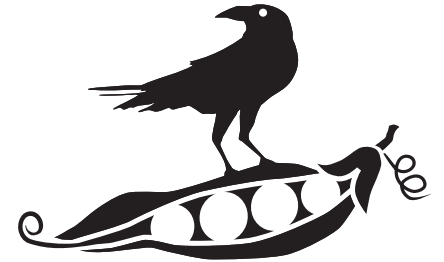


Füdz

FEBRUARY 2011
VOLUME 1, NO. 1

*"Tell me what
you eat, and I
shall tell you
what you are."*

Jean-Anthelme Brillat-Savarin
(1755- 1826)



CO-OP MARKET
FAIRBANKS COMMUNITY COOPERATIVE MARKET

Füdz \ foods \ noun 1: A newsletter from Co-op Market that nourishes, sustains or supplies (ex: food for thought). 2: Any nutritious substance that people eat or drink, in order to maintain life or growth.

What's Taking So Long?

We hear this question a lot. Looking at large corporate stores we get the idea that it would be easy to find a little building, put product on the shelves, and open the doors. These corporations have business planners, legal departments, and big-money shareholders backing them up. But the cooperative model, by its very nature, involves the efforts of thousands of local people for start-up and long term sustainability. The visioning, business planning, education, talent, and capital are coming from the community – a true grassroots movement.

The bulk of the time spent to date is on building membership. Becoming a member means that we are buying a share in the business; this is our member capital. In order to ensure our financial success early on, we must have sufficient capital in order to get the financing that will open the grocery's doors. We have the goals of \$200,000 in member capital before opening and of \$300,000 member loans by the end of February. Using less outside financing and borrowing at a better rate means greater success for new businesses. Building membership is also building our customer base, another factor making us attractive to financiers.

In addition to local resources, we enlisted the help of Food Co-op Initiative, a non-profit foundation that provides resources and support for communities starting co-ops. Last summer Stuart Reid, executive director of Food Co-op Initiative, visited Fairbanks. During a public lecture, Stuart said that 3 to 5 years is the typical start-up time for food co-ops. We have been working on Co-op Market for 5 years now and are very close to having our grocery open its doors. Stuart also pointed out that when starting a co-op, it is vital to use a structured approach that works. When properly planned, food cooperatives,

compared to other start up businesses, have a very high survival rate. The reasons for this are that the business will be opening with strong capital, a sound business plan, a large customer base, and community ownership. Community ownership is especially important in the success of the co-op; when the business has a role in the community, people will do what it takes to help the business survive. What's taking so long is that we are building a community of which the "market" is but a small part.

Some community members have asked if it would be faster to rent a small space and stock a small inventory just to get started. This might be faster but it would not fulfill the needs expressed by the community during the visioning process. Cooperatives are driven by the needs of the member-owners. 6,000 square feet does sound large but according to the Food Marketing Institute the average size of a supermarket is 49,000 square feet. The main part of the Foodland building is about 30,000 square feet. The feasibility study showed that a full service grocery of 5,000 to 6,000 in the Foodland building would be profitable.

Launching a co-op is just as complex and time-consuming as starting any business. If you want to shop at a community-owned grocery store, please get involved now. Some people adopt a wait-and-see attitude, preferring to make a contribution after the doors have opened, but every dollar or hour contributed now pushes the Co-op closer to opening. This is your chance to put some money into the community and get a return on investment – more than dividends and interest, your very own grocery store.

Thought For Food

Guest Writer, Dermot Cole

When I was a kid I gave some thought to becoming a farmer, mainly because I loved tractors.

I used to draw pictures of tractors in elementary school instead of listening to the nuns. John Deere and Massey Ferguson were like old friends. Our neighbors, the Keisers, had a big dairy farm with real tractors.

We had a red Farmall Cub, the smallest tractor made by International Harvester. I learned how to drive on that nearly indestructible machine. I used it to cut grass, pull a manure spreader, haul junk from one place to another and cultivate the garden on our small Pennsylvania farm.

