

more than food

JANUARY/FEBRUARY 2017

Happy Birthday Ashland Food Co-op!

By Annie Hoy, Outreach Manager

In 1972, George McGovern was the Democratic nominee for President. He ran on an anti-war ticket. The Vietnam War was winding down, but not before many of my childhood friends lost their precious lives on foreign soil. Nixon won that election. Rachel Carson's *Silent Spring* was still on everyone's reading list, including the Ecology class I was taking in college. Herbicides that had been used to defoliate jungle vegetation in the war were being used in the new war against weeds in US agriculture. The Watergate scandal made the headlines. Israeli athletes were killed by terrorists at the Munich Olympics.

With these historic events as a backdrop, the Second Wave Food Co-op Movement was bringing healthy, whole foods to families all over the nation. Most of the food co-ops that opened in 1972 tell pretty much the same story. Families, fed up with processed "modern" foods and an agricultural system that used an

increasing amount of herbicides and pesticides, started buying whole grains and other commodity foods in bulk, supplemented with local foods. Families would meet at someone's garage and divide up the food. Soon there were more families involved than one garage could handle and small co-op storefronts emerged.

This too is the history of Ashland Food Co-op.

We've been a community center, a grocery store and

an economic driver in Ashland for all these years, now serving more than 3,000 people a day, with 10-thousand members and sales at \$30-million annually. Forty-five years later we're still thriving, growing and evolving. And during 2017 we'll be refreshing our brand and launching a beautiful new logo to take us into the next decade. Join us to see a sneak peek of the new brand and to celebrate our history and our contributions to the Ashland community throughout 2017 but especially on our birthday, Tuesday, February 14th.

**"45 years later
we're still thriving
and growing."**



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STORE HOURS
Open every day 7am-9pm
237 N. First St. • (541) 482-2237
www.ashlandfood.coop

About This Publication

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Board meetings are held the **second Wednesday** of each month unless otherwise posted. Co-op owners are welcome.

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recycled paper using soy-based inks.

Our Co-op's Vision

Joyfully working together

- Delighting shoppers
- Enhancing health
- Enriching community

Our Co-op's Mission

Ashland Food Co-op exists to serve our owners and our community by:

- Operating a socially responsible business that provides a full selection of natural foods and quality products;
- Emphasizing locally produced, organically grown and ecologically sound products;
- Offering a variety of necessities at basic prices;
- Providing friendly, knowledgeable customer service;
- Promoting awareness about food, nutrition and health;
- Providing a workplace that fosters opportunities for participation, empowerment and growth in an environment of mutual respect and cooperation.

Report from the Board

by Gwyneth Bowman, President

Our Ashland Food Co-op began forty-five years ago as a buying club for families to purchase healthy organic foods at a reasonable cost. Thriving on change and building on the motto of “stronger together,” we now have a dynamic organization with a membership of 10,000 owners!

Our 45th birthday year will be one of opportunity as we continue working on our strategic priorities. Also of importance is involving our members in our Co-op Governance. “Stronger together” means we need your involvement to continue building a positive future that will meet our collective needs. One way to get

“‘Stronger together’ means we need your involvement to continue building a positive future that will meet our collective needs.”

involved is to consider running for our Board of Directors, or participate in a focus group regarding a subject you have passion about. Become a core Co-op shopper! Member buying power helps ensure lower prices and a more financially successful

Co-op! You own it — help make it great!

Our Board continues to explore all real estate opportunities that would enhance your shopping experience. We have heard you loud and clear and are proactively looking at opportunities to expand our current space with additional parking.

2017 is a year of opportunity! Let's work together to make our 45th birthday a year to remember.

From the General Manager's Desk



By Emile Amarotico,
General Manager

In 2014 the Board and Management Teams adopted an initiative to “develop a financially sustainable organic food production facility with the capacity to meet the projected sales needs of AFC and to possibly extend sales to other compatible markets.” We believe

the facilities next door to the Co-op at 222 A Street. This acquisition will provide the Co-op with another 1800 square feet of production capacity. With the new space the Co-op is poised to advance our goals to increase the volume and variety of our value-added products. Areas of opportunity include offerings in the deli, bakery, produce, meat, cheese and bulk departments.

