

# *Northwind Natural Foods Co-op*

## *News*

*Summer 2006*

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### **The New Board**

At the October 2005 General Membership Meeting, four members volunteered to join Steve Garske on the Board of Directors. Steve agreed to remain as President. Ian Shackelford became Vice-president, Lily Palmer became Secretary, and George Beck became Treasurer. Also on the board is Linda Beck, who served as Manager from 1996 to 2001.

The last six months have been productive. Store finances have been a recurring topic. George Beck developed a cash-flow guide, to keep track of expenses and to give the manager a monthly ordering budget. The Board developed a new job description for the Store Manager, and worked with the Manager to develop new job descriptions for the store clerks. In addition, the Board hopes to help increase membership and sales while decreasing the store debt.

The Board is currently looking at grant opportunities to help pay for a much needed produce cooler. If anyone is aware of opportunities that exist for this type of expenditure please pass along your information as the Co-op would greatly appreciate the tip...

### **A great big hand for our working members and volunteers!**

A co-op cannot exist without cooperation. There are many people who work behind the

scenes to make the Co-op run smoothly. So a big thank you goes out to Barney and Melanie who come in to bag bulk items, keep the spice jars filled, and organize the back room. Thanks go out to Jeanean who takes away the boxes and garbage. Thanks to Mary who keeps the working members log updated and who is working on the front window display. A big thanks to Sue who launders our dishtowels, rags and tablecloths. Another thanks goes out to Paul, Laurie, and Sharon for checking dates on products and organizing. And welcome to Judy, a new working member who is also a supplier of farm fresh eggs. Thank you to all past and present volunteers. We couldn't do it without you!

### **Lower prices!**

We've lowered our prices on food staples, including rice, flour, beans, and oatmeal!

### **Comings and Goings**

Thank you for years of dedicated service to Jody DeCarlo, bookkeeper, and Brady Hahn, store clerk. Lori DeCarlo is the new store bookkeeper, and we are in the process of hiring a new clerk. Jody is filling in as clerk this summer.

### **Store News**

For those of you who are gardening this summer, please stop by the Co-op and check out the line of Seed Savers Exchange vegetables and plants available at the front of the store. Each packet includes tips on how to

harvest and store seeds from your plants to use again the next season.

Did you know that now you can e-mail your special order request directly to the Co-op? Order by Wednesday and in most cases your order will be in on Friday of the same week! Take advantage of member case prices too. Contact Eva at [evannfc@sbcglobal.net](mailto:evannfc@sbcglobal.net) for more information or to place an order.

We've added some new items in a couple of departments.

Due to the success of Ezekiel Breads and customer suggestions, we've added two Ezekiel Sprouted Grain Cereals in the cereal aisle. The Almond and Golden Flax cereals are made with sprouted whole grains instead of flour, just like the Ezekiel Breads.

In the water section we have two new items: Metromint Peppermint and Metromint Spearmint Water. Refreshing, cooling and definitely minty, these unsweetened mint flavored waters are great for those who have trouble drinking plain water. With no calories and a great taste, they are perfect for the hot summer.

We've added more flavors of Chocolove chocolate to our line-up. We now carry the dark chocolate in two flavors: "Raspberries" and "Ginger." We also carry two types of dark chocolate: "Strong Dark 70% Cocoa" and "Organic Dark 73% Cocoa."

For vegans and vegetarians, we've added a real treat. Suzanne's Ricemellow Creme has no gelatin and is sweetened with Brown Rice Syrup, yet it tastes sinful and pretty much exactly like marshmallow cream! It is great for peanut butter sandwiches or smores (located in the peanut butter aisle).

For grilling we have an exciting new grilling sauce from SoyVay: "Wasabiyaki." This zingy nose tingling teriyaki sauce is perfect for chicken, grilled veggies or even tofu (located in the soy sauce aisle).

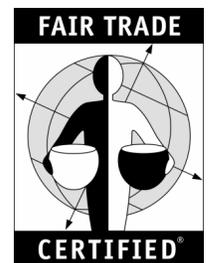
### **Coffee: Organic, Shade-Grown, or Fair Trade?**

Finding a decent cup of coffee presents several choices. Do you want, organic, shade-grown, or fair-trade?

Like other organic produce, organic coffee is grown without the use of pesticides.

Shade-grown coffee means the coffee was grown underneath a forest canopy, as coffee naturally occurs in the forests of east Africa. Coffee was restricted to growing in the shade until fairly recently, when varieties that can withstand full sun were developed. Most coffee sold in the USA is sun-grown coffee from plantations created after deforestation. Residents of the Northwoods may particularly appreciate shade-grown coffee, because it provide winter habitat for many of the local songbirds that nest in Michigan and Wisconsin. Examples include the ruby-throated hummingbird, yellow-bellied flycatcher, wood thrush, red-eyed vireo, rose-breasted grosbeak, Baltimore oriole, and most of our warblers (Wisconsin Natural Resources Magazine February 2004). Deforestation in Central and South America is a leading cause of decline in migratory songbirds in the United States, so buying shade-grown coffee is one way to help.

Fair-trade coffee means the farmers and workers were paid a living wage to produce the coffee. This leads to higher family living standards, thriving



**Look for this Label!**

communities and more sustainable farming practices. The certification is from TransFair USA, a third-party non-profit organization.

