

NORTHWIND NEWS

Since 1977

Northwind Natural Foods Cooperative

September, 1993

"Good Things For You . . . Naturally"

"Good News"

Manager's Report

Treasurer's Report April, May, June '93 Fiscal Year 3rd Quarter

Northwind's financial picture for the quarter ending June '93 is looking (guardedly) better. Due to a couple of minor adjustments, we managed to show a small profit of \$800.00. Our year-to-date loss is now (\$1700.00), down from the (\$2500.00) last quarter. The profit this quarter can be attributed to eliminating the "fair share" discount system and adjusting the margins in the vitamin department, along with steady sales of \$19,200.00. These are small but important issues that do have a negative impact if they are not given attention. The (\$2500.00) loss we were showing the first six months of the fiscal year would have continued to increase had not management and the board taken corrective measures.

If we can continue in this direction, our year end reports should be closer to normal (breaking even). The intention of the board, however, is not to continue to just "break even," but to actually bring in enough capital to create a healthy, growing, living, co-op store, with more products and services to offer our members and the general public.

To do this our discount system will be revised, a capital investment program in the form of member loans will be instituted, & our outreach program will

do all it can to bring in new members and sales. Of these, the latter two play the more important role in our long term survival. We need a lot of investment money to bring in the products that will result in more sales. Short term "fix it's" like adjusting discounts and margins are important for fine tuning, but they have limited applications. Example: How much or how little can we charge for a quart of soymilk before we'll have priced ourselves out of the market or before we're selling below cost just to be competitive?

So the larger issues of more sales and more investment capital are where the current BOD is turning their attention. It's not a simple process, but to turn the current system into something closer to reality is a necessary one. We'd like to avoid burnout ourselves and to do that it's necessary to stop plugging the leaks and start building a better ship. This takes money & lots of it; and even more planning & fine crafts persons & care-takers. Which leads to our most serious need: for interested new members of the board willing to take on this responsibility. If this speaks to you climb on board. You'll have your chance at the GMM September 30th during the BOD elections. Help us turn this old ship around. Thanks!

-Jody DeCarlo, Treasurer

Bullets don't taste good, which is probably one reason so few people like biting them. However, biting the bullet is sometimes the only alternative to financial disaster, as the federal government--and your co-op's Board of Directors-- have recently found. The government finally realized there was no alternative if there was any hope of stemming the deficit, and your Board has taken similar, if far less drastic, steps to stop the co-op's slow internal bleeding by lowering the member discount come October. We can't say for sure how the federal government's efforts will turn out, but we're fairly confident that lowering member discounts will help direct your co-op to firmer financial ground, and help assure that we'll continue to be here to serve you for a long time to come.

That said, let's move on. Our participation in Crazy Days and Festival '93 was a great success, and produced a flow of new customers into the store. Special thanks go to Jody DeCarlo, Terry Davis, Bozena Cygielski, Felicia and Jeanne Santini, Kelli Reid, and Sandy Pera for volunteering their time. Thanks, too, to all the members who, in response to the last newsletter, have expressed their concern for the co-op's future and voluntarily given up their discount.

The recent merger of our two major suppliers, North Farm Cooperative and Common Health

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Foods Cooperative, has resulted in a great deal of frustration for all concerned. Many popular items we formerly obtained from Common Health have now either been dropped completely by North Farm, or are available only in unrealistic (to us) quantities. It is painful telling a customer long used to coming to us for a particular product that we can't get it, and if this has happened to you, we ask your indulgence until another supplier can be found.

We continue to encourage you to tell us what new products you'd like to see us carry, and we'll do our best to oblige you. For example, we'll be carrying a limited selection of fresh, locally grown organic produce throughout the summer, and we hope you'll come in a try them.

There continues to be a steady expansion of products available to you at the store, such as unbleached bathroom tissue made from a whopping 95% post consumer fiber, and a new line of ecology-friendly cleaning supplies.

But what continues to be most important to your co-op's continued growth and success is your coming into the store to shop, and

From The President . . .

As our annual general membership meeting is approaching, I ask myself what it is you, the membership want from our co-op. The co-op is involved in providing you with a service, and to do that most effectively, we need your involvement and input.

At the general membership meeting there will be important information shared about our current financial condition, and about how the board is addressing that condition. Would you like to know more?

We also have some new and exciting things to share with the membership. One of those is the Mifflin Co-op Grant received from a Madison co-op. We'd like to tell you what that is all about.

There was a committee working long hours most of the winter to rewrite the bylaws which govern us. We will be voting on those new bylaws. Would you like a say in how the co-op is governed?

And very importantly, there will be a vacancy(s) on the board of directors that will be filled at the general membership meeting. You will have the opportunity to choose or even perhaps to fill that position.

This is your opportunity to be involved and to give your input. Aside from shopping at the co-op, this is the most important thing you as a member of the co-op can do for your organization. Please attend.

The meeting will be:

Thursday, September 30, 1993
Ironwood Senior Citizen's Center
104 S. Lowell Street
6:30 PM

-Doug Clark, BOD President

encouraging your friends to do so. Thanks, and we look forward to seeing you in the store soon.

-Roger Margason, Store Manager

REDUCE REUSE RECYCLE

Rave Reviews

Rice Dream Bars - for all you lactose & sugar intolerants out there. "Feel" the sensation of ice cream again, without the painful side effects. Delicious!!

