

# Co-op Community Newsletter



Potsdam Food Co-op  
& Carriage House Bakery and Deli



Your local grocer since 1973

## Soil: Not *all* Four-letter Words are Dirty

By: Tim Messner



“Dirt” is a derogatory term that should only be used when referring to the substance trapped under your fingernails. In all other contexts, its soil or sediment. The term “dirt” trivializes the inherent complexities and importance of soil in biological, geological, chemical, and cultural processes. In other words, life on Earth depends on dirt – I mean soil.

Soils form from C.O.R.P.T., an acronym used to describe the combined influence of Climate, Relief (topography), Organisms, Parent material (sediment), and Time. As a result, different areas have different soils. So just as each state has a flower, we also have a state soil. New York’s is called “Honeoye” and it spans 500,000 acres of agricultural fields and woodlots.

In the Potsdam area, our soils formed from sediments laid down by ancient lake, sea, beach, dune and glacial deposits. Over time, these sediments were chemically and mechanically altered resulting in our current soils which range in depth from shallow (<20cm) to deep (>50 cm) and are clayey to sandy. These soils support the North Country’s local farms. And while productive, most benefit from amendments.

Soils have inherent properties,

but they are also dynamic. People around the world have long recognized the ability to improve the inherent properties of their soils. For example, in the Amazon basin of Brazil, Native peoples 500 to 2500 years ago produced a dark organic rich soil famously referred to as “Terra preta” or black earth. This fertile soil stands in stark contrast to the otherwise infertile soils of the surrounding rainforest. A little closer to home, ancient Native people of eastern North America tilled hummocks and low ridges to improve drainage, thermal properties, and depth of organic rich soils. Fields were frequently rotated and allowed to go fallow in an effort to rejuvenate the soil. These examples illustrate the long history of people improving soil quality.

In many respects, North Country food producers strive to do much of the same in their fields and garden plots by composting, rotating crops, and using green manures. More and more farmers and gardeners are changing their philosophy on food production. The trend is away from producing food, to producing soil. As spring approaches, how will you improve the fertility and health of your fields? Give us the “dirt” on your soil.

## SIMPLE HOMEMADE CHOCOLATE CANDY

By Mary-Ann Cateforis

*Use this recipe for big chocolate chips, or to make chocolate covered raisins, or other chocolate covered goodies. Control sugar content by using chocolate with different percentages of cacao or mixing percentages.*

### INGREDIENTS

One or more hunks of Callebaut chocolate  
Optional: raisins (Organic Flame are a nice large size); roasted whole coffee beans; small (1/2”) chunks of crystallized ginger; finely-ground dried (organic) orange peel, etc.

### UTENSILS

One or more jelly roll or similarly shallow pans or cookie sheets as smooth as possible for easy release of cooled chocolates  
small spoon, teaspoon size spatula, stainless steel, with thin, sharp blade

### METHOD

Melt chocolate on a jelly roll pan, in a warm oven. Use the lowest possible temperature to melt the chocolate. Watch closely after ten minutes. You want the lump to be melted, but viscous. If the chocolate is too hot it will be runny and difficult to control. If it does get too hot and thin, let it cool a little

before proceeding. In summer, the heat on a sunny window-sill may be enough to melt the chocolate. Drop the semi-viscous chocolate by half-teaspoonfuls on a jelly roll pan, as neatly as you can. If you wish to enclose raisins, dump a handful on the edge of the hot chocolate, stir till coated, then drop individual chocolate-covered raisins, or clusters of smaller raisins, on the pan. You can do this with any ingredient you wish to coat in chocolate. To use dried orange peel, grind to a powder (sift if necessary to avoid hard chunks) and stir into the melted chocolate. You may need to experiment with proportions to find the desired flavor. Set pan with the candies in a cool place to harden. That will mean a refrigerator in the summer. When the chocolate no longer sticks to your finger, take the pan out and use your spatula to loosen the candies and shovel them into a wide-mouthed jar and cover with a good lid. They can be stored at room temperature in winter, but will probably need refrigeration in summer. A good cool hiding place is also not a bad idea. The white bloom that appears on refrigerated chocolate is not an indication of spoilage or any other problem.

## Institutional Barriers and Opportunities for Scaling Up Local Food

By: Alex French, Sustainability Coordinator, Clarkson University

When a large institution such as a university is shopping for produce, they don’t order by the pound, they order by the pallet. Coordinating with universities, schools, prisons, and hospitals is an excellent strategy for scaling up our food system in the North Country. Institutional purchases can create economies of scale to lower costs associated with growing, harvesting, processing, and distributing local food. Institutions can create a level of demand that can mitigate some risks for farmers. It’s not a new idea and we have many farms in the North Country. So why are institutions like Clarkson University ordering produce from Sysco and having it trucked right past all of our agricultural land?

I recently sat down with Brian Printup, manager for Aramark at Clarkson University, to ask him what the barriers are to purchasing more local food from Ara-

mark’s perspective. The first barrier he mentioned is transportation and distribution. Aramark can’t drive around between 12 different farms to pick up produce. The transaction costs from that would be prohibitive. They want to work with a small handful of distributors that can take their orders and consistently make deliveries to Clarkson’s loading dock. There isn’t room for error when you’re feeding thousands of people every day. The distributor has to have all of the proper insurance and be in compliance with NYS health codes. The insurance and health codes can be bureaucratic barriers for an individual farmer who might approach a food distributor, such as Renzi from Watertown.

In addition to those barriers, large third party dining vendors such as Aramark have additional constraints. Aramark has menu options and they have to provide a consistent product. SUNY Potsdam and SLU have more control over dining purchases. Brian would have to get approval from

his corporate office to change to local ingredients. This is a barrier that Aramark can work through as long as we can show there is enough client demand for local food from the client, Clarkson students.

Brian had two concerns for the price of purchasing local food. For example, let’s talk about french fries. North Country potatoes might be a little more expensive than Sysco potatoes. Students will eventually have to pay for the cost increase and there is always pushback against that. In addition, Aramark doesn’t want to have to cut the potatoes. Managing the additional labor is an expense for Aramark. They want to purchase potatoes that have already been cut and are ready to be fried. They want to focus their efforts on improving the dining experience for clients, not on more prep cooking.

Despite these barriers I believe the North Country has some real potential for developing a robust local food system. We have some great resources to help get our

farm products into the cafeterias and homes of the region. Some of the resources include the newly built Cornell Cooperative Extension Kitchen, and our large Amish and Mennonite communities.

The Cornell Extension Kitchen in Canton was made with support of a USDA Grant program. The Extension has been working with the NYS Dept of Health and NYS Dept of Ag and Markets. According to the Extension’s website, the Kitchen will “provide local producers with a long-awaited commercial kitchen environment for light food processing and development of value-added products.” This is the sort of resource that has been the North Country’s missing link in the local food market. The market space is now ripe for someone to coordinate between the needs of institutional dining and the many farmers of the region.