We expect this addition will also relieve pressure on existing food preparation space

“It is with pleasure that we now announce the recent purchase of the Deux Chats Bakery equipment and the lease of the facilities next door to the Co-op at 222 A Street.”

that there is a strong and growing interest in healthy foods that are ready to eat or ready to cook and that the Co-op can play a significant role in providing those using locally grown produce.

It is with pleasure that we now announce the recent purchase of the Deux Chats Bakery equipment and the lease of

in several of these departments.

While the community will mourn the loss of Deux Chats' extraordinary hand-crafted pastries, please join us in wishing Michelle and Garrett the very best in their next adventure. We are grateful to have worked with them to make this addition to Co-op capacity a reality.



2017 COMMUNITY GRANTS Call For Proposals

The funding cycle for the 2017 Co-op Community Grants for nonprofit organizations begins in February. These small grants of up to \$1500 fund projects that either get overlooked by larger grantors or that focus on underserved populations.

We consider projects that align with our vision of enhancing health and enriching community, and promote our mission to provide education about food, nutrition and health. Projects must also have an embedded sustainability component that relates to a smaller environmental footprint. This year's application is paperless.

Nonprofit organizations can ask for program funding in one of our four grant categories:

- Food and/or Supportive Services for People in Need

- Environmental or Sustainability Education
- Environmental Stewardship
- Educational Programs Focused on Food, Nutrition, and Health

Applicants must have documented tax-exempt status. Requests for personnel or construction costs are not eligible.

Application information will be on our website and at the Information Desk on Monday, February 6, 2017. The online application must be completed by Monday, March 20, 2017. Funds are distributed at a Grant Award event in May. If you have questions about whether your project is eligible for a Community Grant, please contact Annie Hoy, 541-552-5443 or outreach@ashlandfood.coop.

New Year, New Savings with Co+op Deals Coupons

Whether you're restocking the pantry, preparing the kids for their return to school or looking for ways to support your New Year's resolutions, the January-February edition of the Co+op Deals coupon book is loaded with great deals on even greater products. Save on brands like Garden of Life, Aura Cacia, Organic Valley and Blue Diamond. Look for coupon books beginning in January.

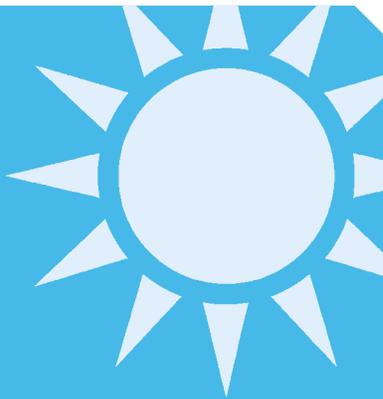


We want to hear from YOU!

With the Co-op's vision of being zero waste and carbon neutral by 2030, we are looking to phase out our paper newsletter and move to an electronic or email newsletter. But first, we want to know what you think and learn more about what type of information you'd like to receive from the Co-op. Please take a few minutes to take our online survey. You'll find a link to the survey on our home page, www.ashlandfood.coop. After taking the survey, enter to win a \$50 Co-op gift card. Your feedback is greatly appreciated!



SUSTAINABILITY REPORT The Future's So Bright!



In 2016, we made some big and "bright" strides towards an efficient, climate friendly future. We...

- Expanded our roof-top solar array, adding 150 Solar World panels (made in Oregon!), generating 42kW towards our power needs.
- Retrofitted nearly all our overhead and cooler lighting with LED fixtures that use an average of 50-70% less energy per bulb.
- Expanded our employee and customer bike parking areas by 37% - keep an eye out in 2017 for extra incentives to ride your bike to the co-op!
- Reduced paper receipts from entering the world for 875 owners who have opted for emailed receipts.

With your support and input we are on our way to meeting our zero waste and carbon neutral goals by 2030.

WELLNESS TEAM

Winter Picks



Rachael Hand

Whenever I have a glimmer of a sore throat, or sudden, unexplained fatigue and aching, my first go-to is **Gan Mao Ling**, the most popular and effective Chinese common cold pill I know of, because it treats both colds and flu. This remedy is a nipper, so reach for it as soon as you think of it! Gan Mao Ling has kept me functional through many winters now, so I consider it one of the best allies around.



