The Potsdam Food Co-op Celebrates 44 Years!

By: Lynn Clark

The Potsdam Food Co-op would like to thank everyone who took part in its Annual Open House on Saturday, September 16th as it celebrated 44 years in the North Country. It was a beautiful day filled with music, food, and fun for all.

Thank you to the Co-op vendors who contributed to this anniversary celebration held under the big tents on Elm Street. Mark Berminghausen from Squeak Creek Apardies was on hand to talk about beekeeping while everyone had a chance to sample his honey, an important ingredient in both the Baklava and Kitchen Sink Bars made by the Co-op’s own Carriage House Bakery. Joel Howie from Canton Apples was also there giving out samples of his delicious apple cider, one containing local pears and another containing local blackberries. Thanks also to Guayaky for providing their Organic Yerba Mate for everyone to sample. This naturally caffeinated beverage is made from the nourishing leaves of the South American rainforest holly tree. It is celebrated as having the health benefits of tea, the caffeine of coffee, and the euphoria of chocolate.

We are grateful to the local musicians who provided the wonderful sounds that filled the day. The musical talents of Oscar Sarmiento, Mark Seymour, young musicians from the group Nich-olfalls, and Matt Bullwinkel and his son Simon, were very much enjoyed by all who attended. Thanks to Melissa D’Angelo who eagerly assisted visitors of all ages with their colorful tie-dy ing creations and to Sarah Lynch who provided creative pages for everyone to color.

The lucky winner of the bread raffle was Amanda Hitterman. For the next twelve weeks she will have the opportunity to choose a loaf of the Co-op’s Carriage House Bakery’s hearth-baked bread for each of those weeks.

The store was humming as many took advantage of the 10% discount on store purchases offered to everyone for the entire day. Those who became Co-op Member-Owners on Saturday during the One Day Membership Drive, as well as those who renewed their membership, were treated to a large bar of organic fair-trade chocolate and entered into a drawing for a Co-op t-shirt. Everyone is welcome to shop at the Co-op, but our members keep us strong.

A special thank you to our friends and neighbors at the Christian Science Church for allowing us to use their lawn again this year for this annual community celebration. We are also grateful to our working-owners, staff members, and members of our Board of Directors who assisted in the various aspects of the Open House. We appreciate their help and all they did to make this day a wonderful event!

The Potsdam Food Co-op is proud to have served the community for forty-four years and looks forward to continuing its tradition of providing a cooperative grocery store where everyone is welcome to shop (with no membership required) and anyone is welcome to join.

AN INTERVIEW WITH FARMER MOSIE KEIM

By: Erica LaFountain

On September 28th I had the pleasure of visiting the Keim Farm on 11B just past Nicholville. I pulled in next to the roadside farmstand in the late afternoon. Delilla Keim came to the door of the house and offered to call her husband, Mosie, in from the field by ringing a large bell by the door. She joked that he would think it was dinnertime.

Soon Mosie and several of his kids came from the field on a carriage laden with tomatoes, and drawn by a horse. They unhooked the horse, which one of the children led away. I had come unannounced, but after introducing myself as a Co-op board member who helps produce the newsletter, Mosie generously made time to answer my questions about his background and practices as a farmer.

Erica: Many PFC customers are probably familiar with your name from the tags in the produce department next to your beautiful vegetables, can you tell me what your specialties are?

Mosie Keim: I sell a lot of varieties there. I would say my specialty at the Co-op is carrots. Both bunched and bulk. Also beets, green cabbage, garlic, red and yellow onions, Swiss chard, tomatoes, and green peppers. In the fall, I do winter squash and pie pumpkins. Then there are other vegetables I offer on occasion, like cauliflower. Our produce is available usually from around the end of June through the fall, and even in winter. December 12th was our last shipment to the Co-op last season.

Erica: How are your fall crops stored until they are sold?

Mosie Keim: Just built a cooler last winter. What I did was I made a mold, lined it with plastic, and filled it with water. I let it freeze up and put it in the ice house, then refilled it. It keeps the carrots well. The ice keeps them cool, and the insulation keeps them from freezing as least through November. By that time the basement of the house is cooler, and the carrots will keep well in there the rest of the winter. The cooler was an investment that paid off.

Erica: Where else do you sell your produce?

Mosie Keim: Aside from the farmstand and the Co-op, a few of my main customers are Daniel Martin, Cherri Whitten (for a restaurant and a store in Tupper Lake) and SUNY Potsdam.

Erica: Is your farmstand your biggest outlet?