A GardenShare and CITEC report from 2008 called the “GardenShare Feasibility Study” looked into the feasibility of

scaling up local food production in the North Country. In the report they identified the Amish community as a significant resource. The report concluded that, “The Amish could be a major resource; they could certainly provide the nucleus of the critical mass of serious growers. The Amish in the county concentrate in the DeKalb / Heuvelton / DePeyster and Hopkinton / Nicholville areas; they almost exactly bracket the Canton/Potsdam communities where currently the largest markets are located. The Amish could play a critical role because of their apparent desire to expand their capacity and because of their experience with growing crops for market.” An Amish elder in Nicholville confirmed this to me and spoke of specific experience working with an urban market in Ohio. The problem, he explained to me, was finding someone willing to work with them. The Amish and Mennonite farmers are a largely untapped North Country CONTINUED ON PAGE 3

**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 7/15 with delivery around 9/1. Submissions can be made to [newsletter@potsdamcoop.com](mailto:newsletter@potsdamcoop.com).

# From the General Manager



By: Eric Jesner

It was a strange winter and I am excited for spring. Seed sales have taken off as usual so I think we are all ready for spring. As I write this update, we have just entered mud season, so I am hopeful it will be dry by the

time this newsletter reaches you.

## SALES

Our strong 2016 sales have continued into the beginning of 2017. At the end of February, sales were up more than four percent over last year. This is a result of the continued hard work from the staff who make sure the Co-op is meeting your needs better every day. I know I say this a lot but, please let us know if there are products you'd like to see in the store so we can serve you better.

## MARKET STUDY

By the time you are reading this we should be in the middle of our Market Study with CDS Consulting Co-op. The Customer Address & Transaction (CAT) survey should be over so I'd like to thank all of you who participated. The CAT survey is a necessary step to defining the trade area we serve - all of the information we collected will only be used for this one purpose. Debbie, our consultant from CDS Consulting Co-op, will be visiting us to

evaluate our current site and facilities, as well as the surrounding area, to help identify our market potential and site possibilities. All of this information will be used by the board to help decide our path forward.

## COMPUTER FOR STORE USE

We recently found ourselves needing to upgrade a computer in the office, which left us with a ChromeBox for use on the sales floor. We have placed it on the shelf across from the shelf stable milk alternatives. This computer is for shoppers and staff to use the Internet to find answers to questions that regularly come up. We have many of our large vendor's websites saved on the bookmarks bar to make it easier to see if they carry products you may be looking for. We have some co-op related resources, as well as recipe resources saved.

This also allows us to move away from paper slips for buying club items and move towards online buying club orders only. This will save many hours of Andy's time and will allow us to communicate the status of your order with ease. For those of you

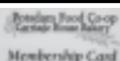
who have issues using the online version of the buying club, please ask any co-op staff member - they are always more than happy to assist you.

## MUSIC

Some of you may have noticed that the music in the Co-op has been going through some changes lately. I had received quite a few customer complaints about the volume, content, and style of music playing. Our first solution of using the radio in the store was not well received as many people felt it was generic and we lost some of the "Co-op" feeling.

So, we recently began a subscription to a music service to try to find the right balance of content and "Co-op" feel. There is now a varied mix of music, more than we have ever had, without the worry of questionable lyrics or aggressive music. The staff has been very pleased and we have even received positive feedback from some of you about music that you've never heard in the Co-op before. We can continue to modify the mix to make it more enjoyable for all.

## 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.

# Co-op Member Drive: *Let's Get to 1,000*

The Co-op's first ever new member-owner drive will be about half over as you read this, so there is still plenty of time to reach the goal of 50 new member-owners before the drive ends June 30.

During the drive, new member-owners, any current member-owner who refers a new member owner, and staff are all eligible for monthly drawings and a grand prize give-away at the end of the drive. Prizes include weekly bread certificates for a month, plenty of

chocolate, and a huge basket of all kinds of Co-op stuff.

Member-ownership in the Co-op has been fairly steady over the past several years, but dipping ever so slightly each year. The marketing committee is hoping that the member-owner drive will put the Co-op back up over 1000 current members. The idea is to entice those people who already shop at the Co-op to go ahead and take the plunge and become members.

But for the drive to be a suc-

cess, current member-owners also need to get involved. The committee hopes to encourage Co-op member-owners to introduce the Co-op to their friends, co-workers, family, and neighbors who are not familiar with the Co-op. Bring them in, show them around, and talk to them about the benefits of member-ownership. When you refer a new member-owner, you're entered to win a prize, but of course, we all win when Co-op membership is strong.



New member-owners and member-owners referring them are entered into drawings for prizes. Thanks to Co-op Business Partner Jernabi Coffee-house for hosting the Member-Owner Drive Kickoff Party on April 2.

## 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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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.

# Is Food Waste a Solution to Hunger?

By: Gloria McAdam

There has been a lot of talk about food waste in recent years, and it is a serious problem in the US. Estimates of the amount of food wasted here vary from 28% to 44% of all the food produced in this country.

Although I spent thirty years working in the food bank world where our primary task was to save good food from being wasted, I'm always surprised when people jump from talking about the problem of food waste to the problem of hunger.

I'm a firm believer that good food should not go to waste, but

solving the food waste problem will not be a solution to hunger.

Recovering wasted food and getting it to people in need is a good thing to do, but it cannot provide a steady supply of food for those who need help, nor can it provide the right mix of foods to provide a healthy diet. This kind of food recovery effort tends to operate on feast or famine cycles. One month there is a lot of bread. The next month, it's cereal. And another month it's fresh produce.

For a food pantry, a "feast" of non-perishable items will be welcomed if they have a large storage space. But the truckload of pro-

duce or other perishables may not be as useful as they may not have adequate refrigeration for it. Since many food pantries are only open one day a week, with some only open one day a month, a truckload of fresh tomatoes, no matter how tasty and nutritious, may go to waste after donation!

Even if we solve all of the practical and logistical problems of salvaging food from being wasted - and the food bank network has gotten really good at this over the years - this alone is not a solution to hunger. In part, it's not a solution because there is not close to enough food to replace the government assistance programs like

SNAP, WIC, and school meals that help ensure low-income people have adequate diets.

But really, it's not a solution because it's still a hand-out.

In more than thirty years of working in the anti-hunger field, I have yet to meet an able-bodied adult who wanted to be standing in line at the social service office or the food pantry. They are there because of circumstance sometimes beyond their control and sometimes the result of bad decisions. But they do want to be able to support themselves and their families. They want work that pays enough to do that and the supports that allow work,

like child care, job training, and education. They want stores that sell healthy and affordable food in their neighborhoods.

Free food, whether it comes from dedicated volunteers working to salvage food waste or from government programs, will never end hunger because hunger is a symptom of the more insidious problem of poverty. While it's good to work on solving the food waste issue, we will only solve the problem of hunger in the US if we expand opportunities for our most vulnerable neighbors and make healthy, affordable food available to all.

## Co-op Bread, Before the Carriage House

By: Laura Cordts

Art and Anne Johnson's Co-op card identifies them as Potsdam Co-op Member number 15, which puts them among the founders of our Co-op. The Johnsons moved here from Maine in 1968 when Art accepted a faculty position in SUNY Potsdam's History Department. "It was down to Potsdam or Truro, Nova Scotia," Anne recalls. "When we learned that SUNY Potsdam had the Crane School of Music, we opted for Potsdam!"

