

Co-op Community Newsletter



Your local grocer since 1973

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 Berninghausen from Squeak Creek Apiaries 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 Guayaki 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 Nicholfalls, 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-dyeing 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. Delila 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: I 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, Cherie 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 stinky 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 mowing his grannie's lawn he grabbed what he thought was iced tea and gulped! His grandmother 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 start 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.

Garret and his Chief Operating Officer, Marko Jukic 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! I just brewed 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.

From the General Manager



By: Eric Jesner

Earlier this year we hired Debbie Suassuna from Cooperative Development Services (CDS) Consulting Co-op to conduct a market study to see how much of our potential market we are serving. This course of action was decided by the Board of Directors (BoD) after I suggested that we need to expand the Co-op's offerings to better serve our community as well as increase sales as part of a strategy for survival in the changing business climate. Debbie's conclusions are pretty specific, but we need to be thoughtful as we begin to explore her recommendations.

This process started over a year ago as we learned about the upcoming increases to minimum wage; starting in 2017 minimum wage will increase \$0.70 an hour each year for five years. While this is a positive move for everyone earning at this rate of pay, it will create an increase in our labor cost of over \$21,000 each year. Looking forward to 2021, our cost of labor will be up over \$105,000 of what it is today, which means our sales will need to be up by \$375,000 in order for us to remain sustainable. This equates to a 4% increase each year over the last year, which is higher than we have been achieving in my five years as general manager.

The Board and I needed to devise a specific strategy to meet these challenges.

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 areas in addition to a summary and methodology review: conclusions and recommendation; 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 within 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 North, 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 this 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 leave us 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 departments. This additional space should be used to add new departments into the store; a fresh meat department, bakery case, teaching kitchen, community room, full service deli with sandwiches made to order, smoothie / juice bar, and a larger area to sit and eat. The produce and bulk departments would be able to grow significantly, while the dry grocery department would only increase a small amount. The focus of the store would be on fresh food and ingredients - 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 clean conventional products, as 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 the fourth year. As a reference point, we achieved \$1.8 million in 2016. This projection comes with a lot of benchmarks we would need to meet to achieve sales like this.

Back to Reality

This may sound exciting to some of you

and scary to others. I know there are many opinions on what the Co-op should look like moving forward. The most important thing for us to do is to stay grounded in who we are, what we can do to best serve our community, and be realistic in how we move forward. Some of you might get caught up in the excitement of a brand new, larger store, with everything in it we have always wanted. I am probably the most guilty of this, just ask any board member. The results of this market study are invaluable to us, but we need to make sure we keep in mind what makes our community different from our fellow co-ops we are being compared to in this study.

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 are getting ready to enter the first stage of the process; feasibility. It is very important that everyone understand that beginning this process doesn't mean that we are committed to a larger store, only that we are trying to figure out if this will work. In the feasibility stage there will be many points that may show us that it is not in the best interest of the Co-op to pursue this project, at which point the process will end. This stage will take anywhere from three months to three years. The more difficult issue to deal with is that if we make it through the feasibility step to find out we should move to a larger store, we may not be able to find a suitable location where we can be successful. This is going to be a long and complicated journey.

With all of that said I want you to know that I fully support moving forward with this process as I believe it is our way to protect the Co-op in the changing business environment we are facing as well as to better serve our community and make a more desirable place to live for us and our future neighbors. If you come talk to me in the Co-op about this you will hear my passion for this project, just know that we need to be very analytical throughout the process and can't get carried away in my, and hopefully your, enthusiasm.

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 providing a model of responsible business practices based on the cooperative principles of open membership, democratic control, limited return on share capital or investments, return of surplus to members, continuous education, cooperation among cooperatives and concern for our local community.

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Store Hours
Daily 8:00am - 7:00pm
Except major holidays

The Co-op Accepts

- Cash
- Checks
- MasterCard/VISA
- EBT/SNAP
- Co-op Gift Cards
- Potsdam Chamber of Commerce Gift Certificates

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Dylan Ward | Carriage House

Co-op Community News is the official newsletter of the Potsdam Consumer Cooperative, Inc. in Potsdam, NY. It is published seasonally and serves as an open forum for the exchange of information and ideas between Co-op members. Articles appearing in this newsletter may be reprinted in other cooperative newsletters provided credit is given to Potsdam Co-op Community News and to the author of the article. We welcome submissions and comments from members and non-members. Submissions can be sent via e-mail to eric@potsdamcoop.com.