During the height of my agricultural fixation, which only lasted a couple of summers, I had a garden that was about 50 feet wide and 200 feet long. It was a great deal of work.

I had visions of making money on my garden, so I planted a lot of 60-day and 90-day sweet corn, hoping it would be a good cash crop. I think I was 13 at the time.

When the harvest season arrived, I picked a lot of corn and went down to the end of our lane and set up a roadside stand. I had a few dozen ears arrayed on the table and a little cash box with a pencil and paper to keep track of the commercial activity.

I got the idea because there were roadside stands in that part of Pennsylvania and we often stopped at them to buy fruits and vegetables. I put a cardboard sign and waited for the money.

What I had not given enough thought to was the size of the potential customer base.

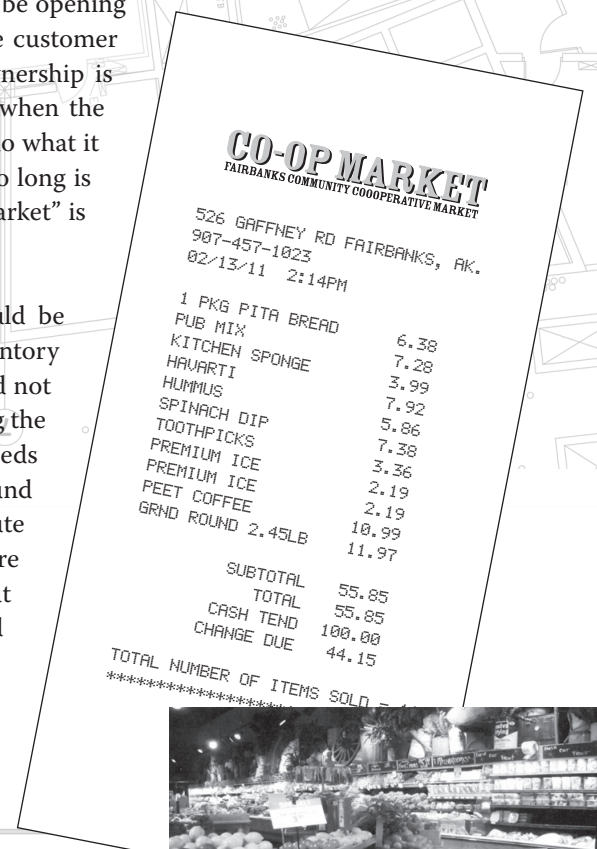
On a busy day, there were two or three cars an hour that traveled the country road. None of them stopped.

Looking back, perhaps my mistake was the failure to include lemonade as a loss leader. My stand remained open for one day.

But I did sell some corn that summer. Frank Flood, an old New Yorker who reminded me of Popeye, lived about a mile away from us. He and his wife Bea had heard that I was selling corn and had found no takers.

I can't remember the price, but I remember that they bought 100 ears, just for the two of them. Even now I'm grateful that they supported local agriculture.

Each quarter a new guest writer will reflect on one of many questions involving our relationship with food. This article aims to present, explain, or expound on the many facets of the topic. It will, we hope, stimulate much thought for food.



Imagine shopping at your very own grocery store! The products Co-op Market will offer are as unique and diverse as our thousands of local owners.

Our Community Partners

We are thrilled to extend an invitation to other businesses to join us in our community effort by advertising with us. Call if you'd like to discuss any potential partnership.

GRAPHICNORTH
A Printing Company

Tanana Valley Television & Radio
FOX 70 FM 96.9

5TH AVENUE
DESIGN & GRAPHICS, LLC

Cook & Schuhmann & Grosedlow, Inc.
Attorneys at Law

Good Eatz

Like Your Life Depends on It – It Does!

Dr. Ashley May

3 REASONS TO EAT

LOCAL:

Better for your health.