Anne brought a degree in English with her to Potsdam, and a toddler. (She and Art later also adopted a daughter through St. Lawrence County Department of Social Services.) Anne also brought a passion for baking. "For several years, I baked bread at home for the Co-op to sell," she tells me. "I made about 40 loaves every weekend - Challah, French bread, and a twelve-grain were my specialties. Even though I had a commercial mixer, there was always flour everywhere. What a mess it was to make that much bread - and what hard work."

When I ask how much Anne



Art (left) and Anne (right) Johnson are among the earliest members of the Potsdam Co-op.

was compensated for her baking, she pauses. "Sometimes I was compensated. Sometimes I baked for work credit. And sometimes I just gave it away."

Eventually, the NYS Department of Agriculture and Markets (which inspects Co-ops and other grocery stores) notified Anne that her kitchen needed to be inspected and certified if she was going to continue baking for the Co-op. "The inspector came and saw my cats," she tells me. "And that

was the end of me baking for the Co-op!"

Fortunately, that was not the end of her involvement. Over the years, Anne and Art have volunteered as packagers, and Anne served on the Board for a while, too. "There have been so many changes at the Co-op" she tells me. "For example, at first I wasn't happy when we accepted non-working members, and then when we decided to allow non-members shop there - but I

got over it. Another thing that's changed is all the prepared deli food. As we get older, we find we're buying those items more and more often. We still love our Co-op."

Anne definitely hasn't given up her baking all together. She still bakes and gives her bread away, including four Challah loaves - that were each two feet long - that she baked for a Bar Mitzvah. "They were so heavy I could barely lift them." Most-

ly, she bakes for Trinity Church coffee hour - "the best coffee hour around," and for friends. One friend, Mary Ann Cateforis, says "Anne bakes the most wonderful baguettes: tender inside with a crunchy golden crust. I remember that once, I watched her make that bread in her kitchen, using professional baguette pans, and then she helped me order pans of my own."

"I'm more of a giver than a taker," Anne says. That includes her bread, her musical talent, and her time and expertise. She's been a backup organist for several area churches, and she continues to play piano at a nursing home in Massena, where she and Art volunteer every Friday. For years, Anne has also volunteered countless hours to reunite adoptees with their birth families. She has a whole scrapbook full of articles about, and letters from, families she has helped. "Helping reunite those families is my true passion," she tells me.

That, and baking bread for her church, her friends, and her Co-op "family."

### INSTITUTIONAL BARRIERS...

resource that can reach the critical mass we need for a robust food system. This is my recipe going forward. We need a middleman to bridge the gap between farmers and dining halls. Start small by focusing on a couple produce items. Brian suggested to start with lightly processed, fresh cut veggies such as onions, tomatoes, potatoes, and squash. Maybe a good first goal would be to provide french fries to dining halls for a month. Our new middleman will take orders from dining halls with a written agreement, coordinate with farmers, and hire staff to process vegetables at the Extension Kitchen. The middleman can act directly as a distributor or try to work with a company like Renzi to have products delivered. Then let it simmer. Work out any issues with the system, add new produce items, begin flash freezing local fruits, and slowly add new farmers and institutional buyers.

I'm excited about the new Extension Kitchen and the growing interest in local food from stu-

dents and community members. The North Country loses a significant amount of money by purchasing non-local food from large distributors (google the "leaky bucket" analogy). If we can understand and overcome the institutional constraints for purchasing good food than we will be able to keep those dollars within our county and create employment opportunities. Once we are selling pallets of lightly processed local food to our universities, schools, hospitals, and prisons, then we will have the economies of scale that will make local food more available to our community members both in terms of cost as well as product. Many of us aspire to fill up a root cellar with Mr. Martin's produce and survive off of it for the winter. However, when it comes down to it, what we really want is the ability to buy a bag of Mr. Martin's potatoes in April that was cut into French fries at the Extension Kitchen in October, frozen, and eventually sold to the Potsdam Coop. For that product to be affordable, we'll need institutional purchasers like the universities and local high schools to get it started.

### The Co-op is the Best Place to Work and Shop

By: Alissa Haller

I started working in the grocery business when I was 14 years old. The Potsdam Food Co-op is my seventh grocery store that I have worked at in 14 years. The previous six stores were corporate so I have a decent understanding of the industry and I think I can bring a unique perspective to why working and shopping at the co-op is different and better.

The first difference is that the money made here, stays here. I have worked for stores that average \$1.7 million dollars in sales daily to \$80,000 in sales daily. That money does not stay local, but goes to corporate headquarters and pays CEOs.

The pace at the Co-op is different, too. Many corporate stores make you work hard to get customers through the line without revealing that you are trying to rush them in and out of the store. In these stores, customers are dollar signs. There are customers that come into the Co-op, however, and I can chat with them and find out what is going

on in their lives without having my hand on their shoulder and showing them out the door while nodding. Sure, profit is important, but at the Co-op, so is community and connection. When you don't come from the background of corporate grocery stores, it may be hard to understand. But here at the co-op, I feel I can be genuine with my fellow member-owners and that is something I don't take for granted.

I also do all of my grocery shopping at the Co-op. If I don't raise it or grow it myself, I purchase here or at a farmer's market or local business. I like knowing that my money is going back to my community, not to some corporate office in a different state or country. Honestly, big chain grocery struggling with having their own employees shop for groceries at the stores. I also like shopping at the Co-op because I try to eliminate the amount of plastic and trash I create, so buying items from our bulk bins enables me to cut down on packaged items that will clutter our landfills.

Did you know that at most

chain grocery stores in the area, the employees have a script they are suppose to greet and cash you out with? Here, I cringe every time I have to ask for a member-owner card or ask "credit or debit?" "need a receipt?" because these phrases bring me back to the days where I had a scripted way to talk to customers. We even had acronyms to remember what to say: "Are you wearing your HATS?" Which is code for Hello, Ask for their card, Thank them for shopping, and Smile. I like that conversation is not forced but more genuine at the Co-op and I feel that I can truly get to know those customers that want me to know more about them.

Out of all the stores where I have worked, I have found that I was most happy at non-departmentalized stores. That means that everyone does a little bit of everything. Granted, some people at the Co-op have different roles, but front end teammates do much more than use the register. It's great to be able to walk around and help on the sales floor rather than *CONTINUED ON PAGE 5*

# Potsdam Food Cooperative Annual Report 2016

Prepared by Laura Cordts, Board President, for annual meeting on Feb. 16, 2017

## Introduction

Board President: Laura Cordts

On behalf of the Board of Directors of the Potsdam Co-op, I am pleased to provide the following report to our Member-Owners. This report consists of the General Manager's Report, the Treasurer's Report, and a summary of each Committee's achievements in 2016.

At our retreat last March, we identified 5 areas of focus for the year: our physical space, membership engagement, our role in the larger community, financial stability, and refining what we sell. Specific measurable objectives and responsibilities were identified, and our committees re-aligned to better address each priority. Progress was monitored and reported at every Board meeting. In short, your Board and GM took these responsibilities very seriously.

Our current standing Board committees are: Executive, Finance, Governance, IT, Marketing and Outreach, and Membership and Events. A Newsletter Committee and a Buildings and Grounds Committee both report directly to our GM. A temporary "Co-op Forward" Committee was established last spring and dissolved when its work was completed last month.