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

 <p>30 Market Street, Potsdam \$1.00 off any large pizza</p>	 <p>St. Lawrence Valley Roasters Jernabi Coffeehouse 11 A Maple St, Potsdam 10% off brewed coffee</p>	 <p>32 Market St, Potsdam 10% off 7am-2pm Monday to Friday</p>	<p>3 Bears Gluten Free Bakery & More (Potsdam)</p>  <p>For each \$10 purchase you will be entered into a drawing to win their featured dessert of the month</p>	 <p>Purple Rice 20 Elm St #105, Potsdam \$2 off one lunch special (one time offer)</p>
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Retail

 <p>49 Market St, Potsdam 10% Off All Maple Run Emporium brand merchandise</p>	<p>Seaway Cash Register & Typewriter 14 Bray Road, Norwood 5% off on machines, services, and supplies</p>	 <p>The UPS Store 200 Market Street • Potsdam, NY 13676 (315) 265-4545 • store5986@theupsstore.com 10 free B&W, self service copies, daily</p>	<p>5% OFF Folkstore purchases for Co-op member-owners (other discounts also apply)</p>  <p>NORTH COUNTRY FOLKSTORE 53 Main Street, Downtown Canton 315-386-4289 • tacony.org • M-F 10-5, S 10-4</p>
 <p>Farmhouse Forge James Gonzalez, blacksmith 315-566-1130 10% off www.FarmhouseForge.com</p>	<p>Downtown Sports & Toys (formerly The Cornerstore) 75 Market St, Ste 100, Potsdam 10% off with a purchase of \$25.00 or more</p>	<p>The Computer Guys 4 Clarkson Avenue, Potsdam / 2564 State Highway 68, Canton 10% off on all in stock items at both locations</p>	 <p>Friends of the Potsdam Public Library 10% discount at the regular Saturday 10-1 sale in the library basement</p>
<p>St Lawrence Nurseries 325 Route 345, Potsdam 10% off regularly priced plant stock</p>	 <p>BRICK & MORTAR MUSIC 15 Market St, Potsdam 10% off sheet music and accessories</p>	<h3>Featured Business</h3>  <p>Paula Youmell, RN 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 PaulaYoumellRN.com to learn more about Paula and her services. 212-3066 for consultation. Co-op members enjoy 10% off.</p>	

Home Services

 <p>Alpine Foam Insulation 315-262-6544 5% off residential foam insulation job</p>	<p>Renew Architecture & Design, Rebecca Weld AIA and LEED AP rebecca@renewarchitecture.com 5% discount on residential architectural services</p>
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Health/Beauty

 <p>47 State Highway 345, Potsdam, NY 13676 315-262-0482 www.bodyshopfitness.com 10% off Fitness Center Membership</p>	 <p>The Yoga Loft North Country Center for Yoga and Health 17 Main Street, Canton NY One time \$5 discount for any drop-in class</p>	 <p>17 Maple Street, Potsdam, NY 10% off body art (excluding specials)</p>	<p>Alexander Technique Lessons and Workshops (Beth Robinson) (315) 212-0562 73 Leroy Street, Potsdam 10% off first lesson</p>
<p>Chiropractic Office of Dr. Jamie Towle & Dr. Lisa Francey Towle 16 Park Street, Canton / 3276 State Route 11, Malone 10% off chiropractic services at both locations</p>	 <p>10% discount ACUPUNCTURE by Design Two locations: 143 Market Street & 25 Market Street, Potsdam</p>	<p>Colton Massage Therapy, Catherine A. Klein, BA, LMT 4808 State Highway 56, Colton \$10 off first massage or gift voucher</p>	<p>Knead of Life Helen M. Kenny, NYS LMT Hannawa Falls \$5 discount on first session</p>
<p>Jazzercise 22 Depot St/PO Box 624 Potsdam 1 complimentary class to new customers (may not be combined with other offers)</p>	<p>Back In Motion Family and Sports Chiropractic 17 Leroy Street, Potsdam 15% off initial visit for those without insurance</p>	<p>Potsdam Center for Innovative Dental Technologies, Aaron Acres, DMD 83 Market Street, Potsdam 10% discount</p>	 <p>315-265-0961 PO Box 115 Hannawa Falls, 13647 10% discount on initial consult</p>