Mosie Keim: Up until Labor day it provides more than half of our sales, then after that we have more... Continued on page 4

CHAGA TEA ADVENTURE

By: Gail Anderson

How many of us have foraged in our grandmother’s fridge looking for something familiar to eat or drink and had a OOPS moment? I have (Very sticky Norwegian cheese comes to mind)! Well Garret Kapp did just that at 15 years old, but what he found inspired him to start on a new business venture. After moving his grannie’s lawn he grabbed what he thought was iced tea and gulped! His grandson walked in and gasped. It was her supply of Chaga tea!

So what is Chaga tea? At the time, people foraged for Chaga mushrooms, which grow on birch trees, even right here in the North Country. It is a solid black mushroom with a fluorescent orange center. No worries; teen Garret didn’t follow Alice down the rabbit hole, but he did stard to learn more about its health benefits. Namely, it has a very high antioxidant content. Antioxidants are the body’s defenders against free radicals. Some of the more commonly known antioxidants are Vitamin E, C and Beta Carotene. Free radicals are culprits that can interfere with the integrity of our DNA and cell structures. They can be derived from internal sources in the body or from external sources such as pollution, alcohol, tobacco, diet, and heavy metals.

Chaga tea consumers claim more energy and alleviation of chronic pain from conditions such as arthritis among other things. If you are interested, I would invite you to do further research on the advantages of this tea. Garret has made it clear that the FDA prohibits making claims about it although the antioxidant content is not disputed. This is typical even for foods that are high in antioxidants such as blueberries. The label can display its high antioxidant content but cannot make specific health claims.

Garrett and his Chief Operating Officer, Marko Jucic have named the company Birch Boys. They produce Chaga as a tea as well as a chaga skincare line. Chaga coffee is in the works as well. They have been rapidly marketing their products throughout NY and Vermont.

Good news for Co-op shoppers! We carry it in the store! Just brew some iced tea. To me, it tastes and looks like black tea with a little earthy undertone.

Enjoy!

Become a contributor! Before making a submission to the newsletter, see the Newsletter Submission Guidelines on our website and in the store. The next newsletter deadline is 12/15 with delivery around 2/1. Submissions can be made to newsletter@potsdamcoop.com.

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The board contacted three local marketing agencies in addition to CDS. CDS was decided on as they solely work with co-ops and specialize in grocery co-ops. Many co-ops across the country follow this same course of action and Debbie does every market study for CDS. Debbie works with large, small, urban, and rural co-ops.

The market study report covered five ar- eas in addition to a summary and method- ology review: conclusions and recommen- dation; sales forecast analysis; trade area review; evaluation of current facility; and our competitive environment. I will do my best to summarize each of these sections, we will make the full report available if you are interested in the details.

**Trade Area Review**

The information for this analysis came from the Customer Address & Transaction (CAT) survey that we conducted over one weekend in April. Debbie defines trade area as “that area, closest to the store, within which the store obtains the majority of its volume.” Further, it is defined as “the geographic area within which the store has its highest levels of sales penetration (or sales per capita).” In short, it is “the geographic area, in which shoppers tend to gravitate toward a retail focal point in order to satisfy most, if not all, of their food shopping needs.”

Our trade area extends twenty miles (East, and West) and 40 miles South of the Co-op. Most of our sales are concentrated from Potsdam. Our sales per household in our trade area is lower than average for a Co-op our size.

**Competitive Environment**

We are identified as not having a lot of competition in the report based on most of the other grocery stores in our area not focusing on natural and organic product. While we know we are to be true, we also know that most of the population in our trade area is not looking for natural and organic product.

**Evaluation of Current Facility**

The report points out challenges we have that are known to member-owners and staff. Our store is not designed well for it’s purpose since it is a house. The size, shape, and layout do not work with enough room to offer all the products and services our community desires. Backstock located on the second floor of the building and bakery and deli production positioned across a parking lot is inefficient as well as potentially hazardous. Our parking lot is barely sufficient for our current traffic and deliveries are often an issue as well.

**Conclusions and Recommendations**

The suggestion of this report is that we need a much larger store, at least three times the size. We currently have about 1400 square feet of retail space, and the recommendation is that we move to a space with 4000-4500 square feet. While this may sound like an enormous increase, we should not just triple our current depart- ments or Amazon. There would be more of a focus on fresh food and ingredi- ents - we would not focus on items that can be purchased at our conventional competitors or Amazon. There would be more of a focus on serving our wider community by carrying more conventional products as well, we know much of our community is more cost conscious than organic focused.

**Sales Forecast**

If we are able to make this transition, our sales are projected to be $3.5 million the first year of operations and reaching $4.5 million by the fourth year. As a reference point, we achieved $1.8 million in 2016. This projection comes with a lot of bench- marks we would need to meet to achieve sales like this.