As you will read, the state of our Co-op is strong. Our sales are up, and we ended the year in our best financial position in memory. At the same time, our membership numbers have remained stable, and our outreach, marketing, and community-building activities continue. None of this would be possible without our unique "Co-op Combo" of dedicated member-owners, engaged staff, and tireless General Manager.

## General Manager

General Manager: Eric Jesner

### SALES

Sales were up 3.57%, to \$1,799,659, before discounts of \$86,642 were given. This is a very large increase over last year that is the result of much hard work from all of our staff. The deli continues to be the growth leader with a 18.49% increase of \$26,524. The other big producing department was General Merchandise with 53.75% increase of \$5,900. While the dollar increase is significantly smaller, the margins are very strong. Other departments that performed well are Bakery, Produce, and Health and Beauty Aids.

### PURCHASES

While sales were up \$62,000, purchases were up only \$6,700 to \$1,008,085 from 2015. Of our total purchases 53.3%, or \$536,880, were made from UNFI/Albert's Organics, our largest distributor. Local sales, as we define as our surrounding counties, accounted for 17.5% of purchases, or \$176,195. This is up 2.5% for

an additional \$25,750 for our local vendors. Regional sales, which we define as New York State, Vermont, and Western MA, accounted for 21% of purchases, or \$211,287.

### CASH FLOW & PROFIT

The increase in sales combined with a small increase in purchases has put us in the best cash position in my four years here. Not only are we staying ahead of our bills, we are continually adding to our savings accounts. This has given us the ability to replace aging equipment without the need to borrow money. One example is the \$8,000 it cost to purchase new register panels, as well as the \$2,000 we are about to spend on new credit card machines. While it is important that we use member loans to fund major projects, we must be able to sustain our Co-op through daily operations.

Our financial statements for 2016 are not yet finalized, but I want to share some of the preliminary data with you. Over the past few years, the finance committee has been determined to get the Co-op to positive operating profit. Each year we have gotten closer and closer, but we have finally done it this year. As of now, it looks like we will have over \$15,000 in operating profit. To some of you this may sound like a lot; I can assure you it is not. This is the beginning of the Co-op being sustainable into the future as it will give us the ability to do more for all of you, our member-owners.

### MEMBER-OWNERSHIP

Member-ownership is down 18 to bring us to an average of 968 member-owners for 2016. This number has bounced around this range for the last few years. I believe we need to offer more to the community to be able to grow this number and therefore am happy with where we are for now.

The percent of sales to member-owners is up 2.3% to reflect 64.1% of total. The sales per member-owner household is up \$102 to \$1,190 per year. I am excited about that because it shows that we are successful at understanding your needs and offering more to you. You have shown us that our product mix is constantly changing for the better

### BUILDINGS & GROUNDS

We made two major changes to our home this year. The first was long overdue - our bathroom. A new dual flush toilet, sink and vanity, mirror, and grab bar were installed, and the walls were painted. It is a more pleasant place to visit now and is much appreciated by customers as well as staff. Thank you Stefan Grimberg and Bob Josephson for the installation work. Abby Lee deserves a special thank you for not only painting, but being the driving force to make the project happen.

The other change is still somewhat controversial, the reorientation of our parking lot. I have gotten some negative feedback and acknowledge all of you who do not like the additional walk

across the parking lot or the added concern of crossing the traffic in the lot. What we have gained is more than doubling our parking spaces while opening up the back of the lot for deliveries. We have gotten much busier during lunch hours over the past year and it is hard to tell sometimes because the lot does not get clogged up like it used to.

Lastly, I'd like to thank all of the Co-op staff. We continue to refine our operations and staff continues to adapt to the many changes. More is being asked of each staff member as sales continue to grow and I'm grateful for the responsibilities that each person takes to make sure the Co-op meets all of your needs.

## Finance Committee

Chair: Robin McClellan

### A VERY GOOD YEAR

As a bean counter, I am not prone to exuberance, irrational or otherwise, but 2016 has been an exuberantly very good year. 2016 had record sales (excruciatingly close to \$1.8M) but more importantly an operating profit of nearly \$20,000 and a net income of over \$39,000. (Net Income includes other income such as dues.) To put this in historical perspective, this is the first time in the last 5 years that we've had positive operating profit.

Sales, however, grew fairly steadily over the period, going from about \$1.6M in 2012 to the \$1.8M in 2016. The biggest increase in sales was in 2014, but there was a net loss of \$13K. This indicates some underlying issues. This year was dedicated to discovering them.

### UNDERLYING ISSUES

The first issue we knew: an increase in minimum wage. The Co-op starts employees at above the minimum but when minimum wage first rose, management, with the support of the Board, also raised the wages of other workers. Minimum wage will continue to rise and the Co-op remains committed to paying a fair and living wage.

The second issue is health insurance, another known. Health insurance is a benefit open to all full time employees (35 hours a week or greater) and rates have gone up about 10% a year over the last 5 years. The Co-op doesn't pay all the cost of health care for employees, in fact it hasn't increased its contribution as the rates have gone up, but it offers a range of plans that give employees choice.

At the beginning of 2016, the Treasurer and the general manager worked up some new reports that looked at the profitability of each department. This tool was instrumental in identifying inefficiencies at a more detailed level. This led to some changes in pricing, particularly in the Bakery where prices had stayed the same for at least the last 8 years. It also led to other changes that increased efficiency.

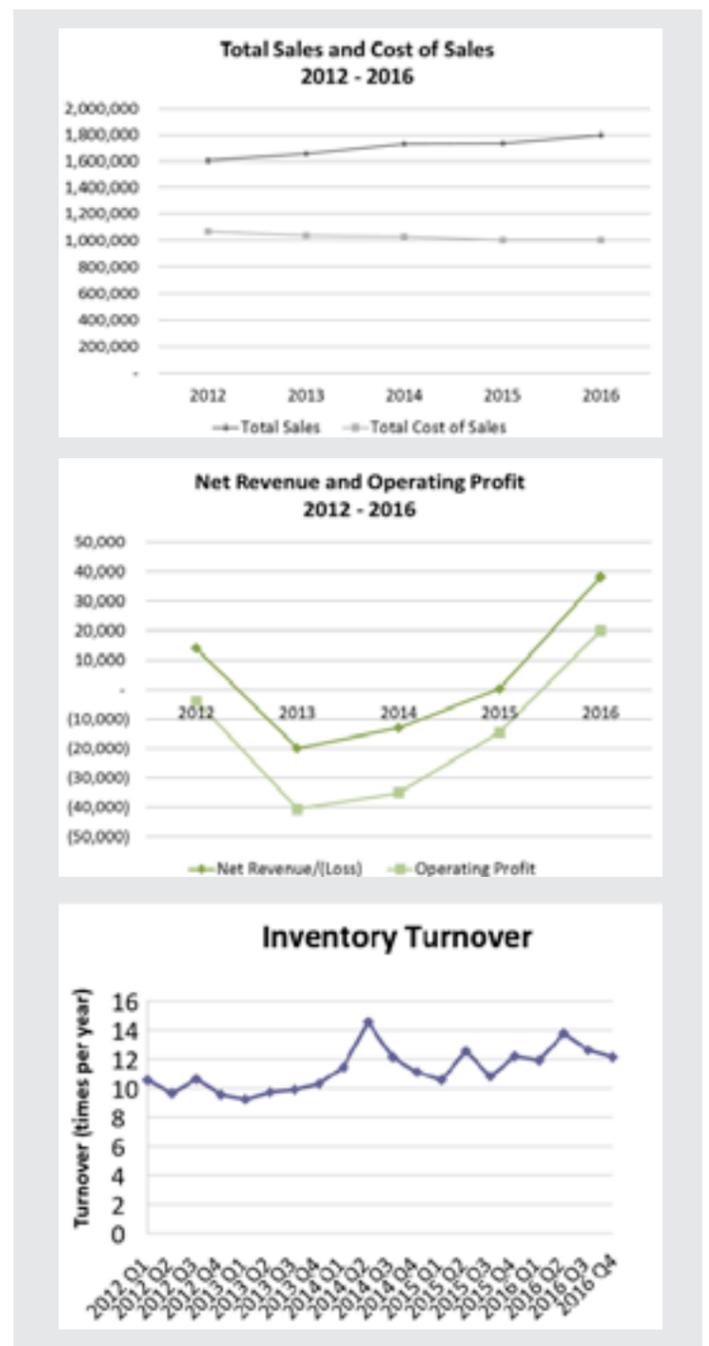
Another key change was increasing the inventory turnover. This is a measure of how long