Fortunately, the Co-op has made things easy for you. We are the only local supplier of Peace Coffee, for which all blends are Certified Organic, Shade-Grown, and Fair Trade Certified. Available blends include:

- Birchwood Breakfast Blend
- Bird Mountain
- Blend Suave
- Espresso Blend
- Full City Decaf
- Guatemalan Organic Dark Roast
- Guatemalan Organic Light Roast
- Organic Ethiopian
- Organic French Roast
- Sumatran Organic Full City
- Sumatran Organic Italian Roast

### **Wish List**

- 1) Flatbed photocopier
- 2) A large coffee grinder
- 3) Two bookshelves'
- 4) Cable spools (3-5, preferably wood)
- 5) Display Shelving
- 6) More members!

### **Northwind Natural Foods Co-op Mission Statement**

1. To provide a marketing and purchasing outlet for primarily natural, organic, unprocessed foods and related items at a minimum price, on a nonprofit basis.
2. To educate and promote to the community healthy lifestyles, wellness and a whole foods diet emphasizing natural, organic, and unprocessed foods.

3. To educate the community to the benefits and potentials of our cooperative and cooperatives in general and to cooperate with other cooperatives.

Northwind News is published by Northwind Natural Foods Cooperative for its members. Please notify us if your address has changed.

Northwind Natural Foods Co-op  
116 South Suffolk Street  
Ironwood, MI 49938  
(906) 932-3547

### **Take Our Member Survey!**

Please take a few moments to complete the enclosed survey. As a part owner of the store, you are vital to the Co-op's success. Surveys ensure that customer needs are being met and that any potential issues are addressed. The Co-op wants everyone to feel like they have a voice and therefore encourages members to be direct and thorough when completing the enclosed survey. We want to be your store.

You may drop the survey off at the Co-op in the marked box or mail it to the address listed at the end of the newsletter. You may remain anonymous if you choose.

A completed survey will entitle you to a one time 10% discount. Please mention this to the clerk upon checkout. Please return the completed survey no later than Monday, July 24<sup>th</sup>.

Thank you for your time.

Northwind Natural Foods Co-op  
116 South Suffolk Street  
Ironwood, MI 49938

# *Northwind Natural Foods Co-op*

## Customer Survey

All answers are anonymous.

1. Have you ever been a member of the Co-op? (circle one) YES NO
2. Have you renewed your membership for this year? YES NO  
If you answered "no," what are the main reasons you have not renewed?  
\_\_\_\_\_  
\_\_\_\_\_
3. How often do you shop at the Co-op? \_\_\_ × per week \_\_\_ × per month \_\_\_ × per year
4. On average how much do you spend at the Co-op per month? \_\_\_\_\_
5. On average what is your monthly grocery bill? \_\_\_\_\_
6. How often do you shop for groceries at Super One? \_\_\_ × per week \_\_\_ × per month
7. How often do you shop for groceries at Copps? \_\_\_ × per week \_\_\_ × per month
8. How often do you shop downtown Ironwood? \_\_\_ × per week \_\_\_ × per month
9. Age: \_\_\_ under 18 \_\_\_ 19-39 \_\_\_ 40-59 \_\_\_ 60 or older
10. Have you ever placed a special order at the Co-op? YES NO  
If yes, please answer the following 5 questions, if no skip to question 10.
  - a. Did the requested items arrive in a reasonable time? YES NO
  - b. Did you receive a phone call informing you that your items were in stock? YES NO
  - d. If you did not receive your item, was an explanation provided? YES NO
  - e. How satisfied were you with the special order process? \_\_\_\_\_
  - f. What could be done to improve this process?  
\_\_\_\_\_  
\_\_\_\_\_
11. Do you feel the prices at the Co-op are generally fair? YES NO
12. What do you currently purchase at the Co-op? (circle all that apply)

Organic Produce	Bulk Foods	Frozen Foods	Groceries	Toothpaste	Soap
Cleaning Products	Coffee	Shampoo	Magazines	Supplements	Tea
Gluten Free Foods	Vitamins	Essential Oils	Books	Pet Food	Spices
13. In what area(s) would you like to see the Co-op expand their selection?

Organic Produce	Bulk Foods	Frozen Foods	Groceries	Toothpaste	Soap
Cleaning Products	Coffee	Shampoo	Magazines	Supplements	Tea
Gluten Free Foods	Vitamins	Essential Oils	Books	Pet Food	Spices
Meats	Fish	Deli Meats			
Other	_____				

14. Have you attended any classes at the Co-op? YES NO

15. Are there classes you would like to see at the Co-op?

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16. Are the Co-op's hours of operation convenient for your schedule?

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17. Are employees at the Co-op:

Courteous	YES	NO
Helpful	YES	NO
Knowledgeable	YES	NO
Friendly	YES	NO

18. Do you belong to a buying club? YES NO

19. What changes would you like to see at the Co-op that would bring you in to shop more often?

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20. Overall how satisfied are you with the following?

	Very dissatisfied	1	2	3	4	5	Very Satisfied
Selection of products		1	2	3	4	5	
Prices		1	2	3	4	5	
Store Hours		1	2	3	4	5	
Employee Help		1	2	3	4	5	
Store Appearance		1	2	3	4	5	

21. Have you seen ads for the Co-op in print? YES NO

If yes, which paper \_\_\_\_\_

22. Please finish the following sentence. If this were my store, I would....

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Thank you for participating in the survey! Please bring in to the Co-op or mail to  
Northwind Natural Foods Co-op, 116 South Suffolk Street, Ironwood, MI 4993