Moving Forward

There is a very specific plan of action to move forward, which was written by a very experienced member of the CDS group. We need to make this plan happen by making the most of what the Co-op already has. The results of this market study are invaluable to us, but need to be made sure we keep in mind what makes our community different from our fellow co-ops we are being compared to in this study.

Our Mission Statement

The Potsdam Consumer Cooperative, Inc. is owned and operated by its members and is dedicated to meeting the community’s need for specialty and whole foods at the lowest possible cost. As a member of the local community interested in its well-being, we will attempt to use local sources whenever feasible.

We strive to provide a pleasant shopping experience and working environment, with an emphasis on education, shared information, and developing our relationship with the community. We encourage environmental respect through the goods we sell and in the manner in which we conduct our daily operations. We are committed to provid- ing a model of responsible business practices based on the cooperative principles of open membership, demo- cratic control, limited return on share capital or invest- ments, return of surplus to members, continuous educa- tion, cooperation among cooperatives and concern for our local community.

By: Eric Jesner

Earlier this year we hired Debbie Suassu-...
Business Partners

These locally owned businesses have generously agreed to grant the following offers to Co-op members. Present your current Membership Card when asking for the discount. One time offers will be checked off when used.

Food

- 30 Market Street, Potsdam
  - $1.00 off any large pizza
- St. Lawrence Peter Kursar
  - 11 A Maple St., Potsdam
  - 10% off brewed coffee
- 32 Market St., Potsdam
  - 10% off purchase of $10 or more
- Purple Rice
  - 20 Elm St. #105, Potsdam
  - $2 off one lunch special (one time offer)

Retail

- Maple Run Emporium
  - 49 Market St., Potsdam
  - 10% off Maple Run Emporium brand merchandise
- Farmhouse Forge
  - James Gonzalez, blacksmith
  - 315-596-1130
  - 10% off
- Downtown Sports & Toys
  - 75 Market St., Potsdam
  - 10% off with purchase of $25.00 or more
- The UPS Store
  - 200 Market St., Potsdam
  - 10% free B&W self service copies, daily
- Friends of the Potsdam Public Library
  - 10% discount at the library

Home Services

- Alpine Foam Insulation
  - 315-265-6544
  - 2% off residential foam installation job
- Renew Architecture & Design
  - Rebecca Wald AIA and LEED AP
  - 9% discount on architectural services

Health/Beauty

- The Yoga Loft
  - North Country Center for Yoga and Health
  - 17 Main St., Canton NY
  - One time $5 discount for any drop-in class
- Colton Massage Therapy
  - Catherine A. Klein, LMT
  - 4808 State Highway 65, Colton
  - $10 off first massage or gift voucher

Entertainment

- St Lawrence County Arts Council
  - 1 time SLC Arts member rate discount on a community arts class
- Orchestra of NNY
  - 315-267-3351
  - 15% off regularly priced tickets

Featured Business

Paula Younell, RN provides natural Health Education around food, nutrition, healing herbs, lifestyle habits, yoga, and energy healing. You benefit by learning Self Healing tools for Body, Mind, & Spirit. Services include personal consultations, classes & workshops, and online courses in her School of Self Healing.

Paula’s office is located in Hannawa Falls. She has been in business since 1994 after earning her Masters in Wellness Promotion at Syracuse University. Visit PaulaYounellRN.com to learn more about Paula and her services. 212-5396 for consultation.

Co-op members enjoy 10% off.
MOSIE KEIM... wholesale.
Erica: Where did you learn to farm, or have you farmed in other locations?
Mosie Keim: Well, I guess from my dad. He was a certified organic farmer for 6 years. And that’s what we did. I worked with him until I was 21, then I worked for my brother. A few years after I was married I moved up here to farm for myself.
Erica: Can you describe your practices and why you farm the way you do?
Mosie Keim: It would be hard for a farmer who uses chemicals to learn what is and isn’t approved under organic standards, but having grown up on a certified organic farm I’m familiar with all of that and I know that with the skills and practices I use I could certify at any time. All of the things I buy in are ORMI [Organic Materials Review Institute] listed. I don’t use a lot of fertilizers. For bugs I use organic blackstrap molasses. Sometimes I use Epsom salts. Most bugs don’t have a pancreas and they can’t handle the sugar. The plants take in sugar if they need it and the bugs then don’t want it. I’ve seen my success spraying milk for several diseases and I have no more disease pressure than people who use other [conventional] sprays. It has a lot of Calcium in it and the North Country soils need the calcium.
Erica: Where do you learn new farming techniques? Ex other local farmers, books, trial and error?
Mosie Keim: I do all of these. I grew up with farming, and when you grow up with it you still make mistakes every year but you also learn every year.
Erica: In general, do you like to try out new varieties or stick with the ones you’re familiar with?
Mosie Keim: I kind of stick to the ones I’ve been using in the last 8 years or so. I try some new ones here and there. With tomatoes, for example, I try a few new ones every year to see how they do.
Erica: Do you grow your own seedlings?
Mosie Keim: I do grow all of my own seedlings. I have a green house with wood heat.
Erica: Do you use horses to farm?
Mosie Keim: We have two workhorses and a few road horses as well.
Erica: Do you consider the North Country a good place to farm, or do you think the long, harsh winters and the local economy make it comparable to other areas of the country?
Mosie Keim: The North Country is a little tougher with the short growing season, the greenhouse can make a big difference there. And the soil on this farm I wouldn’t trade easily with another farm. I see big sales potential as long as we have a good growing season.