Entertainment

 <p>15% off regularly priced tickets at the box office (some restrictions may apply).</p>	 <p>St Lawrence County Arts Council 1 time SLC Arts member rate discount on a community arts class</p>	 <p>Orchestra of NNY 315-267-3251 15% off regular priced tickets</p>
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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 in Ohio. Growing up, 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 materials and practices I use I could certify at any time. All of the things I buy in are OMRI [Organic Materials Review Institute] listed. I don't use a lot of fertilizers. For bugs I use organic

blackstrap molasses. Sometimes I add Epsom salts. Most bugs don't have a pancreas and they can't handle sugar. The plants take in sugar if they need to and the bugs then don't want it. I've had success with 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 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 greenhouse 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 marginal compared to other areas of the country?

Mosie Keim: The North Country is a little tougher with the short growing season, but the greenhouse can make a big difference there. And the soil on this farm I wouldn't trade easily with another farm. I see a big sales potential as long as we have a good growing season.

Committee Reports

GOVERNANCE

Chair: Laura Cordts

What's the Governance Committee? The role of the Governance Committee is essentially, to make sure the Co-op Board operates effectively and consistent with our bylaws to represent you: 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! We typically meet the first Monday of each month at 4:30pm, above the Carriage House. Contact lcordts@cphospital.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 and generate fresh ideas to promote the Co-op through in-store displays, public outlets, local advertising, and social media. If you are interested in learning more about the Co-op Ambassadors Program, or in joining the Marketing Committee, please contact the committee chairperson, Samantha DaGrossa at sdagrossa1@gmail.com.

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 also 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 kaylamr@gmail.com.

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 pears or fruits from the village 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 gardens 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 garden is very nice. Another thing I like about the Co-op is knowing the quality of 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?

Financial stability, being open to new ideas and having the ability to bring in new products. Knowing how to meet the community's needs 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?

Join the Co-Op!



2% discount for all member-owners. Working one hour per adult in your household will earn your household a 10% discount for a month. Core workers work three hours per week to earn a 20% discount. If you are interested in becoming a working member-owner, please give us a call at 315-265-4630.

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 a whole 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 until softened. Transfer half the cauliflower to a food processor and blend. Then, add the rest one at a time until you achieve the desired texture. Blend in the garlic, cheese, cream cheese, and salt and pepper.

CELERIAC

- ¾ 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 table-

spoon of cream, and blend for 3 minutes. Add remaining cream as vegetables are being blended. To thin the purée, add a bit of the reserved cooking liquid and blend for another minute. Add salt and pepper to taste. (Note: You can save and freeze any remaining cooking liquid to add to soup.)

BUTTERNUT SQUASH

- 1/2 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 to 1 hour, or 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 ½ 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 puree with butter until smooth. Season with salt and serve topped with horseradish sauce. Nearly any root or winter squash will mash up as 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 it home to mash. Just soften to a mashable consistency, and go from there. Don't be afraid to get creative and combine vegetables too. Apples pair nicely with butternut squash or sweet potatoes. If mashed turnips feel too thin, make them mashed parsnips 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?” National Geographic researcher Dan Buettner spent more than a decade identifying and then studying 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 had found 5 places that met the criteria: Ikaria Greece, Okinawa

Japan, Sardinia Italy, Loma Linda California, and Nicoya Peninsula, 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 naturally: Blue Zones residents live in environments where they naturally moved more; walking, 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 identify something to live for beyond work. Costa Ricans call this “Plan de Vida.”
3. Downshift: Blue Zones residents have more routines

and habits to help shed stress, whether that’s prayer, meditation, taking a nap, or having happy hour together.

