Co-op Launches New Website

and why you pursued organic farming practices.

which is where I grew up. I began pursuing organic farming soon after moving here. I wanted my children to know only organic farming practices.

Gazpacho

This is my adoption of an out of print Joy of Cooking recipe for gazpacho, a cold Spanish soup. When our kids were little, they called it soup-salad. It is a great way to enjoy fresh produce. With garlic bread, it is a filling meal and only uses the oven briefly. It is best made ahead and chilled for a few hours.

THE SOUP
- 2 large, ripe tomatoes, finely chopped
- 1 green pepper, seeded, finely chopped
- ½ c. fresh herbs, such as chives, parsley and basil, finely chopped
- 1 c. peeled, finely chopped cucumber
- 3 T. freshly squeezed lemon or lime juice
- 3 c. cold water. The colder the better
- 1 t. salt
- ½ t. paprika

Put in a large pot, cover and chill until thoroughly cold.

THE BREAD
- One loaf of firm, unsliced bread
- Garlic, peeled and finely chopped
- Olive oil to taste

Preheat the oven to 350 F. Baguettes, the long, skinny loaves, make great garlic bread, but I recently made it with a white/whole wheat, slightly sweet loaf and it was delicious and filling. Cut the loaf into thick, 1 inch slices, but not all the way through, so the oil and garlic stay in the loaf. Put the loaf on a rimmed baking sheet. Spread the slices apart with one hand and put the chopped garlic between the slices, then drizzle olive oil between the slices. Drizzle the top with olive oil, and bake a couple minutes, until crisp. Serve the warm garlic bread with the cold gazpacho, preferably outside, since garlic bread is messy.

Producer Interview: Jacob Hershberger

By Erica LaFountain

On July 31, I met Jacob Her-
shberger on his farm in North Lawrence. The farm is situated off 11B on a seasonally-maintained dirt road. When approaching, one first sees the Hershbergers’ cows on pasture, then their large garden and a tidy house and barns. I had come to find out more about Jacob’s egg-laying operation. He showed me to the chicken coop behind the house where some of his children were feeding the flock of laying hens, many of which were outside enjoying the beautiful sunny day. Jacob has provided the Co-op with certified organic eggs for most of the last year.

Erica: Can you tell me about your farm?

Jacob: Everything we do here is free of chemicals and pesti-
cides. We have laying hens and meat birds. We’ve been shipping organic milk for about 10 years. Horizon Organics picks it up. Or-
ganic milk was my first venture. We grow produce and sell to the new St. Lawrence Valley Produce Auction in North Bangor. We have sold vegetables from the house but, living on a quiet road, we don’t have a roadside stand. We haven’t gotten our produce certified yet, but it is grown with the same practices. I’m also get-
ing my maple syrup certified.

Erica: Will you be selling it to the Co-op?

Jacob: I’m told there isn’t a lot of demand for organic syrup there.

Erica: It’s possible consumers don’t know what distinguishes certified organic syrup from conventional syrup since forests aren’t apt to be sprayed by chem-
icals.

Jacob: Yes, it’s actually the cleaners and defoamers used that set a maple syrup operation apart from a conventional one. Also, I use Tressawer spouts, which naturally prolong sap flow.

Erica: Have you farmed in other locations?

Jacob: I moved here from Ohio, which is where I grew up. I began

pursuing organic farming soon after moving here. I wanted my children to know only organic farming practices.

Erica: Can you describe how and why you pursued organic practices?

I was the first Amish fellow in this area to go organic with my dairy, and I thought I would remain the only one, but many others have followed. With the eggs, it was the same: there were no Amish doing it in this area, so I had to locate English from further away who were raising an organic flock on this scale, and then check with our certifier. I did talk with John Cleary, the field rep for Organic Valley, though we don’t sell to them. They weren’t picking up eggs in this area, but were helpful to me.

Erica: You said many others in your community have gone organ-
ic. Did you convince others to transition independently?

Jacob: Whenever someone asked, I would talk to them about it. I proved that it works. But I didn’t preach it because people would have thought I was crazy back then.

Erica: Now that there are others in your community growing organically, do you work together, and talk about farming practices?

Jacob: Oh yes, we share ideas now, and can support each other. I love that.

Erica: I’d like to get some de-
tails about your laying operation.

Jacob: We have around 170 lay-
ing hens. They are a breed called Golden Comet. As far as feed, I get 17% Fertrell Ration from Melvin Martin. I mix some on my own, and I get corn and soybean meal for that from Green Moun-
tain feeds. We rotate the hens between two grazing areas with a permanent coop in between. In the winter, they often won’t go out even if we let them, but as you can see they are grazing outside now.