Diane Davalos

This essential oil blend of **Immunity Boost by Veriditas** is terrific for cold and flu season. Dilute in witch hazel or lotion to use as a hand sanitizer, diffuse into the air, add to a dry brush, or use as a chest-rub. It really supports respiratory health!



Lori Eggink

My staff pick is the **Wishgarden's Liquid Bliss**. Liquid Bliss is a yummy herbal pick-me-up for the winter months. It is a nourishing, non-stimulating formula of herbs that are organic, gluten-free and non-GMO. The blend contains cacao, passionflower (known to soothe the mind) and hawthorn berry to nourish the heart.



Courtney Greensill

My staff pick is **Daily WellBeing by Gaia Herbs**. It is an adaptogenic take on a traditional multi-vitamin. This formula provides a multi-herbal approach that supports your body's ability to reduce physical manifestations of stress on a daily basis. An especially useful addition to your supplement routine during the holidays.



Valentine's

Cookie Decorating Party

featuring *JenUwin Playtime*

Saturday, February 11, 11am-1pm • FREE!

Join us in the Co-op Classroom for a **Valentine Cookie Decorating Party**. We'll supply fresh baked gluten free sugar cookies, a delicious frosting and natural decorations. We will be joined by Ashland's Professional Musical Unicorn, *JenUwin!* Stop by to create your edible masterpiece and be delighted with unicorn stories, songs and games. We encourage guests to bring non-perishable food items to donate to the Ashland Emergency Food Bank's winter food drive. This event is free and open to the public. *The Co-op Classroom is located at 300 N. Pioneer St, in Ashland.*





Cooking Classes

Community Oven Schedule of Classes • January/February 2017

All classes are \$35 for Co-op Owners & \$40 for General Public, unless otherwise noted. Sign up at ashlandfood.coop.

Detoxing in a Toxic World: How and Why

Rhoda Mozorosky

We live in a toxic world. It is impossible not to absorb harmful substances each and everyday. Doing cleanses on a regular basis has become a necessity. In this class Rhoda offers her 40 years of experience as a Health Coach to walk her students through the steps of a detox, discussing potential pitfalls, and explaining the benefits of regular cleanses. Learn how to prepare all the necessary recipes for a successful detox including the Morning Detox Drink, Probiotic Salad, Detox Smoothies, the Liver Flush Drink, the Oil Pulling Recipe (to remove toxins from mouth), and juice combinations that facilitate cleansing.

Saturday, January 21, 12-2:30pm

Chocolate LOVE

Julianne Soteriou

Learn how to prepare decadently delicious chocolate desserts that also provide radiant health benefits. Join Clinical Nutritionist and Whole Foods Chef Julianne Soteriou as she teaches easy to prepare recipes such as Raw Cacao Truffles, Molded Heart Shaped Chocolates, Sea Salt Caramel Chocolate Bark, and Goji Berry Apricot Energy Bars with Raw Cacao Nibs. Julianne will share her knowledge of all the amazing health-giving properties found in cacao as well as offer sugar free and low-blood sugar impact variations for all recipes.

Thursday, February 9, 6:30-9pm

Food as Medicine: Healing the Digestive Tract

Victoria Markham

Learn how to restore digestive health to prevent your immune system from mounting unwanted inflammatory responses. Victoria's recipes use food as medicine to heal the digestive tract, help assimilate nutrients, move forward with a clear mind and fully utilize the restorative process that occurs naturally in our body.

Recipes include Probiotic Lemonade, Warm Smoothie "Digestive Tonic," Blended Green Root Soup made with Potassium Broth, Homemade Sauerkraut and Pickled Vegetables, Beet Kavass Liver Tonic, and a Vegan Berry Sorbet.

Thursday, February 16, 6:30-9pm

Mastering Vegetable Fermentation

Kirsten Shockey

You've heard fermenting is good for you and it seems everyone is fermenting something these days. This class includes hands-on demonstrations and taste-testing the

culinary possibilities of fermented vegetables. Bring your questions, your projects gone wrong,* your curiosity and an appetite to taste the wonderful flavors brought to you by fermentation. We will focus on artistry and creating a flavor arsenal of fermented goodies for your refrigerator. This safe and healthful technique will add to your culinary skills. We will use seasonally available vegetables and you will go home with a jar of your own kraut to watch bubble on the counter. **As a bonus we invite you to bring a ferment you'd like to troubleshoot.*

Tuesday, March 7, 6:30-9pm

Co+op Basics 101: Big flavor, small price

**Wednesday, January 25,
6:30-8:30pm • FREE**

Shopping on a budget never tasted so good! Learn how to prep and prepare flavorful and fun meals utilizing our Co+op Basics program. Never heard of it? Well, then this class is for you.