INTERVIEW WITH MEMBER-OWNER
ELEANOR ROSENTHAL

By: Abby Lee

What is your favorite cookbook?
I actually don’t use cookbooks - my husband Donald was a scientist, so he followed directions but I make up my own recipes. I love picking fresh fruit and vegetables from our garden, or walking through our old apple and pear trees and using them – I have a pear and celery salad in the refrigerator now. The pears were gleaned from the tree at the Coop.

What is your favorite journey?
I can tell you my worst... but I still enjoy driving into the Adirondacks.

What is your favorite thing about the Co-op?
The sense of community - I often meet people I haven’t seen for a while. There I love the land and gardening around the store and the work Janet has done. I remember when a group of us started clearing trees and brush in the backyard after we bought the store. Now the yard is very nice.

Another thing I like about the Co-op is knowing the products sold by the store will be good – no false advertising! I can also find organics there, which means a lot to me.

What is your least favorite thing about the Co-op?
Responsiveness to member suggestions. Personally, I am sensitive to garlic and spicy foods, and the deli doesn’t seem to offer a line of products that don’t have these ingredients in them.

What are the similarities between the challenges we face as a Co-op today and when you helped to start it?
I think our sustainability, being open to new ideas and having the ability to bring in new products. Knowing how to meet the consumers and being able to serve the people who need to spend less on groceries. Do we need to grow? Do we have an overall vision?

GOVERNANCE
Chair: Laura Cords

What’s the Governance Committee’s role? The role of the Governance Committee is essentially, to make sure the Co-op Board operates effectively and consistently with our bylaws to represent your: our member-owners. To do that, the Governance Committee maintains a policy manual and calendar to help keep the Board on track. The Committee is also responsible for recruiting potential Board members, handling Board elections, orienting new Board members, and evaluating the Board’s performance each year.

At the suggestion of a co-op member/owner, Governance will soon begin a discussion on creation of an “Ends Policy” for the Co-op, which would help us define our desired outcomes for our Co-op, and provide us with a way to focus and measure our activities.

Are you a policy wonk? Are you interested in having a say in an “Ends Policy”? If so, we’d love to have you join the Governance Committee! Typically we meet the first Monday of each month at 4:30pm, at the Carriage House. Contact lcordts@chophsital.org for more info.

MARKETING
Chair: Samantha DaGrossa

The Potsdam Food Co-op Marketing Committee is looking to add to our dedicated Ambassadors list. Co-op Ambassadors are those first called upon to represent the Co-op and provide information about the Co-op during public events. This is a great opportunity for Co-op members to get involved in the community as a Co-op working-owner.

The committee also continues to brainstorm fresh ideas to promote the Co-op through in-store displays, public outlets, local advertising, and social media.

NEWSLETTER
Chair: Kayla French

The newsletter is a great way for the co-op and member-owners to stay in touch. Our aim is to include articles of interest, keep our member-owners up to date on the inner-workings of the co-op, remind our member-owners of upcoming events, report on recent events, and give some recipe ideas that fit with the season.

Since we’re approaching holiday season, you’ll see that this issue is just brimming with recipes for you to try out at your upcoming family and friend gatherings!

We are always looking for submissions to the newsletter, and all our member-owners are welcome to submit a relevant article. The newsletter committee is always happy to encourage new members to join. At our meetings, we review issues of the past and brainstorm new ideas for the upcoming issues.

If you are interested in submitting an article, send it to newsletter@potsdamcoop.com. If you’d like to learn more about our committee, shoot an email to Kayla at kaylamar@gmail.com.

Mashed Not Potatoes

Mashed potatoes are great. They’re an absolute staple to so many comfort dinners, and Thanksgiving is no exception. But with all the other foods that can be mashed, it leaves me wondering- why are we so fixated on the white potato?