Erica: What about your meat birds?

Jacob: We raise Cornish Rock Cross meat chickens for our-

selves. Continued on page 6...
Hello from Your New General Manager!

By the time you’re reading this, I’ll have been on the job for two months. Hopefully by now I’ve had a chance to meet many of you in person but if I haven’t, or if I didn’t get a chance to tell you my story, here’s a brief introduction:

Born in Malone, I grew up shuttling between my parents’ homes in St. Lawrence and Jefferson Counties, where I spent my summers living between my parents’ homes closer to the village of Canton. I have fond memories of North Country rural living, from snow forts in the winter to Grandpa Kepes’ (heavily sweetened) rhubarb juice in the summer. I attended Colton-Pierrepont Central School until 5th grade before transferring to Canton’s McKinney Middle School (from the purple-and-gold Colts to the brown-and-gold Bears). I graduated from the University of Vermont with a degree in horticulture and a minor in environmental studies.

I spent the next few winters balancing a passion for powder skiing and a love of reading in New Mexico, enjoying the steeps at Taos while earning my bachelor’s degree from St. John’s College. Living in Santa Fe was my introduction to a sophisticated local food culture where cutting-edge cuisine shared space with centuries-old agricultural traditions and where co-ops and farmers markets reigned supreme. In many ways it was an exotic climate and culture (see: the smell of roasting green chiles in the fall) but I recognized a shared commitment to land and community from my childhood here in New York.

Contracting work with the Forest Service and a desire for new perspectives led me north to New York after nearly three years in the West. Before moving to New York, I worked as a nurse aide before arriving in the fall of 2012. Initially I worked in a nurse aide before taking over leadership at the tiny (sadly now defunct) Missoula Community Food Co-op in 2013. After nearly three years managing the co-op I left to pursue job opportunities in the Missoula restaurant scene and with the Western Montana Growers Cooperative, a wholesale cooperative of farmers and ranchers. The work gave me an up-close view of two distinct pieces of the local food economy, complementing what I had already learned while at the food co-op. While I enjoyed my experience with Missoula’s local food culture, New York’s North Country was never far from my mind and I often thought of the potential that my home region held for similar endeavors. When someone (probably my mother) forwarded the co-op’s advertisement for a general manager I was cautiously excited: here was a job that would facilitate my return and offer the potential to shape the future of a North Country food economy. Six months later, here I am, ready to get to work building the future of the Potsdam Co-op and the North Country’s local food economy with it. I am immensely grateful to my lovely partner Nicole for being willing to join me on this adventure (although she would likely point out that she’d secured a job at St. Lawrence University before I knew for sure about the co-op job). Our long-haired orange cat Captain is gradually accustomed himself to the rural lifestyle as well, presenting us with his first dead vole just this morning.

From here (July 15) it is hard to see exactly what will come with passing time and when, but know that changes are in the works. The Potsdam Co-op has survived for nearly fifty years thanks to the dedication and commitment of its members—today, finding ways to thrive for the next fifty years is our challenge. Much of the co-op’s historical niche (whole, organic, specialty, and ethnic foods) is currently being co-opted by the big corporate retailers (Price Chopper, Aldi’s, Walmart), which challenges our ongoing viability. The co-op community remains strong and we will find ways to survive their competition. Developing a vision and a strategy is an ongoing process, but I can point out several areas where we intend to focus: local foods (from lettuce to lefsa), the unique products of our superb bakery and deli, our dedication to superior customer service, and the community engagement that comes with our history and our mission to be more than just another grocery store. I welcome your feedback and engagement because without our member owners we are nothing.

Thank you for participating!

In solidarity,
Lee Van de Water
The Roots of Autumn

By Paula Younll, RN

In the spring I wrote an article on edible wild foods, Wildly Enhancing Cell Health with the Seasons, to share some yummy and nutritious local, wild options. I am carrying this concept into fall foods.

Roots, edible and medicinal, are warming, nourishing medicine. Roots are wonderful fall food for when we start to turn our energy inward in preparation for the winter season. There are many root veggies, and many varieties of each root veggie. I recommend you get familiar with them for cooking in soups, stews, stir fries, and roasting in the oven: beets, parsnip, turnip, rutabaga, celery, kohlrabi, Jerusalem artichoke, to name a few. I cannot forget our cultural favorite standbys of carrots and potatoes—both white and sweet potatoes. Root veggies are powerful nutrition for our bodies. When autumn rolls around, I encourage you to let go of the California imported spring and summer vegetables to embrace all varieties of locally grown, seasonal root vegetables.