things stay on the shelves. Increased turnover is not only good for the freshness of the product and the health of the business, but it's an indicator that the Co-op is carrying things people want. The average turnover was 9.6 in 2012 and has risen steadily to over 12 in 2016. Particular mention goes to the Co-op's buyer, Andy Peet, for his work on improving the quality and desirability of what's in the store.

I want to acknowledge the staff, and particularly the management team: Eric, Alyssa, Andy, Chris, Jayne, Lynn, and Meagan, who are the people who not only make the Co-op the pleasant place it is, but have worked together to put us where we are right now.

is twofold: efficiency and accuracy. Like all major changes, this one has taken a long time. The major change is converting from Accounting Edge (also known as Mind Your Own Business or MYOB) to QuickBooks.

Finance Committee member Jay Vega oversaw some Clarkson students who first tried to make the conversion. Next Jay and I worked on it over the summer of 2015. Neither of these efforts was successful. At the beginning of this year, QuickBooks was finally implemented and the two systems are running side by side. This concurrent entry will continue until the General Manager is comfortable that QuickBooks is setup and the processes for using it are



### GREASING THE MACHINE

The manner in which quarterly inventory is taken in the store has changed over the last few years. Several years ago there was a switch to the use of scanners to take inventory. At first the main benefit was the ability to use actual costs (rather than estimating it from price and markup) and having the inventory numbers in weeks rather than months. Now inventory takes significantly less time as well as being more accurate and less tedious. Kudos to Jayne, Eric, and the dedicated volunteers to show up quarterly to count.

In 2015, the Finance Committee worked with Eric to come up with measures to automate much of the bookkeeping that was done by hand. The motivation for this

documented.

Why the switch? The main reason is to integrate the numbers from Catapult, our aptly named point-of-sale (POS) system, with our general bookkeeping system. Catapult manages the details of our inventory and sales and the numbers it generates have to be manually entered into MYOB. This takes time and there is the possibility of human error. Catapult has a module available that allows it to exchange numbers with QuickBooks and eliminate that manual entry.

QuickBooks also has more capacity to generate custom reports so the General Manager will be able to glean more financial information in ways that are meaningful. Cash flow can be managed better and most bills will be paid electronically.

Some of the other projects the Finance Committee worked on with management were: Continued documentation of the book-keeping process; the implementation of a more rigorous budgeting process; the basic research necessary to set up capital reserves.

#### WHAT TO DO WITH THE PROFIT

One question that comes up with our new found profit is what is going to happen to it? The Co-op has been fortunate that unexpected expenses such as a new furnace arose when there was money to pay for them. To prepare for future expenses, the Finance Committee is working with management to set up Capital Reserve and Repair Reserve funds for the repair and replacement of key pieces of equipment. These reserves will be funded from the increased profit. It will also be possible to increase the budget for maintenance and replace things before they break.

Because profit isn't something that most of us on the Board and in management have seen, dutiful caution is being exercised. There are strong indicators that the change in our finances is due to fundamental changes that have been made in management and if the Co-op is still solidly in the black by the end of the third quarter of 2017, then new options may be considered.

An option that the Board has considered but not implemented is patronage dividends. This would allow the Co-op to distribute excess profits back to the Member/Owners. There are still some unanswered questions about how this could best be implemented, but there will be some bylaw changes necessary.

#### FORWARD, INTO THE FUTURE

This year leaves us bean counters, and the Board and management, more optimistic than we've been in years. In addition to positive net profit, increased sales, and improved inventory turnover, other metrics of financial health are better:

Gross margin is 0.44, up from 0.42 last year and 0.33 in 2012,

Personnel cost as portion of Sales is 0.308, down from 0.309 last year, despite increases in Personnel cost,

The \$39K Profit is still only still a modest 2.2% of Sales, and Current Ratio, a measure of general financial health, is 1.47, the highest it's been since 2012.

Whenever I've worried about the Co-op folding, I have only to look at what we have and don't have. With no long term debt, the amazing good will of the membership and community, and

a great staff led by a wonderful General Manager, the institution was safe, despite losing significant amounts of money in 2013 and 2014. At the same time it lived close enough to the edge that it was hard to think in terms of the growth and evolution that the Co-op will inevitably need.

This year, all that changed. The Co-op is now in position to critically consider what growth and evolution can look like. The first investment the Co-op will make in that regard is the Market and Marketing studies that will happen this year. With that information in hand and a continued growth in profits, the Board and management will have the tools to write the prologue to the next chapter in the saga that is our Co-op.

#### Executive Committee

Chair: Laura Cordts

The committee met monthly with the General Manager to review issues related to personnel, store operations and the General Manager's performance and yearly review. The committee consisted of Co-op President Laura Cordts, Vice President Joe Andriano, Treasurer Robin McClellan, and Secretary Erica LaFountain.

#### Governance Committee

Chair: Joe Andriano

The Governance Committee primarily focused on modernizing our bylaws this year. We contracted with an attorney to review our bylaws, which resulted in the changes which are being voted on at the Annual Meeting. Additionally, we worked on the tasks which we are responsible for each year; recruiting new Board members and reviewing/updating our Board Policy Manual and Calendar.

#### Marketing Committee

Chair: Samantha DaGrossa

Highlights from 2016:

The Marketing Committee (MC) separated from Membership/Events in July 2016 to focus solely on "out-reach" to gain new shoppers and encourage current member-owners to shop more

Co-op Speaker's Group – current focus "Ambassadors Program:"

What is it?

For those member-owners interested in being a Co-op "Ambassador" at community events and to speak at local organizations, public forums, etc.

What for?