First, potatoes aren’t the most nutritionally dense food out there. They’re starchy and heavy and let’s be honest, take a heap of butter, salt, and pepper to achieve the right texture and richness. Second, they’re just beige. They’re not really adding any white lot to the aesthetic of the meal.

So, as you’re planning your Thanksgiving dinner, or next wholesome home-cooked comfort meal, maybe consider skipping the potato and smash up something else. Here are a few suggestions to get you started.

CAULIFLOWER
• 1 head of cauliflower, chopped into florets
• 1 Tablespoon olive oil
• 1 clove garlic
• ¼ cup grated Parmesan cheese
• 1 Tablespoon cream cheese

Salt and pepper to taste
Steam the cauliflower until tender. Meanwhile, heat the olive oil and cook the garlic for another minute. Add salt and pepper to taste. (Note: You can save and freeze any remaining cooking liquid to add to soup.)

CELERIAC
• ¼ pound celeriac (celery root)
• 1 quart milk
• Salt and pepper
• ½ cup rice
• 2 Tablespoons heavy cream

Peel celeriac and cut into cubes. Place celeriac pieces into a saucepan and add milk, salt, and pepper. Bring the liquid to a boil over high heat, and add the rice. Stir for one minute. Lower the heat, partially cover the pan, and simmer for 20 minutes. Once the rice and celeriac are cooked, pour them into a colander. Save their cooking liquid in a bowl. Place rice and celeriac in a blender or food processor, add 1 tablespoon of cream, and blend for 3 minutes. Add remaining cream as vegetables are being blended. To thin the puree, add a bit of the reserved cooking liquid until desired texture. Blend in the garlic, cheese, cream, and salt and pepper.

BUTTERNUT SQUASH
• ½ of a Butternut Squash
• 2 Cloves Garlic, minced
• 1/3 Cup Sour Cream
• 3 Tablespoons Butter
• 3/4 Teaspoon Garlic Powder
• 1/2 Teaspoon Sage
• 1/4 Teaspoon Salt

Preheat the oven to 375 degrees. Place the butternut squash on a baking sheet and roast in the oven for 45 minutes. While it roasts, until the squash is soft when poked with a fork but hasn’t quite started to brown on the outside yet. Remove the squash from the oven. Scoop the flesh into a bowl. Add the butter and mash until the butter is completely melted. Add the remaining ingredients and mash until completely combined. Transfer to a food processor and blend until the mixture is fluffy and smooth.

BEETS
• 2 pounds beets, peeled
• 1 large potato peeled
• 3 Tablespoons butter
• Salt to taste
• Horseradish sauce to top

Combine beets and potato in a pot. Cover with cold water. Bring to a boil and cook until soft. Drain. Transfer to a food processor and add the butter until smooth. Season with salt and serve topped with horseradish sauce. Serve with sour cream or winter squash will mash up nicely as a potato. Consider parsnips, turnips, carrots, rutabaga. When you’re at the Co-op and see a root you’ve never tried before, pick it up and take a chance. Often to a manageable consistency, and go from there. Don’t be afraid to get creative and combine vegetables too. Apple pairs nicely with butternut squash or sweet potatoes. If mashed turnips feel too thin, make them mashed patumips with a potato or two. Cream cheese creates a luscious texture, and herbs and spices will delight the palate. Creams and sauces look and taste lovely on top.
Blue Zones
and Co-op
By: Laura Cordts

What are “Blue Zones”? Na-
tional Geographic researcher Dan Buettner spent more than a
decade identifying and then study-
ining 5 different “Blue Zones”
around the world – places where people live much longer, and
are much healthier, than the
norm. Buettner and his team set
out to find locations with high
concentrations of the world’s
longest-lived people and what
he calls “clusters” of people who
had grown old without diseases
like heart problems, diabetes,
or cancer. By 2009, his team
found 5 places that met the
criteria: Ikaria Greece, Oki-
awa Japan, Sardinia Italy, Loma Linda
California, and Nicoya Penin-
insula, Costa Rica.

Remarkably, no matter where these long-lived populations
were, they had similar habits and
practices, which Buettner’s team
grouped into 9 categories.

1. Move a lot, and move natural-
ly: Blue Zones residents live
in environments where they
naturally moved more: walk-
ing, gardening, or taking care
of their homes. For example,
Okinawans don’t have much
furniture, so they repeatedly
have to sit down and get up from
their floors.

2. Purpose: People in the Blue
Zones are easily able to identi-
fy something to live for beyond
work. Costa Ricans call this
“Plan de Vida.”

3. Downshift: Blue Zones resi-
Dents on average get 90% of
their daily calories from plants.
They eat “real food,” not heav-
ily processed, and think of meat
as a side dish or special treat,
not the main course.