The Co+op Basics cooking class begins with a healthy appetizer while our Education Coordinator presents an overview of how Co+op Basic pricing works and some handy tips on how to save at least 26% off your shopping trips to the Co-op. Really! Sit back and relax while our Outreach Assistant prepares a budget-friendly starter and shares meal planning tips; and our in-house classically trained chef delights you with a money saving entree and dessert.



This class is limited to 18 Co-op Owners who have not yet taken this class. Please sign up early. The class is free, but requires a \$10 deposit at sign up which is returned to you on the day of the class in the form of a Co-op Gift Card. Refunds can be issued up to 48 hours before the class. To register, please visit ashlandfood.coop/calendar.



REFUND POLICY: Please note that we cannot issue refunds for missed classes or cancellations that are made within 48 hours of the class.



ASHLAND FOOD COOPERATIVE

237 N. First St., Ashland, OR 97520

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January/February 2017 newsletter

Community Oven Programs **FREE Monday Night Lectures**

Lectures take place at the Co-op Classroom at 300 N. Pioneer Street. The opinions expressed by lecture presenters do not necessarily represent the views of Ashland Food Co-op.

Monday, January 9, 6-8pm

Reverse Chronic Disease Naturally *Matthew Goodrich, DC.*

Discover the one underlying reason that promotes almost all chronic disease. Learn ways to reduce pain, regain your energy, lose weight, and take back control of your life so that your condition no longer controls you.

Monday, January 16, 6-8pm

Low Back Wellness *George Lecher, Physical Therapist*

Many people are affected by low back pain and there are many approaches to treating it. Come explore George's approach as he shares how he has assisted many to be free from low back pain during his 30 years as a physical therapist.

Monday, January 23, 6-8pm

Therapeutic Mindfulness: A Gateway to Transformation

Sam Vittoria, Mindfulness-Based Somatic Counselor
Mindfulness is simply our ability to notice our

experience as it is happening. Applied therapeutically, mindfulness is a potent tool for personal growth and transformation. Through lecture and practice, we'll explore the qualities of therapeutic mindfulness and how to apply it in our daily lives.

Monday, January 30, 6-8pm

Ancient Wisdom, Modern Research *Eric Crecedes, Mycologist*

Join Southern Oregon mycologist Eric Crecedes as he delivers a mind-expanding workshop on medical mushrooms, their historical uses, modern application and potential current research for future personal and planetary health.

Monday, February 6, 6-8pm

Self-Care; Loving Who You Are

Dena Leigh Carter, Author, Healer, Artist
Enjoy an evening of inspiring self-care tips and techniques. Gain knowledge of your innate power and how to access it to deal with anxiety and depression. Discover how to honor yourself and your gifts through self care methods that cultivate love, nurture and empowerment.

Monday, February 13, 6-8pm

The Permaculture of the Female Body, Self Care for your Sexual Health

Sarah Naomi Bly, Fertility Awareness and Sexual Educator, Midwife
Tracking the natural designs of the female

psychology, we'll discuss how interactions with our environment, food and community affect the functioning of our female hormonal systems. This lecture will provide easily integrated self-care tips for thyroid, adrenal, sexual and hormonal health.

Monday, February 20, 6-8pm

Going for the Gold! How to Go from Friendly to Friends

Allan Weisbard, L.C.S.W.

Current research shows that one of the keys to resilience and happiness is developing and maintaining meaningful relationships. Join us as we explore how to dig deeper to create the friendships you want. You may meet new people and even make new friends.

Monday, February 27, 6-8pm

Listening to the Wisdom Within

*Chansonette Buck, Poet, Memoirist,
Writing Coach*

Often, we look "out there" for help with our challenges. But our own inner wisdom is a treasure just waiting to be accessed. Join us for a fun and enlightening workshop on the magic of a daily free-writing practice. Bring a notebook and pen, and expect to surprise and delight yourself.