



# Northwind News

Published Quarterly by Northwind Natural Foods Co-op for it's members

Spring Edition

## A Letter from the Manager

Summer is in full swing and the Co-op is busier than ever! The \$25,000 loan from NCDF allowed us to purchase a produce cooler, a bread freezer, additional shelving and bulk bins. We stretched the money as far as it would go and the improvement in the store is amazing.

Thanks to the new produce cooler, many customers are telling us that WE are their first stop when they go shopping. We have been able to carry local produce too. Although this year's growing season was slow getting off the ground, we still managed to get local asparagus, rhubarb, tarragon, basil, lettuce, beets, carrots, spinach and raspberries. We hope to carry at least 50% local produce during the growing season. If you know someone who is growing fruits and veggies, let us know and we'll be glad to contact them!

If you attended our Bigger and Better Party in June then you know the store was busy! Sales for the two days were the highest we ever had, and eleven new members joined the Co-op! The B&B Party was a great bonus to the customers and introduced many folks to great products they may not have otherwise tried. The comments were very encouraging. We never get tired of hearing "The store looks great!" If you have not had a chance to come in to see the improvements, I invite you to come take a look.

If you have comments, questions, need special orders or just want to drop me a note, call the store at 932-3547, or e-mail me at [evannfc@sbcglobal.net](mailto:evannfc@sbcglobal.net).

Finally, if you would like to save paper and postage and get the digital version (PDF format) of this newsletter in the future, send me an e-mail with "Digital Version" in the subject line.

Thank You,  
Eva Smith-Furgason

## GMM Meeting!

The annual GMM meeting will take place on Saturday, October 18<sup>th</sup>. We are looking for member input in planning this meeting. We are considering having a potluck lunch at Norrie Park, or perhaps an evening meeting at a restaurant. We would love member ideas and/or volunteers to coordinate the meeting. You can leave suggestions in the suggestion box at the front of the store, talk to Eva or contact a board member.

## A Great Big Thank You!

A great big **Thank You** goes to Leah G., Mary W., David G., Naomi K., Kathy K. and Edie T. for all your help during the Bigger and Better party! Getting ready for the party was a huge job that could not have been done without your help. A great big thank you also goes to Monica H. for lending us the quilt she won back in the early days of the Co-op's existence. The quilt was proudly displayed on the wall during the Bigger and Better party. And thank you to David G. for cleaning out the back storage room of the store. Your hard work is greatly appreciated!

## Two New Volunteer Opportunities Still Remaining!

We're still looking for a few good volunteers! While the Co-op is always looking for working members, this opportunity is a little bit different. We are looking for members interested in taking a more active role in the daily operations at the Co-op. There are two positions left - Bulk Foods Coordinator and Outreach Education Coordinator. These require a weekly commitment and will offer a deeper discount on purchases as a benefit. To find out more, please contact Eva at the store.

## NEW PRODUCTS

Here are some of the exciting new products you'll find at the Co-op this summer:

**Rudi's Hot Dog Buns** - a wholesome whole wheat hot dog bun! You will find other Rudi's products in the new bread freezer also, including Rudi's Cinnamon Bread - a great preservative-free raisin bread that's filled with raisins and good for you!

**Yves Veggie Hot Dogs** - this vegetarian "hot dog" tastes almost like a real hot dog without the animal parts (and without the strange orange color of the other brand of veggie dogs we carried).

**Cascade Fresh Strawberry Yogurt** - fat free with 8 different live cultures for a healthy intestinal flora.

**South River Miso** - a premium quality miso that is really head and shoulders above the rest. Choose from three varieties - Brown Rice, Chickpea and Azuki Bean. It's a great complement to brown rice and kale stir fry.

**Follow Your Heart "Cheeses"** - these vegan cheese substitutes are not just for vegans, but are also great for those with milk sensitivities. The mozzarella version melts just like real cheese, and the taste - although not exactly like cheese - is very good.