4. Wine at 5: People in the Blue
Zones drink alcohol regularly,
but moderately, and usually in
the company of others.

5. Plant Slant: Blue Zones resi-
Dents on average get 90% of
their daily calories from plants.
They eat “real food,” not heav-
ily processed, and think of meat
as a side dish or special treat,
not the main course.

6. Wine at 5: People in the Blue
Zones drink alcohol regularly,
but moderately, and usually in
the company of others.

7. Right Tribe: Blue Zones resi-
Dents are born into, or
choose, a social circle that
facilitates healthy behaviors.
Healthy people hang out with
other healthy people, creating
a strong support group.

8. Community: Almost all the
Blue Zones residents inter-
viewed belonged to a faith-based
community. Denomination
doesn’t seem to matter, but
having a faith-based practice
does. In some of the Blue
Zones, this sense of communi-
nty was fostered by regular
involvement with a service
club, non-profit, or some other
organization.

9. Loved Ones First: Blue Zones
residents prioritize family first,
keeping aging family members
nearby, and investing in their
children.

Here’s something to consider:
maybe our Co-op is a mini Blue
Zone! Our Co-op “community”
may not have every characteristic
listed, but we have a lot of them.
Co-op member/owners are active,
purposeful people who eat well, enjoy
each other’s company, and
care about the larger community
and world. Shopping at Co-op,
particularly compared to other
retailers, is a low-stress, high
energy activity. Co-op provides
opportunities to interact, to work
or volunteer, to downward, to
eat a more plant-based diet, and
to contribute towards creating a
better community.

No, we don’t serve wine, but
perhaps, if you weren’t born into
your “right tribe,” Co-op can help
fill that need for you. And who
knows? Maybe being a Co-op
member/owner will help you live
longer. It certainly can’t hurt!

STIR-FRIED KALE
Erica LaFountain
This is the time of year when
our fall greens really shine. Try
this kale recipe that uses Asian
seasonings.

• 1 T vegetable oil
• 1 minced fresh ginger root
• ½ lb kale, chopped
• Chili pepper flakes (optional)
• 2 t soy sauce
• ¼ c water
• 2 toasted sesame seeds

In a medium pan, heat oil over
medium heat. Add ginger and
cook 1 minute. Add kale and chili
flakes. Raise to medium-high
heat. Add soy sauce and water
and stir-fry until kale is wilted
but not mushy, about 2 minutes.
Sprinkle with sesame seeds. Serve
over rice, or as a side.

SAVORY KALE SCONES
WITH SQUASH AND
CHEDDAR CHEESE
Adapted from “The Book of Kale”
by Sharon Hunna.

• ½ c cooked squash (pumpkin or
  butternut)
• 1 bu kale
• ⅓ c grated cheddar cheese
• 2 ¼ c All Purpose flour
• ½ t salt
• ½ t baking powder
• 1 T sugar
• 5 T cold butter
• 1 egg
• ⅓ c buttermilk (or yogurt)

Cook squash if you haven’t
already. You can steam it, or bake
it. Preheat oven to 375 with a
rack in the middle. Steam kale
in a small saucepan, chop finely,
and measure 1 c packed. Blend dry ingredients.
Cut butter into dry ingredients
using fingers. Beat wet ingredi-
ents and add to dry along with
squash, cheese, and kale and stir
just enough to combine. Drop by
spoonfuls on parchment-covered
cooking sheets. Bake 15-20 min,
until lightly browned. Makes ~20
cookie-sized scones.

Baker’s Instructions
REGISTRATION
Please fill out the baker’s registration form for each entry
and either drop it off at the Potsdam Food Co-op, email it to
lynn@potsdamcoop.com, or mail it to Lynn at the Co-
op, 24 Elm St, Potsdam, NY 13676. Registration forms
are requested for return by Wednesday, November 29, 2017.
If you register multiple entries, please fill out a separate
registration form for each entry.

DROP OFF
Drop off your entry items on either Saturday, December 2
at the Potsdam Food Co-op from 8am-6pm or on Sun-
day, December 3 at the Potsdam Town Hall 10-11am. If
your planned drop off time changes, please call Lynn at
(315)265-4630. Please label your entry items with your
name, phone number, the entry title, and category you
chose on your registration form (including a copy of your
registration form would be optimal). Be sure to also legi-
ately write the label that will be on display during the event.

FOR ALL CATEGORIES
The four categories are cookies, special diet (vegan,
chocolate-free, or dairy-free), desserts, and savory. You
must provide two quantities of each entry: one for samples
for event attendees, and one for display and auction bid-
ing. Please label all of your containers clearly with your
name and phone number if you would like them returned
to you.