4. 80% Rule: People in the Blue Zones tend to eat more slowly and mindfully, do not overeat, and choose to stop when they feel “80% full.” This allows time for their brains to catch up with their stomachs.
5. Plant Slant: Blue Zones residents on average get 90% of their daily calories from plants. They eat “real food,” not heavily 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 residents 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 interviewed belong 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 community 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 pleasure activity. Co-op provides opportunities to interact, to work or volunteer, to downshift, 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 T minced fresh ginger root
- ½ lb kale, chopped
- Chili pepper flakes (optional)
- 2 t soy sauce
- ¼ c water
- 2 t 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 Hanna.

- ½ c cooked squash (pumpkin or butternut)
- 1 bu kale
- ¾ c grated cheddar cheese
- 2 ¼ c All Purpose flour
- ½ t salt
- ½ t baking powder
- 1 t baking soda
- 1 T sugar
- 5 T cold butter
- 1 egg
- ¾ 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 for a few minutes. Wring out, chop finely, and measure 1 c packed. Blend dry ingredients. Cut butter into dry ingredients using fingers. Beat wet ingredients 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 Sunday, 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 legibly write the label that will be on display during the event.

FOR ALL CATEGORIES

The four categories are cookies, special diet (vegan, gluten-free, or diabetic-friendly), desserts, and savory. You must provide two quantities of each entry: one for samples for event attendees, and one for display and auction bidding. 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 cookies wrapped individually for the “Ultimate Cookie Platter” auction item.

FOR SPECIAL DIET

Please specify whether your entry will be vegan, gluten-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

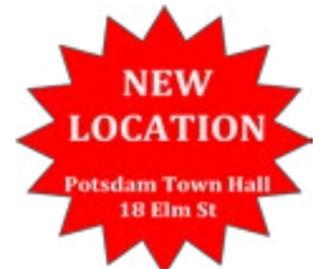
All proceeds will benefit the Potsdam Neighborhood Center. Thank you for participating and helping us raise needed funds for the center!

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)

You're invited to the 20th Annual Holiday

Baking Fest & Silent Auction



Sunday, December 3, 12-3pm
Town Hall, 18 Elm St, Potsdam NY

*location
again
this year!*

How to participate:

- Enter the Baking Fest for a chance to win a \$25 Good Food Gift Card and/or
- Come to the Town Hall on December 3 to sample many delicious creations
- Vote on your favorite treats in each category (tasting is free!)
- Bid on your favorite Silent Auction entry for a chance to take it home

Categories:

- **Cookies** -
- **Desserts** -
- **Savory** -
- **Special Diet** -
(gluten-free, vegan, and diabetic-friendly)

All proceeds benefit the
Potsdam Neighborhood Center



More information visit www.PotsdamCoop.com



Volunteering to Make a Difference

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? Does that mean the fewer people are hungry? 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 data base 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 relation-

ships 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 sweet taste, and deep cellular nourishment in every bite. Squashes originated in the Americas. Modern day eating squash developed from wild squash which originated between Guatemala and Mexico. Native Americans (corn, beans, and squash are the 3 Sisters Gardens) introduced squash to Europeans. The word squash is derived from the Algonquin word “askoot asquash,” which translates to “eaten green.”

Winter squashes are tastier and more nutritious than the summer squash varieties so we will focus on them. Winter squash is a better source of natural sugars giving the squashes their amazing range of sweet flavors. The winter squash is also higher in carbohydrates and the carotenoids than summer squashes. Alpha-carotene, beta-carotene, lutein, zeaxanthin, and beta-cryptoxanthin are some of the cell nourishing, immune stimulating, body healing carotenoids we have discovered. In many cultures, no single food provides a greater percentage of certain carotenoids than winter squash. Squashes are also high in vitamin A and C, potassium, magnesium, dietary fiber, vitamin B6, manganese, vitamin B2, folate, vitamin K, pantothenic acid, vitamin B3, and small amounts of omega-3 fats. Squashes also contain calcium, other trace minerals, cell wall polysaccharides, and plenty of anti-oxidants and phenolic phyto-nutrients.