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## Vitamin E and Greenwashing

By Eva Smith-Furgason

In the last issue of the Northwind News we mentioned "greenwashing" or "fraud as a marketing tool" as one co-op member puts it. In my role as vitamin buyer I was checking out our competition when I spotted a bottle of Vitamin E. The company name proclaimed "Nature Made" and the label said "100% pure". One would assume this means the stuff inside was made by nature, very pure and good for you, right? Well, not quite. While the pretty picture on the front of the bottle looked "green" and "healthy" - the stuff inside was synthetic dl-alpha tocopherol, made made from - drum roll please - petroleum. The why of not telling the consumer right on the bottle that the product they are getting is essentially imitation vitamin E made in a lab from petroleum - goes back to an obscure ruling back in 1973 that took the word "imitation" off of packages. You can read more about this in Michael Pollan's excellent book "In Defense of Food", which is available at the Co-op. Be forewarned however - it will make you mad!

I was surprised how difficult it was to find out what dl-alpha tocopherol was made from. Even with the internet at my disposal, information on this is hard to find. Not surprisingly the "Nature Made" website is very vague. I doubt that anyone would prefer petroleum-derived vitamin E to natural plant-derived vitamin E, no matter how chemically processed. Rest assured though - the vitamin E we carry at the Co-op is natural d-alpha tocopherol made by plants - NO greenwashing needed!

## Two Interesting and Delicious Recipes

from Produce Coordinator Leah Gramith

### Baby Bok Choy with Cashews

2 lbs baby bok choy (separate greens from stalks, and discard the very bottom)  
2-3 garlic cloves (coarsely chopped)  
2 TBS olive oil  
3-4 scallions (chopped)  
1 TBS toasted sesame oil  
1 handful of cashews  
salt to taste

In a skillet (med-high heat) sauté garlic and scallions until soft. Add Bok Choy (both greens and stalks), and sauté until just tender (approx. 5 minutes). Turn heat down and add sesame oil, cashews and a dash of salt. Enjoy.

### Pineapple Basil Sorbet (Very simple - no icemaker required, and sugar-free!)

1 pineapple  
1 handful of basil

Peel and cube pineapple. Add basil and pineapple to a high-powered blender or food processor. Puree. Pour puree into a freezer-safe, shallow container. Place in freezer. Stir and rake with a fork every 20-30 minutes until it has the consistency of sorbet. This may take several hours. Good to do on a Saturday between household duties. Impress your friends with this gourmet sorbet. You can use this method to make any kind of healthy and simple sorbet. Just puree your favorite fruit combinations and follow the freezer procedure.

## Organic Food and Agriculture on the Web

Ever wonder where to find detailed, accurate, up-to-date information on organic standards, food irradiation, and economic justice for family farmers? Then check out the websites of these nonprofit advocacy groups:

### The Cornucopia Institute

<http://www.cornucopia.org/>

Based in Cornucopia, Wisconsin, this group provides information on sustainable and organic agriculture, and advocates for family farmers. Don't miss the chart showing the structure of the organic industry (who owns whom), compiled by Michigan State University Agriculture Professor Phil Howard: <http://www.cornucopia.org/index.php/who-owns-organic/>.

### Organic Consumers Association

<http://www.organicconsumers.org/>

This Finland, Minnesota group deals with crucial issues of food safety, industrial agriculture, genetic engineering, children's health, corporate accountability, Fair Trade, and environmental sustainability.

### Action Group on Erosion, Technology and Concentration (ETC Group)

<http://www.etcgroup.org/en/>

Based in Ottawa, Ontario, Canada, this group is dedicated to the conservation and sustainable advancement of cultural and ecological diversity and human rights. They analyze emerging technologies (particularly biologically-based technologies) and their socioeconomic ramifications, and support socially responsible technologies useful to the poor.

## Advertising in the Newsletter

Ads helps to defray the costs of printing and mailing, which can run as high as \$150 per issue. If your business would like to participate, the cost is \$10 for members and \$15 for non-members per business card sized ad. Call or e-mail Eva for the details.

Mon., Tues., Thurs.: 7:30 a.m. to 4:30 p.m.  
Fri: 7:30 a.m. to 11:30 a.m.



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## **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.

If you'd like to contribute to Northwind News with a recipe or article, or advertise in the newsletter, please contact Eva at the store.

### **Co-op Board & Manager**

Manager: Eva Smith-Furgason

President: Naomi Kauppi

Vice-President: Mary Waits

Secretary: Terry Davis

Treasurer: David Graczyk

Other board members: Steve Garske

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