FOR COOKIES
Please provide two platters of cookies PLUS 6 extra cook-
ies wrapped individually for the “Ultimate Cookie Platter”
auction item.

FOR SPECIAL DIET
Please specify whether your entry will be vegan, glu-
ten-free, or diabetic-friendly on the registration form.
For more information on vegan cooking, go to www.vegan.
org. For more information on gluten-free cooking, go to
www.glutenfreeinfo.com

All proceeds will benefit the Potsdam Neighborhood
Center. Thank you for participating and helping us raise
needed funds for the center!

20th Annual Baking Fest & Silent Auction
Sunday, December 3, 2017, 12-3pm
Potsdam Town Hall, 18 Elm Street

Baker’s Registration Form

Name ___________________________________________ Phone Number __________________________
Address __________________________________________________________________________________________

Email ____________________________________________________________________________________________

Title of Entry

1. Choose a category for your entry:
   ☐ Cookies
   ☐ Desserts
   ☐ Special Diet
   ☐ Gluten-free
   ☐ Vegan
   ☐ Diabetic-friendly
   ☐ Savory

2. Does your entry require
   refrigeration?
   ☐ Yes
   ☐ No

3. List of Ingredients (for food sensitivities)

Planned Drop Off
☐ Saturday, December 2, 2017 (to the Potsdam Food Co-op)
   ☐ Morning (8am - noon)
   ☐ Afternoon (noon - 6pm)

☐ Sunday, December 3, 2017 (to the Town Hall Offices Community Room)
   ☐ Morning (10-11am)

New Location
Potsdam Town Hall
18 Elm St
By: Gloria McAdam

The holiday season will be here before we know it. For many families, a joy of the holiday season is getting involved with organizations helping people in need by donating food or volunteering their time. Giving to help others at Thanksgiving and Christmas has become such an ingrained part of our American culture. For many families, it’s an annual tradition to assemble a Thanksgiving food basket for donation, or adopt a family in need, or volunteer at a local food pantry or free will dinner.

Those organizations working to help people in need count on that support and greatly appreciate it. In many cases, come January, they report that their shelves are so full, they can’t even take more donations. But that will change quickly, especially if it’s a cold winter and low-income families are having to make the choice between heating and eating. So, what happens in February, or March, or April as the food supplies dwindle and the volunteer force has shrunk? Of course not. Most of us eat every day and having a lower income does not change that. If just some of the people who turn out to donate and volunteer in November and December would stick around to help the other months of the year, we could truly make a dent in these problems. We could make an even bigger difference if we thought past the idea of sorting cans or serving a meal. The organizations working to solve these problems need volunteers to help strengthen their work by managing social media, writing or editing newsletters, serving as a webmaster or database manager, helping the organization with effective financial procedures, and a myriad of other tasks. All of these types of work are essential to supporting the helping mission of a food pantry, free will dinner, or other charity.

To work toward real solutions to hunger and poverty, we need volunteers to engage one-on-one with people in need. Volunteers could teach budgeting or cooking or some other skill. The key thing is to engage with people. If you think about stories of people who have come back from a problem in their lives – addiction, family problems, or yes, poverty – the common thread always seems to be a single person who believed in them; a teacher, family member, or mentor who hung in there with them and convinced them that they could do this.

That is what we need if we are to solve the problem of hunger in our midst – volunteers who will commit to building relationships and trust and hanging in there with people in need to help them see the options and find the strength to work past the challenges holding them back. This is long-term work that requires a commitment, but I know that there are caring people out there in the North Country who could and would make this commitment, knowing they could make a long-term difference. I hope that we’ll also see enough volunteers to keep stocking those shelves at the food pantry and serving those meals at the free will dinners all year long for as long as those services are still needed.
FOR THE LOVE OF WINTER SQUASH

Winter squash is a food to be grateful for- providing squashy texture, color, varying degrees of sweetness, and deliciousness. The brassica vegetables, some mushrooms, and some forms of sea food. The most well known winter squash is the pumpkin. This little darling grows in the lives of Americans in the form of jack-o-lanterns at Halloween and pumpkin pies for Thanksgiving. Heritage varieties of pumpkins are densely nutritious and satisfying for the long, cold days of winter. Cooking raw pumpkin and adding it to soups and stews makes for a hearty winter dinner. Adding pureed pumpkin to chocolate chip cookies, sprinkling in some warming spices, makes for a deeply flavorful fall and winter cookie treat. Recipes to follow!

The energetic qualities of winter squash are warming to the body and help to improve circulation. Squash (and pumpkins) have many healing uses. • Cooked, deep orange squash or pumpkin is a soothing remedy for sunburn and skin use. The cold, cooked flesh that you have stored in the refrigerator. Place directly onto the skin burns or pain relief. Do not use on severe burns such as 3rd degree.