Winter squash are an anti-inflammatory food. With the increase in inflammatory related symptoms and illnesses, a good dose of squash every few days in the fall, winter, and early spring might just be a healing lifestyle choice. Winter squash contain cucurbitacin and the activity of these cucurbitacin molecules are anti-inflammatory. Cucurbitacins are glycoside molecules found in a variety of foods, including

the brassica vegetables, some mushrooms, and some forms of sea food.

The most well known winter squash is the pumpkin. This little darling graces the lives of Americans in the form of jack-o-lanterns at Halloween and pumpkin pies for Thanksgiving. Heritage varieties of pie pumpkins are densely nutritious and satisfying food for the long, cold days of winter. Cutting up raw pumpkin and adding it to soups and stews makes for a hearty winter dinner. Adding pureed pumpkin to chocolate chips 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 burns. Use the cold, cooked flesh that you have stored in the refrigerator. Place directly onto the skin burns for 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 parasite cleansers. 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 neck of a buttercup squash. You can peel it, or not, and slice the long neck into thin layers. Piece together your favorite lasagna recipe using the raw squash slices instead of grain based noodles.
- Save leftover cooked squash. Make a pot of vegetable soup and add the squash to the broth / water to make a heartier, sweeter soup stock.
- Add cooked squash and pumpkin to quick breads, muffins, pancakes, waffles, and cookies for added flavor, sweetness, 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 to make your own, natural pumpkin spiced lattes.
- Add to smoothies to make a pumpkin pie spiced smoothie. Milk, cooked pumpkin or squash, vanilla, honey, spices (pumpkin pie or Chai spices).
- Peel a deep orange squash or pumpkin and grate it raw. Make a cabbage like salad out of the raw squash. Be creative with the dressing you make for this, again pumpkin pie or chai 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 hollowed out skin as your soup tureen.
- Puree cooked squash, like you were making a creamed soup, and serve it over pasta. Again, have fun with pumpkin pie or chai spices. Add chick peas and coconut flakes. Toasted cashews

PUMPKIN CHOCOLATE CHIP COOKIES

- 1 cup butter
- 1/3 to 1/2 cup sugar
- 1 egg
- 1 cup cooked squash or pumpkin
- 1 tsp. baking powder
- 1 tsp. baking soda
- 1 1/2 cups *whole grain flour (spelt, whole wheat pastry,
- whole oat, or whole grain - gluten free options)
- 1 tsp. cinnamon
- 1 tsp. vanilla
- 1/2 tsp. ginger
- 1/4 tsp. nutmeg
- 1/4 tsp. all spice
- 1/2 tsp. unrefined sea salt
- 1 cup chocolate chips

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. Cool & enjoy with a glass of cold milk. To make into oatmeal raisin cookies: Use 3/4 cup whole grain flour & 3/4 cup oatmeal flakes. Substitute raisins for the chocolate chips OR add both! *If using refined flours, use 2 cups

WINTER VEGGIE SOUP WITH SQUASH CHUNKS

- Medium to large onion
- Head of garlic
- Water
- Veggies of choice
- Can of organic tomato chunks, larger can for bigger pots of soup
- Chunks of winter squash – your choice on the variety, peeled and cubed to bite size pieces. Big pots of soup need more chunks.
- Herbs & spices of choice: dried or fresh

Saute onion & garlic in your favorite cooking fat. You can lightly sauté celery here as well, if you are using. Add onion & garlic to your soup pot with amount of water for the soup you need to prepare. Add veggies of your choice: broccoli, brussel sprouts, potatoes, celery, peppers, etc. Simmer, very gently, until veggies are starting to soften (do not over cook soups into a mushy veggie mess). Add a can of organic tomato chunks and return to simmer, turn off heat. Add herbs & spices: maybe an Italian blend (parsley, oregano, thyme, rosemary & basil or a spicy blend like you would use for chili: chili powder, turmeric, cumin, coriander, ginger... be creative, play with it, make it different each time). Add bite size chunks of buttercup or butternut squash (or other bright orange flesh & sweet tasting winter squash) to the hot soup. Cover and let sit until meal time. Gently re-heat if needed, no bubbling boil necessary.

would be yummy as well. Hey, 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.