While many are familiar with autumn roots for food, there are a number of autumn roots that can also be used for medicinal purposes. Two favorite medicinal root herbs are dandelion and burdock.

Dandelion root is a bitter tonic. Bitter is a flavor that is not commonly eaten by modern folks. Bitter foods are medicinal activators. Because the whole digestive tract, increase digestive juices and their flow in the digestive tract, rev up your digestion, support the elimination function of the intestines, and promote the flow of liver bile.

Dandelion roots can be eaten raw. Chop the coarse roots of the burdock plant. The roots contain stalky reserves and calories for surviving the winter. Chop the roots and stir fry in toasted sesame oil and top off with a bit of amino acids or soy sauce. You may be pleasantly surprised with the pleasant tang and your digestive tract will benefit.

Roasted dandelion root is considered a pleasant substitute. I will be honest, roasted dandelion drink is just fine if that is what you’re looking for. But, if you are looking for coffee, you’ll be disappointed.

Burdock root is another fine bitter addition to the diet benefiting the digestive tract in the same manner as dandelion root. Burdock is used to strengthen digestion and to relieve indigestion and gasiness.

Burdock root, known as gobo, is eaten in Japanese culture. If the outside is stripped off, the remaining root is tender, crunchy, and sweet. I prefer to leave the bitter outer layer of the root for its medicinal benefits in the digestive tract. Cook them the same ways you would cook dandelion root. Both roots can be added to soups, stews, stir fries, etc. Burdock root will also be eaten raw.

Another gift of both of these roots is their stalky fiber. This fiber helps to feed good gut bacteria and support the elimination of healthy gut microbial balance. Your gut health is the seat of your whole body’s health.

Burdock and dandelion roots have many traditional medicinal uses for clearing the body of infection, strengthening the female reproductive cycle, treating skin conditions such as acne, and helping to clear infection from the body. Both plant’s roots have many more traditional uses. I recommend becoming familiar with the usefulness of these plants and add them into your eating and medicinal infusion habits.

Making Herbal Infusions with Plant Roots (Decoction)

I recommend making infusions, not herbal teas. Herbal teas are when you steep the herbs for 3-5 minutes to enjoy the flavors of herbal plants. Medicinal infusions are when you steep the herbs for at least 3-4 hours, covered in a quart canning jar or in the pot. If you can, steep the infusion overnight. Long steeping allows more of the medicinal properties of the plant material to infuse into your final product. Strain the herbal infusion in the morning and reheat very gently to preserve the nutrients (do not boil), or simply enjoy at room temperature.

When making infusions with the hard parts of roots (roots, bark, seeds) use a maximum of 1 rounded tsp. per cup of water. I generally use closer to 1 TBSP. per cup of water.

- Chop root pieces as small as you can
- Bring 1 quart of water to boiling
- Reduce heat to very gentle simmer
- Add root pieces and cover the pot
- Simmer very gently for 15-20 minutes
- Turn off heat
- Let the infusion sit covered overnight to make a strong medicinal infusion
- Strain and bottle in the morning
- Reheat if you prefer to drink warm or hot. Do not let this medicinal decoction boil as it ruins the medicinal properties and nutrients in your herbal infused medicine.

Making Infusions with Leaves and Flowers (Soft Plant Parts)

When making infusions with the soft parts of herbs (leaves, flowers) use approximately 1 tablespoon of dried herbs per cup of water. For a stronger infusion, use more.

- Boil water
- Once the water reaches boiling, shut off the stove’s heat
- Add the premeasured, dried herbs
- Cover and let steep for at least 30 minutes. Overnight is best.

Combination Herbal Infusions with Hard Plant Parts & Soft Leaves / Flowers

If you are making mixed infusions with hard parts that need to simmer and the leaves & flowers that do not need simmering, simmer the hard parts first. Turn off heat and then add leaves/flowers. Then let the herbal medicine steep covered overnight. Strain in the morning.

A good combination with the dandelion and burdock root is stinging nettle dried leaves. This creates a cleansing and nourishing medicinal infusion.

Resource Books:
- Peterson’s Field Guides of Medicinal and Edible Wild Plants
- Edible Wild Plants, John Kallas
- Indian Herbsology of North America, Alma Hutchens
- The Encyclopedia of Edible Plants of North America, Francois Couplan
- The Wild Medicine Solution, Guido Mase

Join the Outreach Committee

By Kayla French

In July, the chairs of the marketing committee, membership committee, and newsletter committee, along with Laura Cordts, Board President, and Lee VandeWater, new GM, met to discuss the role these committees have been playing for the Co-op, and the direction we may want to go in the future.