- Those who are interested will be trained to present an if-

formed, unified message about the Co-op's Mission & Values and the benefits of becoming a Member-Owner

- To increase the Co-op's community presence and gain new membership/increase sales
- To have a reliable list of Ambassadors to draw from for events
- Created materials to rollout the rising bread prices in August 2016
- Welcome coupons for local universities/hospital – 10% discount "Welcome" certificates for CPH, SLU and Clarkson – initiated around the end of Summer 2016, tracking at registers has seen a response
- Membership expiration email – created in Fall 2016 to alert member-owners of upcoming expiration

#### PLANS FOR 2017

- Grow Ambassadors Program – plan more invitations to join, improve training sessions as-needed and find ways to increase the Ambassadors' presence in the community
- Plan Membership Drive – to increase Co-op's membership by setting specific goals and planning initiatives to meet those goals during a set time period; also to set a guide for future years' drives
- Increase social media presence and shareable content – some discussion and efforts made in 2016 to increase the Co-op's presence on Facebook & Instagram, but the MC will discuss ways to do more
- As the Ambassadors will be a physical presence in the local community, the Co-op needs to expand its online presence in the social media community
- Update "Local Producer Posters" to emphasize the Co-op's support of local farmers and its offerings of local products – find ways to emphasize this online too
- Once the CDS market research study is complete, the MC will help to action plan

Much discussion was raised in 2016 to attract low-income shoppers to the Co-op, and the MC will continue to discuss and decide on what the Co-op can offer while retaining its Mission & Values.

#### IT & Web Committee

Chair: Eric Ochrane

In 2016 the IT & Web committee worked hard to improve aspects of the Co-op's data security and to manage data flow. With new tools for storing and securing information, the Co-op can rest a

little bit easier.

We've also taken steps to measure the traffic of our website. This will let us know what visitors are most interested in and from there we can make decisions on how to display that information more conveniently. When we begin updating our blog, this will play an even more crucial role.

Lastly, in 2016 this committee initiated the task of tracking software and hardware used throughout. The goal here is to make sure the Co-op never falls too far behind the times in terms in these important areas. Outdated hardware is slow, and unsupported software can cause data reliability issues, so tracking both will remain an important task of this committee.

#### Membership Committee

Chair: Maggie McKenna

The ultimate goal of the membership committee is to provide excellent benefits to member-owners in an effort to encourage more people in our area to join the Co-op. We work in tandem with the marketing committee to get the word out about how great the Co-op is for shopping, of course, but also for networking and entertainment.

This year, the membership and marketing committees reworked their individual duties to utilize the talent spread across the committees in the most efficient way. The membership committee, sometimes known as the events committee, took on the task of organizing all of the events for Co-op members including the Fall Open House, the Baking Fest and this Annual Meeting with the help of the Board.

In addition to the regular events this membership committee worked on, we also started the Co-op Community Cooks monthly potluck with no agenda. The potlucks have been a great success, allowing Co-op member-owners to mingle and get to know one another; it is already beginning to assemble a regular crowd! These events are held on the 4th Thursday of every month except November starting at 6pm in the Potsdam Town Hall Community Room.

This coming year, the committee has also decided to organize regular farm visits and trips around the area including to a maple sugar shack, a number of our local vegetable vendors and possibly even a wine tour.

We are also hoping more people will spread their joy of community networking and event planning by joining our committee! We meet on the first Tuesday of the month at 6pm above the Carriage House. If you have any ideas of

things you'd like to see us working, please feel free to reach out to Maggie at [mmckenna.violin@gmail.com](mailto:mmckenna.violin@gmail.com).

#### Co-op Forward Committee

Chair: Marie Richards

At our spring retreat, the Board created this temporary Committee to strategize new ideas to sustain our Co-op's relevance and resilience into the future. We identified three long-term objectives. First, Co-op needs data to better understand our current situation and assets, the market in which we operate, and our potential for growth. We also need a marketing plan to help us maximize that potential. Second, we need to use the results of that market analysis to inform a facilities plan, so we can determine if our current facilities are adequate and, if not, to consider options for expansion, renovation, or relocation. Third, we want to begin examining opportunities and ramifications of possibly affiliating or merging with other Co-ops in our region.

The Committee solicited proposals from several local, regional, and national firms, and the Board has budgeted to contract for a two-phase market analysis with CDS Consulting Co-op, a national firm that provides services exclusively to Co-ops. This will take place in the first and second quarters of 2017.

#### Conclusion

Board President: Laura Cordts

It has been my pleasure and honor to serve as Board President this past year. Our Board is diverse and dedicated. Our Committees, all of which include both Board and non-Board members, bring real expertise to their respective responsibilities. Our GM is passionate and talented. Our staff – the true "face" of our Co-op – is engaged and motivated to keep Co-op running smoothly. And of course, you, our member-owners, continue to define what sets Co-op apart from being "just another small business."

I had the opportunity recently to speak with Fred Hanss, Potsdam's Director of Planning and Development. He said that Co-op has grown and evolved to become an "anchor business" for Potsdam, and that Co-op plays a huge role in defining and differentiating Potsdam from other local communities. As we begin our 44th year, let's remember our humble beginnings, celebrate our current successes, and continue doing all we can to keep Co-op going strong.

[potsdamcoop.com](http://potsdamcoop.com) | [@Potsdam\\_Co-op](https://twitter.com/Potsdam_Co-op) | [facebook.com/PotsdamCoop](https://facebook.com/PotsdamCoop) | [statigr.am/potsdamco\\_op](https://statigr.am/potsdamco_op)

#### CO-OP IS THE BEST

**PLACE...** being glued to the register. I can still remember the feeling of my legs going numb standing behind the register for eight hour shifts. Since everyone is able to do a little bit of everything, we are also much more equipped to help our customers find the answers they seek. Empty coffee containers? Anyone on the

floor knows how to make coffee! It seems like a silly concept but in different grocery stores, many cashiers aren't even allowed behind the deli counter.

Besides having your money return to the local economy and being able to get assistance more directly, the Co-op is also able to support a Buying Club. If you don't see it on the shelf, you can special order it. What a concept!

And the best part is, since this is an independent action (meaning you do the steps yourself), staff members don't need to get paid to do these steps for you and you get your order at a discount. At many stores, if they don't have it, they just don't have it. And when a disappointed customer stands before you, all you can do is frown and say 'sorry.' Here at the Co-op, we also want to support other local

businesses and if we can't get the product you need, more than likely, we know where you can go to get it locally.

Speaking of local, no one does local like a food Co-op! We have so many farmers that we are connected with, some even work at our store. And who doesn't love picking up local duck eggs and finding that the charming girl behind the register is the supplier

and can answer any questions or concerns you may have? By carrying local products, we are helping the local economy even more. Farmer's markets are also great, but with products sitting out in the sun, you can only sell so much. Many local farmers prefer to sell through a CSA or the food Co-op and we are so happy to carry their products!

# JARS, BEAUTIFUL JARS

The following article is a revised reprint of a piece written by Co-op member, Mary-Ann Cateforis. Even though her original article was published in the summer 2010 edition of the Potsdam Co-op Newsletter, the information in it is as relevant now as it was seven years ago. Updated and revised by Megan Lane-Kent



The Potsdam Co-op began in 1973 with a few folks buying food in bulk and getting together to divide it among themselves. Everybody brought her or his own jars and paper sacks. Plastic bags were used too, but they were less ubiquitous back then. When we became a store, we started using new paper and plastic bags for packaging food and volunteers began earning work credit by washing jars and plastic tubs – (we no longer reuse plastic containers).