• This same cool squash flesh can be applied to the forehead for headache and migraine relief. • Squash and pumpkin seeds make good food and are gentle to the gut. The seeds can be dried and eaten raw or lightly roasted on low oven temperatures.

• Pumpkin and squash seeds are high in zinc and good nourishing food for the prostate.

• Tea made from the seeds is used for urinary tract difficulties. The seeds are crushed and simmered very gently, covered in a pot for 20 minutes. Turn off heat and allow to steep for another 30 minutes. Drink 3-4 cups daily.

• The highly nutritious squash is an important part of an anti-cancer diet. Keeping our body cells well nourished is the answer to many degenerative disease processes.

Fun & tasty ways to enjoy squash and pumpkins:

• Instead of lasagna noodles, use the flesh of squash. You can peel it, or not, and slice the long neck into thin layers. Piece together your favorite lasagna fillings on top of the squash slices instead of grain based noodles.

• Save your leftover cooked squash. Make a pot of vegetable soup and add the squash to the broth / water to make a heartier, warmer soup. • Add cooked squash and pumpkin to quick breads, muffins, pancakes, waffles, and cookies for added flavor, volume, and nutrients. Cut back on the sugar and revel in the natural, whole food sweetness of the squash.

• Add a tablespoon of cooked buttercup squash to your milk for hot chocolate or coffee. Add pumpkin pie spices, vanilla, and a touch of honey or maple syrup up to make your own, natural squash spiced lattes.

• Add to a smoothie, make a pumpkin pie spiced smoothie.

• Milk, cooked pumpkin or squash, vanilla, honey, spices (pecans or walnuts): great squashy breakfast smoothie to start your day.

• Peel a deep orange squash or pumpkin and grate it raw. Make a cabbage like salad out of these two raw ingredients. Be creative with the dressing you make for this, again pumpkin pie or chocolate spices are a fun way to liven up a winter dinner salad. Add the gratings, or bite sized chunks of raw squash, to a regular green salad.

• Hollow out a squash or pumpkin, use the flesh in cooking up a pumpkin / squash soup, and use the center skin as your soup tureen.

• Puree cooked squash, like you were making a creamed soup, and use the center piece of the squash and fun have fun with pumpkin pie or chili spices. Add chick peas and coconut flakes. Toasted cashews would be yummy as well. How about some toasted pumpkin or squash seeds?

• Slice raw squash into an omelet or use the leftover squash in an omelet. This goes well with added cheese of whatever variety you like. You can put slices of raw squash onto the fry pan bottom, crack eggs on top, cook to your desired doneness, and sprinkle with feta cheese.

What a fun and different break- fast experience. Be creative, play with it, make it different each time. Add bite size chunks of butternut or butternut squash (or other bright orange flesh & sweet winter squash) to the tompoured baked dish to let sit until meal time. Gently re-heat if needed, no boiling bubble necessary.

Healthful Snacks for New Parents

By: Mary Michalek, New Day Doula

The first few weeks after bringing home a new baby is a special time and one should be able to cherish. Unfortunately, it very often becomes a stressful period. Between trying to interpret the baby’s changing needs and understanding her/his language, we’re used to and adapting to a new life style, it’s hard to be creative and synchronize with baby. The needs of a little human who is growing and adapting to a new home is a special reason to be creative and synchronize with baby.

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Preheat oven to 350°F. Grease a 9-inch glass baking dish and set aside. Spread the oats, sunflower seeds, almonds, and wheat germ onto a half-sheet pan. The place over in the pan and for 15 minutes, or until nicely domed and a cake tester inserted in the center of one of the inner muffins comes out clean. Remove from the oven, let cool for 5 minutes in their pan on a rack, then turn out of pans to finish cooling. Wrap any leftovers in aluminum foil and store in the fridge for several days; freeze for longer storage.

GRANOLA BARS
• 2 cups old-fashioned rolled oats
• 1/2 cup raw sunflower seeds
• 1 cup sliced almonds
• 1/4 cup wheat germ
• 1/4 cup honey
• 1/4 cup dark brown sugar
• 2 TBS unsalted butter

Blend together all dry ingredients. Beat egg, butter, and sugar together. Beat in squash or pumpkin and vanilla. Add wet and dry together and mix thoroughly. Add chocolate chips. Bake at 350 for 10-12 minutes. Serve cool & enjoy with a glass of cold milk. To make into oatmeal raisin cookies: Use 1/3 cup whole grain flour & 1/3 cup oatmeal flakes. Substitute raisins for the chocolate chips OR add both! Blend until refined flour, use 2 cups.