This meeting was held because we realized there is much overlap in these committees. The newsletter is not a separate entity from marketing, though it is not entirely a marketing tool, for example.

At that meeting we decided to create an umbrella committee called ‘Outreach.’ This committee will house sub-committees of marketing, membership, and education (which will be the resting place for the newsletter). Outreach will work to, as the name implies, reach out to the community on these issues and more.

Co-op members are encouraged to let us know of any projects they may have or are working on that need assistance. In addition, the outreach committee will help with the creation and distribution of a newsletter. We will also continue to do community service projects that are directly related to the co-op.

If you have a skill set that would benefit the Co-op in the areas of education, marketing, or membership, please talk to the outreach committee主席. The point-of-contact for the outreach committee will be Lee VandeWater. This will be a management committee as opposed to a board committee.

Some things that may fall under the outreach committee’s responsibility will be: educational materials; events; newsletter; blog; membership drives; in-store visuals; press-releases; emails; social media; etc.

Thank you to all of you who donated to the Museum in the Co-op’s name at the Annual Meeting in February, and also thereafter at the registers in the store. Together we raised a total of $423.70 as of June 30th!

As you know, one of the seven permanent installations in the Museum is “Kids Co-op.” This interactive mini grocery store is complete with grocery carts, bulk bins, scale, cash register, and replica brick oven complete with a bakery peel. “Kids Co-op” gives us a great opportunity to advertise our store, as well as healthy eating, and the cooperative business model. It will also help us to connect with more people in our local communities as well as museum visitors from outside this area.

The North Country Children’s Museum is also offering Summer Day Camps for 7-12 year olds. These are being held Monday to Friday from 9am – 3pm and offer kids two unique, fun-filled, hands-on educational camps to choose from. Both camps are held at the Museum in downtown Potsdam in the Red Barn at 10 Raymond Street.

Symposium Highlights NNY Cooperatives

By Doug Welch

The 2018 North Country Symposium, entitled Owning Our Future in the North Country, was held on April 16 at St. Lawrence University in Canton. The annual event is in its 16th year and its themes are usually related to eco-economic development, education, or the environment. Financial support for the North Country Symposium is made possible through the efforts of the Ellen B. Cullen Endowment for North Country Education. This year the symposium highlighted the role cooperatives can play in advancing economic development in Northern New York.

Keynote speaker Doug O’Brien, President and CEO of the National Cooperative Business Association, provided background and history of cooperatives while also sharing relevant information about cooperatives and ESOP (Employee Stock Owned Programs) in the North Country. Kinney Drugs and Stewart’s Shops, both with a significant presence in the North Country, are employee owned. Stewart’s is currently about forty percent employee owned and is looking to increase this percentage. Unlike publicly traded companies that strive to keep shareholders happy, employee-owned companies focus on their customers and the well being of workers.

Cooperatives can create new businesses and jobs through the pooling of resources and skills. The models of cooperatives or employee ownership could also keep a business from closing because a buyer could not otherwise be found or the current owner wishes to retire.

There are approximately fifty cooperatives in the seven counties of the North Country Regional Economic Development Council. The common and familiar cooperatives to Northern New York residents are large dairy cooperatives and our Potsdam Food Cooperative. These cooperatives enable farmers to navigate the vagaries of the regional and national milk markets. Credit unions are particularly focused on the serving the needs of local communities and their residents. In addition, credit unions often provide small communities or employee groups with financial services that might not otherwise be available. One of the more surprising cooperatives is Best Western hotels which includes several locations in Northern New York. There are other cooperatives in the region that play important roles in community life. For example, our own Potsdam Food Cooperative and North Country Food Cooperative in Plattsburgh are long term fixtures in their respective communities. Cooperatives can also empower people or create opportunities. The Adirondack Artists Guild in Saranac Lake, a 20-year old and has fifteen artist members. By forming a cooperative they have been able to have a gallery that would be hard to afford individually. Here in St. Lawrence County, the smaller gallery at Lake St. Lawrence in Waddington, with a half dozen members, is also a co-operative. In Beekmantown, near Lake Champlain, fifty-five mobile home-owners faced a crisis when the owner decided to close the mobile home park where they lived. Instead, they are working on forming a cooperative that will empower them to move from a crisis to keeping and owning their homes. Other cooperatives such as Black River Co-op Preschool and Saranac Cooperative Nursery School in Dannemora meet social needs that are not always addressed in other ways and benefit working families in the region. More information about this year’s North Country Symposium, including a video-recording of the proceedings and slides of Mr. O’Brien’s keynote presentation can be found at the Symposium’s web page: https://www.slawu.edu/north-country-symposium

GET TO KNOW BOARD MEMBER:

Jessica Diagostino

Describe Yourself in 25 words or fewer:

My name is Jessica. I am 31 years old, married, and have a daughter named Lillian. I love to read and watch movies and travel!

