistic expression with programs of community support.

#### *How You Can Help:*

- Make a cash contribution to SafeArt at the registers when you shop at the Co-op Food Stores or Service Center during September.
- Contact SafeArt to learn about volunteer opportunities by calling 802-685-3138 or visiting the SafeArt website at [safeart.org](http://safeart.org).

[www.coopfoodstore.coop/](http://www.coopfoodstore.coop/)  
about

# October Community Partner HCCF

October is National Co-op Month, and each year one of the ways we honor it is to feature the Hanover Cooperative Community Fund (HCCF) as our October Community Partner.

Giving back to the community is an integral part of our Co-op's philosophy and practice of the triple bottom lines. HCCF is one of the many ways that our Co-op contributes to the common good of the Upper Valley.

HCCF is a non-profit organization separate from the Co-op itself. Its purpose is to provide stable funding for end-of-year charitable donations. HCCF uses the interest earned from its endowment to benefit Upper Valley non-profit organizations.

In October 2007, the HCCF's endowment reached \$250,000, meeting the five-year goal set in 2002. HCCF Committee Chairman Bob Hayes promptly announced an updated goal of an additional \$300,000 to be raised by the end of 2012! In addition to being the October Community Partner of the Month, the HCCF receives ten percent of donations given to our Community Partner program every month.

#### *How You Can Help:*

- Make a cash contribution to HCCF at the registers when you shop at the Co-op Food Stores or Service Center during October.
- Support our Co-op Community Partner of the Month every month; ten percent of all receipts go to HCCF.
- Donate your patronage refund check or send a separate donation to HCCF, Co-op Food Stores, 45 South Park St., Hanover, NH 03755.

# Rooibos

*Continued from page 17.*

over 100 small farmers are producing rooibos and exporting it to the European and U.S. markets.

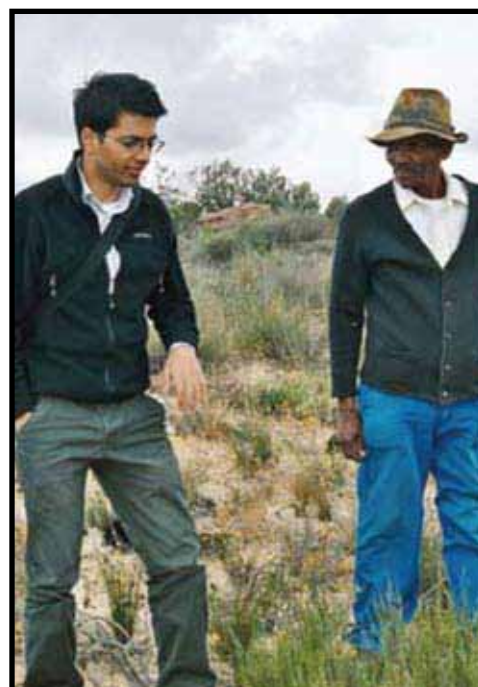
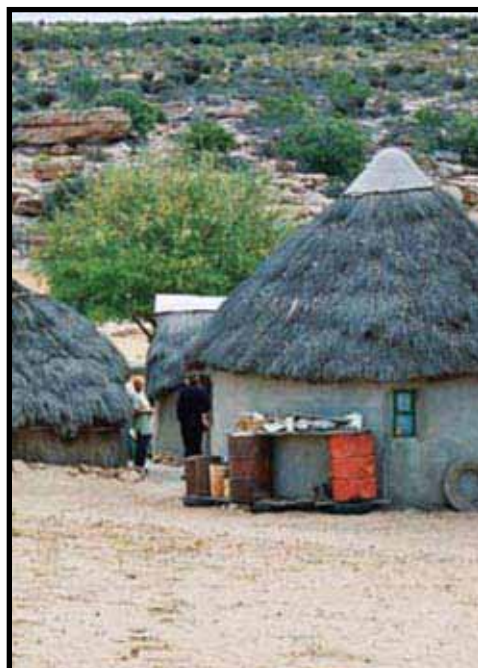
Access to international markets and higher Fair Trade prices have dramatically improved the farmers' incomes. In her book, *Boiling Point*, Leonie Joubert describes the impact of this new market on the Heiveld cooperative: "The community's fortune is changing. All the co-operative members have their first bank accounts. One person had a set of dentures made; another took a family member to hospital for treatment – both healthcare 'luxuries.' These are quiet signals that a community, whose education often does not extend beyond grade four, is dipping its toe into a viable mainstream market." Fair Trade represents the first opportunity for black South Africans to benefit from their labor and invest in their own development.

## **The (Uncertain) Future of Rooibos**

Today the progress of the Heiveld and Wupperthal cooperatives is threatened once again by white land-owners, and this time, by the very people who champion "Fair Trade." The system has abandoned small farmers and begun incorporating plantations into its model. The same landowners whose ancestors destroyed the native cultures and stole their land are currently the primary beneficiaries of rooibos' inclusion in the Fair Trade register. While granting workers a slight increase in wages, Fair Trade serves to strengthen the plantation economy, to the detriment of small farming communities. Not only does plantation-based Fair Trade divert premiums from the small farmers that need it most, it serves as an investment in their competition. Plantations are becoming more efficient, expanding production, their share of rooibos exports (already 98% of total production), and the prosperity of white landowners.

While the story of rooibos is not over, the ending has yet to be determined. Equal Exchange is proud to work exclusively with small farmer organization, to strive for an empowering conclusion. Our rooibos tea is an investment in the communities of Heiveld and Wupperthal—never the plantation model upon which colonialism and Apartheid were founded. In the 1980s, millions of citizens around the world stood up to Apartheid and demanded that their colleges, employers and mutual funds divest from South Africa to end our subsidization of structured racism, inequality and exploitation. Purchasing rooibos tea from small farmers is the next step—not just an economic transaction that empowers small farmers—but an investment in justice and equality.

*Editor's note: Two small-farming communities in South Africa will be the recipients of a \$20,000 investment on behalf of Equal Exchange's Small Farmer Green Planet Fund to help finance a climate change adaptation initiative. To learn more, check out [SmallFarmersBigChange.coop](http://SmallFarmersBigChange.coop).*



*Top: In the village of Wupperthal, located in the Cederberg Mountains, the Afrikaans-speaking descendants of the Khoisan formed a rooibos co-operative, the Wupperthal Tea Association, in 1998 with 16 founding members. Bottom: Hendrik Hesselman, from the Heiveld cooperative, right, shows Deepak Khandelwal from Equal Exchange, left, rooibos plants at the Heiveld Co-op.*

Cooperative Principle Number Three: **Member Economic Participation**

*contribute  
equitably  
to, and*

# Members

# democratically

# CONTROL

*the capital of* **their**

*cooperative.*



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