- Add leftover cooked squash added into your oatmeal. We are back to the pumpkin pie or chai spices, honey, and vanilla. What a fun and different breakfast experience.
- Be brave. Think outside the box and discover fun ways to add squash to your daily life!

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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 that parents should be able to cherish. Unfortunately, it very often becomes a stressful period. Between trying to interpret the needs of a little human who doesn't communicate in ways that we're used to and adapting to a new set of expectations and demands, the first few weeks can feel extremely overwhelming.

A wonderful way to help out new parents is by preparing nutritious snacks for them. They are often very busy feeding their newborn and may not have time to do anything else. Also, babies love falling asleep atop their parent, which is cute but greatly limits mobility! Snacks are a great way for parents to be able to eat (especially if a mom's burning extra calories with breastfeeding) and easy to get while feeding or

lying under a sleeping baby.

Here are a few tasty and nutritious snacks to try!

ROASTED CHICKPEAS

- 15 oz can of chickpeas (also called garbanzo beans)
- Olive oil
- Salt and pepper to taste
- Your preferred seasoning (try curry powder or a garlic, rosemary and paprika blend)

Preheat oven to 400°F and lightly grease a baking sheet. Rinse and pat dry chickpeas. Spread dry chickpeas out on baking sheet and bake for 40-60 minutes. Remove chickpeas from oven and drizzle with olive oil. Stir until all are evenly coated. Add spices and stir. Return to oven for another 5 minutes or so.

MORNING GLORY MUFFINS

Adapted from King Arthur Flour Whole Grain Baking: Delicious Recipes Using Nutritious Whole Grains

- 1/2 cup raisins or chopped dried fruit
- 2 cups whole wheat flour
- 1 cup brown sugar
- 2 tsp baking soda
- 2 tsp ground cinnamon
- 1/2 tsp ground ginger
- 1/2 tsp salt
- 2 cups peeled and grated carrots
- 1 large tart apple, peeled, cored, and grated
- 1/2 cup shredded coconut
- 1/2 cup chopped walnuts
- 1/3 cup sunflower seeds or wheat germ, optional
- 3 large eggs
- 2/3 cup vegetable oil
- 2 tsp vanilla extract
- 1/4 cup orange juice

Preheat the oven to 375°F. Lightly grease a 12-cup muffin tin, or line it with papers and spray the insides of the papers. In a small bowl, cover the raisins with hot water, and set them aside to soak while you assemble the rest of the recipe. In a large bowl, whisk

together the flour, sugar, baking soda, spices, and salt. Stir in the carrots, apple, coconut, nuts, and sunflower seeds or wheat germ. In a separate bowl, beat together the eggs, oil, vanilla, and orange juice. Add to the flour mixture, and stir until evenly moistened. Drain the raisins and stir them in. Divide the batter among the wells of the prepared pan. Bake the muffins for 25-28 minutes, 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 airtight, and store at room temperature 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
- 1/2 cup wheat germ
- 1/2 cup honey
- 1/4 cup dark brown sugar
- 2 TBS unsalted butter

- 2 tsp vanilla extract
- 1/2 tsp salt
- 3/4 cup chopped dried fruit or chocolate chips

Preheat oven to 350°F. Grease a 9 by 9-inch glass baking dish and set aside. Spread the oats, sunflower seeds, almonds, and wheat germ onto a half-sheet pan. Place in the oven and toast for 15 minutes, stirring occasionally. Combine the honey, brown sugar, butter, extract and salt in a medium saucepan and place over medium heat. Cook until the brown sugar has completely dissolved. Once the oat mixture is done, remove it from the oven and reduce the heat to 300°F. Immediately add the oat mixture to the liquid mixture, add the dried fruit, and stir to combine. Turn mixture out into the prepared baking dish and press down, evenly distributing the mixture in the dish and place in the oven to bake for 25 minutes. Remove from the oven and allow to cool completely. Cut into squares and store in an airtight container for up to a week.

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