Small farms tend to be less aggressive than large factory farms about dousing their crops/animals with harmful pesticides, chemicals, antibiotics, hormones, and genetically modified organisms (GMOs). Eating locally also allows you to eat seasonally, which keeps your diet diverse and prepares your body for each season. For instance, fall brings more consumption of squash, pumpkins and sweet potatoes, all of which are high in vitamin C and beta carotene. These are essential for preparing your body for winter's cold and flu season.

Better for your local community.

Small farms are more likely to grow a variety of crops, which protects biodiversity and preserves a wider agricultural gene pool, an important factor in long-term food security. Farmers, on average, receive only 20 cents for every dollar spent. The rest goes to processing, packaging, transportation, storage and marketing. Eating locally supports your local farmers and keeps your money invested in the community.

Better for your world.

Rich Pirog, of the Leopold Center for Sustainable Agriculture, reports that the average fresh food item on our dinner table travels 1,500 miles to get there (and that's if you live in the lower 48). Eating locally reduces the amount of emissions spent on transporting food, which may help you feel better about driving around in that SUV.

Dr. Ashley D. May, ND, BSc

Dr. May comes to Fairbanks with 10+ years of experience in pain management, weight loss, and rehabilitation techniques. He graduated from Bastyr University in Seattle, Washington, with an emphasis in physical medicine. He also had the privilege of completing an internship at the Cooper Institute for Aerobic Research and Fitness Center in Dallas, TX, under the "Father of Aerobics", Dr. Kenneth Cooper, MD. Dr. May enjoys practicing family medicine, with special interests in chronic diseases, digestive disorders, men's health, detoxification, and insomnia.

GUIDE TO EATING SEASONALLY:

Spring: Spring foods help cleanse your body from winter's high meat and starchy diet. Focus on new growth: Swiss chard, spinach, Romaine lettuce, artichokes, fresh parsley, and basil.



Local Flavor

ARTICHOKES are a delicious way to get nutrients that research shows we typically lack in our diets — fiber, vitamin C, magnesium and potassium.

TO PREPARE ARTICHOKES:

Bring a large pot of salted water to a boil over high heat.

TO COOK ARTICHOKES:

Wash artichokes under cold running water. Trim the artichokes by cutting off the top 1-inch or so. Cut the stem close to the base of the artichoke so the artichoke can sit up straight, and remove some of the bottom leaves. Using kitchen shears, trim the sharp points off of any remaining outer leaves. Add the artichokes to the boiling water. Halve the lemons and squeeze the juice into the boiling water. Toss in the lemons. (Lemon juice, herbs, garlic powder or onion powder may be added, if desired.) Cover and boil gently, checking water level occasionally, 25 to 40 minutes depending upon size or until a petal near the center pulls out easily. (Add a little more boiling water, if needed.) Remove the center choke of the artichokes using a small spoon. Turn artichokes upside down to drain.

Once cooked artichokes can be swerved warm or chilled. They can be served with melted butter or a dipping sauce as shown here.

CREAMY THAI DIP

1/4 cup creamy peanut butter
1/4 cup firmly packed brown sugar
2 tablespoons cider vinegar
2 tablespoons soy sauce
1 teaspoon sesame oil
1/8 teaspoon ground ginger
Combine all ingredients; mix well.
Makes 3/4 cup.

Can omit peanut butter for asian style dip.



ON THE GARDEN SHELF Futher reading on the above topic

Omnivours Dilemma, Michael Polan

Animal, Vegetable, Miracle,
by Barbara Kingsolver

The 100-Mile Diet: A Year of Local Eating,
by Alisa Smith

ODE TO THE ARTICHOKE

Pablo Neruda

Translated by Stephen Mitchell

The tender-hearted
artichoke
got dressed as a warrior,
erect, built
a little cupola,
stood impermeable
under its scales,
around it
the crazy vegetables
bristled, grew
astonishing tendrils,
cattails, bulbs,
in the subsoil
slept the carrot
with its red whiskers,
the grapevine
dried the runners
through which it carries the wine,
the cabbage
devoted itself
to trying on skirts,
oregano
to perfuming the world,
and the gentle
artichoke
stood there in the garden,
dressed as a warrior,
burnished
like a pomegranate,
proud.