Nature's Warehouse Chocolate Chocolate Chip Cookies - dare you to find a more intense chocolate! Fruit juice sweetened, wheat free, and no artificial anything.

CO-OP brand Unsweetened Toothpaste with Fluoride - helps clean and protect your teeth and gums with a pleasant-tasting, unsweetened dentifrice. Flavored with a blend of cinnamon, fennel, peppermint, winter green and menthol. Does not "burn" the mouth like common toothpastes with their overly pungent intensity.

Bored of Directors?

Doug Clark	932-0866
Irene Hewitt	932-5242
Jody DeCarlo	561-3831
Larry I. Sands	561-2880
Tim Feldt	

Northwind News is published by Northwind Natural Foods Cooperative for its membership. Letters to the Editor and other contributions are encouraged. Typed copy is much appreciated. Consider submitting articles on general areas of natural foods and healthy living or specific foods, nutrients, book reviews, recipes and the like. Please include your name and telephone number. Deliver or mail submittals to the store. Please notify us if you change your mailing address
This issue's editor: Larry I. Sands

New On The Shelf

Store Discounts Revised

As part of its many faceted strategy to stem the flow of fiscal red ink the board is adjusting the store discount percentages effective October 1, the beginning of our new membership year.

The basic membership discount will be **2%** off all discountable store merchandise.

Our working member discount rate will be **10%** but the minimum monthly work requirement will plunge 25% to an historic low of only six hours a month (3 hours for seniors)!

It should be noted that our annual membership renewal fee of only \$5.00 is the lowest of any food co-op and far lower than most!

These small adjustments will help us to offer an increased product selection in the store resulting in increased sales. It is hoped that sales will increase such that we become profitable and can possibly begin lowering prices and once again increase member discounts.

The complete policy on store discounts will be posted in the store.

STORE HOURS

Monday thru Friday :
9:00 to 5:30

Saturday: 10:00 to 4:00
Sunday: closed

Edy's Fat-Free frozen dessert

Edy's Sugar-Free frozen dessert

LaVon's Classic Island Crackers made with tofu (w/ 25¢ off coupon)

Lentils Divine - 6 varieties: Mexican Magic, Robust Roman, New Orleans Creole, Saint Louis Savory, Hearty Hungarian, Authentic Olde World

Kangaroo Pita Bread

Six varieties **TAO Chinese Herb Teas**

If you see something you like in the store, whether it be a product, a display, a sign, or a feeling, say something. Positive feedback is important and necessary for everyone!

Business Ads Accepted

To help cover newsletter expenses we will accept a limited number of small business ads for the newsletter beginning with the November issue. We hope there will be an interest in supporting the newsletter from co-op members that have their own businesses or professional services. We will only charge a small amount for a small ad and would be delighted if we could pay the newsletter postage and printing costs out of this income. Your ad will reach a very sophisticated segment of your market -- the dedicated members of Northwind! Contact Larry Sands for more info. November issue copy deadline is October 13.

Position Available

Seeking intelligent, hard working, cooperatively minded members to serve on the Board of Directors. Two year commitment, monthly board meeting attendance. No paycheck but time spent counts toward working member discount. Experience the thrill of running a business on less than no money! Bring your talents to us; we'll use them and abuse them! Apply at the General Membership Meeting, September 30 at 6:30pm. (Serious members ONLY - this is not a job for sissies or the "social hour" set.)

Members Only Coupon

60¢ off Citranella Plus

\$3.99 with coupon

Safe and Natural Outdoor Spray
Child Safe

Contains NO DEET

while supplies last -- no other discounts apply
Northwind Natural Foods Co-op

Members Only Coupon

\$1.00 off PB 8 Acidophilus

Children's or Adult Size ** Promotes good intestinal flora and colon health. Needs no refrigeration. Highest potency available. Contains no preservatives, artificial colors, sucrose, salt, corn, yeast, wheat, soy or milk derivatives.

while supplies last -- no other discounts apply
Northwind Natural Foods Co-op

Annual Membership Fees are due October first of each year. Yearly fees are only \$5.00 per membership for individuals or households (all persons sharing a kitchen)! You will find no food co-op anywhere with a lower annual fee and most have a much higher fee! Please renew your membership at your next visit. Only renewed members receive discounts. After all, **October Is Co-op Month!**

Welcome New Members!

Debi Toth - Jess Dugan - Elizabeth Shutes - Holly Janiszewski - Ann Mizgala - Bob & Mary Hantula - Steve Tomlanovich - Frank Genisot - Richard McCarville - Karen Sharpe - Edward Aho - Elaine Bertram - Cynthia Shirris - Len Novak - Bill & Terry Godfrey

We now total 156 current memberships!

Your Invited

The next regular meeting of the Board of Directors will begin at 5:30 PM Wednesday, October 6th at the store. This date and time is tentative pending agreement by new board members to be elected at the GMM; check bulletin board October 1 for any change. All members are welcome and encouraged to attend. Please join us.

Annual General Membership Meeting

Thursday, September 30, 1993

6:30 PM

Senior Citizen's Center

104 S. Lowell Street, Ironwood

(One block East and one block North of the co-op)

Northwind Natural Foods Co-op
134 W. Aurora Street
Ironwood, Michigan 49938
(906) 932-3547

"Good Things For You . . . Naturally"