For bulk foods that you package yourself at the store, you can carry on the tradition by bringing your own jars and bags. Before filling your jars make sure to weigh them and indicate the tare on the lid. Any staff member will be happy to show you how to use a scale in the store to weigh your containers, or they can do it for you. Believe it or not, you can even bring your own vanilla bottle to the packaging area and ask a worker to fill it. If you washed your own jar, it is obviously clean enough for you.

In contrast, the jars that are made available in the bulk liquids area of the store must be sanitized (not merely washed) for the customers' use. Only thoroughly clean, sparkly, sanitized jars will be acceptable to us and our NYS Agriculture & Markets inspector. So, sanitizing jars is more than loading and unloading the dishwasher. For example, all labels

must be removed from jars. This may sound easy but often takes a bit of effort. It is work for patient fastidious folks who find satisfaction in striving for perfection...at least in this task.

Instructions for sanitizing jars are available at the Co-op. You can ask the Packaging Coordinator or any other staff member to provide a copy of the Jar Sanitizing Policy for you.

Even if you don't want to become a jar sanitizer for the Co-op, (which can earn you either a 10% or 20% discount, depending on the amount of jars you sanitize each week), you can still donate your used but clean glass jars to the Co-op for our trained sanitizers to make ready for the store. You can't give us just any used glass jar; we do have some standards. Here is a list of what makes glass jars/bottles or lids unacceptable. If a jar has any of the following problems, please don't bother giving it to us to reuse.

- Jars or lids with food residue that might attract pests
- Jars that are too difficult to wash inside (ex. very narrow necks)
- Jars with solidified oil or oily

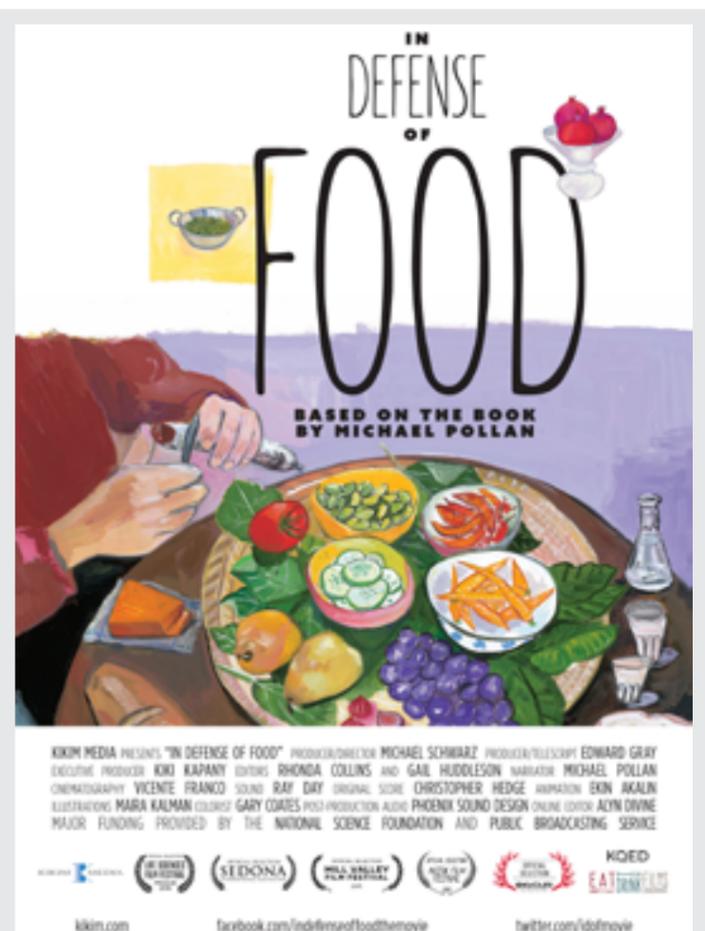
- Lids with any amount of rust or mold
- Dented lids
- Jars with any moisture inside
- Jars that smell strongly of salsa, pickles, vinegars, garlic, etc.

If a jar looks or smells too gross for you to reuse even for yourself – please don't donate it to us. We'll think it's gross too.

You can bring in your glass jars for sanitizing and place them in the bin in the center broom closet, in the store. If you can't find it just ask a staff person.

If you would like to consider becoming a trained jar sanitizer for the Co-op, please talk with the Packaging Coordinator or another staff person. There is often a need for more jar sanitizers and there have been times when a shortage of usable jars has caused inefficiencies for the customers.

As stated in our mission, "We encourage environmental respect through the goods we sell and in the manner in which we conduct our daily operations." With your help, we can reduce the amount of packaging used in our store which is good for all of us.



## In Defense of Food

By: Gloira McAdam

More than forty people gathered in Canton on March 26 for a showing of the Michael Pollan documentary, "In Defense of Food." This event was co-sponsored by the Co-op and GardenShare.

At a full two hours long, the viewers faced the challenge being seated in church pews rather than comfortable theater seats, but almost no one left before it was over. Pollan made a case for why food needs defending – and of course, he was talking about real food, not manufactured, food-like substances. And he offered a history of nutrition science and in some cases, pseudo-science that was quite fascinating.

He offered a variety of common sense guidelines to create a healthy diet that starts with "eat food," by which, of course, he means real food. One of his recommendations to identify real food: "If your great grandmother would not recognize it as food, don't eat it." His advice continues with eat "mostly plants" and "not too much." Additionally he suggests, "If it came from a plant, eat it; if it was made in a plant, don't."

If you were not able to join us for the event, the movie is definitely worth watching and you may wish to order it. Also, GardenShare has a copy that can be loaned out for group events.

## It's Our Co-op – Small Changes Toward Big Benefits

By: Jim Fryer, Member-Owner

Like many of you, I have a strong connection to the Co-op. It's an excellent space with a strong sense of local community and I find that I'm there every other day or so, whether I have a reason to be there or not. Seriously, there have been plenty of times I've left work, driven to the Co-op, and only then asked myself why I'm there. It's like we're birds returning home to nest, but instead of laying eggs, we're buying kombucha.

I read Aviva Gold's thoughtful article in the Winter 2017 newsletter about reaching \$2 million in annual sales, a point at which we qualify for additional discounts through our largest distributor. We all care deeply about the success of the Co-op, so I decided to examine my spending habits to see what I might be able to do to help us hit that mark.

First, I needed a baseline measurement. I spent five weeks in early 2017 buying groceries like I would normally, which includes the Co-op and other local grocery stores. I spent 49% of my grocery money at the Co-op

during that time. Sure, that's a decent percentage for a concerned member-owner, but I figured I could do better. I thought it might be difficult, since I decided a while ago that there were certain groceries I would only buy from the Co-op – fruits and vegetables, vitamins, yogurt, eggs, coffee, etc.

After those five weeks, I looked through my receipts, and made some decisions on what I could do differently. Over the next three weeks, I managed to get that percentage up to 70%. Here are some of the small changes I made to get there:

**1. Strategic decisions!** My family goes through about a gallon of milk per week. At the time this article was written, a half-gallon of Byrne's organic whole milk costs \$5.19, and a half-gallon of organic whole milk from the local chain grocery store costs \$3.99. Over the course of a year, milk from the chain grocery store would cost \$414.96, while milk from the Co-op would cost \$539.76. Yes, that would potentially be an additional \$124.80 to buy from the Co-op instead of from another store. However, that's also more than \$500 that

I'm now spending at the Co-op, instead of somewhere else.