And one day
along with the others
in large willow
baskets, it travelled
to the market
to realize its dream:
the army.
Amid the rows
never was it so military
as at the fair, men
among the vegetables
with their white shirts
were marshals
of the artichokes,
the tight ranks,
the voices of command,
and the detonation
of a falling crate.

But
then comes
Maria with her basket,
picks an artichoke,
isn't afraid of it,
examines it, holds it
to the light as if it were an egg,
buys it,
mixes it up
in her bag
with a pair of shoes,
with a head of cabbage and a
bottle
of vinegar
until
entering the kitchen
she submerges it in a pot.

Thus ends
in peace
the career
of the armored vegetable
which is called artichoke,
then
scale by scale
we undress
its delight
and we eat
the peaceful flesh
of its green heart.

Our Co-op Market Progress Report

Developments

A new Volunteer Office, signed option to lease 6000 sq. feet of the old Foodland Building, strong business plan, newly hired Project Manager, and a floor plan, are all moving us forward. These milestones bring us one step closer to our goal of beginning store renovations with a General Manager ready to start on July 1, 2011. What remains? Fundraising. We need a total of \$1,139,000 to build our store. Of this, \$500,000 must come from our Member/Owners in the form of our household investment of \$200 and for some, Member Loans.

Cause for Celebration

Our **Member Loan Campaign** has been a HUGE success. We have raised \$279,615 in loans from 72 member/

owners. Our goal is to reach \$300,000 in pledges by **February 28**. By the time you read this we may have met or exceeded our goal. These funds will help us secure good financing to build our store. Members call 457-1023 to invest.

Volunteers are Always Appreciated

It is easy to help out at our new digs at 542 4th Ave. Ste 102B (downstairs). Work stations have been set up with tasks ready to accomplish. Volunteer work parties are held every Thursday from 4 to 8 pm! But come any time that you are free.

Community Partners and Co-op Market Socials

Thanks to **Spirit of Alaska** for their sage advise about offering advertising

opportunities for our business supporters. *You too can advertise your business with us.* Our board members are also available to present information at your church group or club meeting. Call Mary at 457-1023 to learn about either.

Are you a Member yet?

The number one reason to become a member/owner is the pride of ownership. You ARE an owner when you become a member. **To date we have raised over \$122,000 in membership equity** with 1037 members and of those, 569 households fully invested! **Our goal for opening is to raise \$77,000 more in membership equity.** Remember, we could start store renovation on July 1. But, that depends on you! **Call 457-1023 and become a member today.**

Soup to Nuts



Fairbanks Community Cooperative Market (Co-op Market) is a cooperatively owned, full-service grocery store coming to Fairbanks. We are committed to offering organic and sustainably produced food and local products when available.

PO Box 72637
Fairbanks, AK 99707-2637

Board of Directors

Robert Leach, Chairman of the Board
Hans Geier, Vice Chair
Colin Craven, Secretary
Richard Seifert, Treasurer
Sharon Alden
Helen McLean
Catherine Whitney

Project Manager: Mary Christensen

FOOD COOP EVENTS

"GOOD FOOD," a movie about sustainable food and farming.

Monday, March 7 Noel Wein Library
Thursday, May 5 Noel Wein Library

HEALTH AND WELLNESS COMMITTEE

Saturday, March 5 Sipping Streams - 1:30 pm
Saturday, March 5, 3 to 5 pm
Gluten Free Workshop at TAKE 5 in Artisan's Courtyard

October 1, Coop Market Annual Meeting and Potluck
November 12, Auction And Music