Plus, these numbers don't include any sort of discount. The standard 2% member-owner discount would amount to \$10.80 off the total of milk. However, if I could manage to get caught up on my hours worked for the 10% discount, that would be a discount of \$53.98. At that point, it would be only \$70.82 more to buy from the Co-op than from a chain grocery store. I could spend a little more than a dollar a week, and turn that into more than \$500 into the Co-op's account, just from milk alone.

**2. Random purchases!** Every once in awhile, I try to buy something from the Co-op that I normally wouldn't – maybe it's on the expensive side, maybe it's an ingredient I have no idea how to use, or maybe it's something on that "new additions" shelf near the registers. (I'm an absolute sucker for anything new here.) For me, the Oscar's tangy cheddar horseradish dip (\$5.39, in the cheese cooler) has been a revelation. Plus, some of my thinking about impulse purchases has changed, from "do I really

need that box of Field Day vanilla cookies (\$3.69, on the endcap near the counter)?" to "well, I am trying to help the Co-op get to two million ..."

**3. Gifts for other people!** Maybe the chorizo from Oscar's is a little too expensive for my own regular breakfast (\$12.29/lb), but it's a great gift for the person who already has everything. I have out-of-town friends I visit regularly; my gratitude for their hospitality takes the form of a small gift basket with raspberry oatmeal bars (\$2.49, in the deli cooler) as the centerpiece.

The gifts don't even have to be for a special occasion! There is no better impromptu gift for that special person in your life than a piece of Newman O's cheesecake (\$3.99, in the deli cooler), especially if that "special person" is me.

**4. Just look around!** I've regularly bought several half-gallons of orange juice from a local chain grocery (\$2.99), without ever realizing that the Co-op carries the same volume of Byrne orange juice in glass containers (\$2.99, in the cooler with the milk and eggs). How I've managed to miss

this for several years is beyond me, and honestly, somewhat embarrassing.

Of course, there are still several areas where I could make additional changes. These numbers only covered purchases at any of the area grocery stores, leaving out the occasional trip to a local restaurant. Also, there will be a few months out of the year when I won't be able to get the majority of my vegetables from the Kent Family Growers summer or winter CSA. Most importantly, everything here has simply been about cost – this doesn't take into account anything about quality. As an example, I have been hesitant to buy most of my meat from the Co-op because it is a substantial price increase over other grocery stores. However, any meat from the Co-op is going to be relatively local, much healthier, and far more delicious.

I found that some relatively small changes in my shopping lead to a substantial increase in the percentage of my grocery bill spent at the Co-op. I encourage you to consider the small changes you could make as well.

# 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><b>Little Italy</b> 30 Market Street, Potsdam \$1.00 off any large pizza</p>	 <p>St. Lawrence Valley Roasters <b>Jernabi Coffeehouse</b> 11 A Maple St, Potsdam 10% off brewed coffee</p>	 <p>32 Market St, Potsdam 10% off 7am-2pm Monday to Friday</p>	<p><b>3 Bears Gluten Free Bakery &amp; More (Potsdam)</b></p>  <p>For each \$10 purchase you will be entered into a drawing to win their featured dessert of the month</p>	 <p><b>Purple Rice</b> 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><b>Seaway Cash Register &amp; Typewriter</b> 14 Bray Road, Norwood 5% off on machines, services, and supplies</p>	 <p><b>The UPS Store</b> 200 Market Street - Potsdam, NY 13676 (315) 265-4565 - store5986@theupsstore.com 10 free B&amp;W, self service copies, daily</p>	 <p><b>5% OFF</b> Folkstore purchases for Co-op member-owners (other discounts also apply) <b>NORTH COUNTRY FOLKSTORE</b> 53 Main Street, Downtown Canton 315-386-4289 taunyn.org M-F 10-5, S 10-4</p>
 <p><b>Farmhouse Forge</b> James Gonzalez, blacksmith 315-566-1130 10% off www.FarmhouseForge.com</p>	<p><b>Downtown Sports &amp; Toys</b> (formerly The Cornerstore) 75 Market St, Ste 100, Potsdam 10% off with a purchase of \$25.00 or more</p>	<p><b>The Computer Guys</b> 4 Clarkson Avenue, Potsdam / 2564 State Highway 68, Canton 10% off on all in-stock items at both locations</p>	 <p><b>Friends of the Potsdam Public Library</b> 10% discount at the regular Saturday 10-1 sale in the library basement</p>
<p><b>St Lawrence Nurseries</b> 325 Route 345, Potsdam 10% off regularly priced plant stock</p>	 <p><b>BRICK &amp; MORTAR MUSIC</b> 15 Market St, Potsdam 10% off sheet music and accessories</p>	<h3>Featured Business</h3> <p align="center"><b>Body Shop Fitness and Salon</b></p> <p>Body Shop Fitness and Salon is a co-ed fitness center, salon, tanning facility &amp; dance studio. Since 2007 we have been a one stop destination to get in style and in shape. Our friendly fitness center staff, class instructors &amp; personal trainers are ready to help you reach your goals! Fitness classes are free with active memberships or \$5 a class. Our salon features many talented stylists to transform your look &amp; skilled massage therapists to relax tense muscles. From head to toe we have you covered!</p> <p align="center"><b>Active Potsdam Co-op Members are eligible for - 10% off fitness center memberships!</b></p>	

## Home Services

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

 <p>47 State Highway 345 Potsdam, NY 13676 315.262.0482 <a href="http://www.bodyshopfitnessandsalon.com">www.bodyshopfitnessandsalon.com</a> 10% off Fitness Center Membership</p>	 <p><b>The Yoga Loft</b> 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><b>Alexander Technique Lessons and Workshops (Beth Robinson)</b> (315) 212-0562 73 Leroy Street, Potsdam 10% off first lesson</p>
<p><b>Chiropractic Office of Dr. Jamie Towle &amp; Dr. Lisa Francey Towle</b> 16 Park Street, Canton / 3276 State Route 11, Malone 10% off chiropractic services at both locations</p>	 <p>10% discount <b>ACUPUNCTURE by Design</b> Two locations: 143 Market Street &amp; 25 Market Street, Potsdam</p>	<p><b>Colton Massage Therapy, Catherine A. Klein, BA, LMT</b> 4808 State Highway 56, Colton \$10 off first massage or gift voucher</p>	<p><b>Knead of Life</b> Helen M. Kenny, NYS LMT Hannawa Falls \$5 discount on first session</p>
<p><b>Jazzercise</b> 22 Depot St/PO Box 624 Potsdam 1 complimentary class to new customers (may not be combined with other offers)</p>	<p><b>BodyWorks Chiropractic</b> 17 Leroy Street, Potsdam 15% off initial visit for those without insurance</p>	<p><b>Potsdam Center for Innovative Dental Technologies, Aaron Acres, DMD</b> 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><b>St Lawrence County Arts Council</b> 1 time SLC Arts member rate discount on a community arts class</p>	 <p><b>Orchestra of NNY</b> 315-267-3251 15% off regular priced tickets</p>
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Potsdam Food Cooperative  
24 Elm Street  
Potsdam, NY 13676



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# Community News

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