What are some of your favorite products at the Co-op?

During the summer the Co-op carries an ancho rubbed pork chop from The Piggy in Ithaca and I am OBSESSED with it! Even get some to stock up for the winter months. But every time I visit the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread. But everytime I go to the Co-op I have to pick up a loaf of the katamala and rosemary bread.

What is the food culture like in your home? ex) do you cook, bake, garden, entertain?

My husband and I met in culinary school when we were both studying food industry so there is a lot of baking and cooking going on! My husband usually does the cooking during the week though - he is the creative one but I am always in charge of the large Hakkakula and Passover meals each year. We have tried multiple times to have a small herb garden or to grow strawberries but it hasn’t gone well!

What food culture do you come from, and how have your food habits evolved to include the Co-op?

My mother, while I was growing up, was always a very good cook and introduced me to a lot of different foods. By 6 I was eating lobster and sushi and I loved it! We traveled a lot as a family and eating the local cuisine was always a big part of those trips as well. So when I moved up to the North Country 5 years ago I was desperate to find a place that had some “not normal” foods but also foods that were local and fresh and I was so excited to find the Potsdam Co-op. I love trying the new things that come in.

What are some of the other ways you’re involved in your community?

I also am a volunteer and shareholder of the North Country Showcase store in Massena which supports local artists and manufacturers. It carries only products built or produced in the seven county North Country region. I also run the store’s blog. They always have fun classes and events going on and I have met some really amazing people there (as well as here at the Co-op!)

Join the Board of Directors!

By Erica LaFountain, Governance Committee chair, and Board Vice President

As a member-owner, you own the Co-op and can shape it by voting, and making suggestions, but if you’re really engaged, you have special, a unique perspective, or a long history with the Co-op, please consider running for a seat on the Board of Directors. In particular, we are seeking nominees with skills in outreach, marketing, and finance. Board members are chosen by the membership of the Co-op to represent them in establishing and overseeing policy, and directing the vision of the Co-op. The store operations are the purview of the General Manager and staff, while board members serve as advocates, portr, advise, and oversees the General Manager as needed.

Board member qualifications:

• You must be (or become) a member-owner of the Potsdam Food Co-op.
• You must be able to fill the...Continued on page 7

Board expectations as outlined below

Board member expectations:

• Prepare for and attend monthly meetings as well as an annual retreat. Regular meetings are currently the 3rd Tuesday at 6pm at the Carriage House Bakery.
• Serve on a committee.
• Represent the Board at Co-op events.
• Terms are 3 years, and members can serve 2 terms consecutively.

Board member benefits:

• Receive a 15% discount on store purchases, with Board officers earning a 20% discount.

Lastly, the Board strives to create an environment of respect, positivity, and productivity. It is a big responsibility, but it is fun, interesting, and engaging. Board meetings are open to all member-owners. Feel free to attend one to get a feel for it. If you are interested in running for a seat on the Board, please email Erica at EricalaFountain@gmail.com. Board members are chosen at the Annual Meeting in February.

Cornucopia De Codes Egg Labels

Originally published July 11, 2018 at Cornucopia.org

Egg cartons are increasingly cluttered with third-party certification claims and a myriad of potentially misleading statements. Some are outright false. Egg buyers, and some of them are nothing more than marketing gimmicks.

The USDA’s Food Safety and Inspection Service (FSIS) is the agency responsible for ensuring the truthfulness and accuracy in labeling of poultry. You can find their explanations for labeling terms on their website. However, false claims by some egg buyers, and some of them are nothing more than marketing gimmicks. The FSIS is not really on guard. Cornucopia has de-coded the labels below to help you find the best eggs for your family.

All Natural: This label is entirely meaningless. The hens can be housed in battery cages with each bird allowed floor space less than the size of a standard sheet of copy paper. The hens are generally fed GMO corn and feed which may include animal byproducts, and they may be packed into giant industrial buildings housing over a million birds. This is how the vast majority of laying hens are raised in the U.S. These hens may be fed adding to being injured or even pecked to death by other hens, and the air quality in these massive buildings is terrible. They suffer. Dairy cattle are given low-quality feed noted above, and they may be packed into giant industrial buildings housing over a million birds. This is how the vast majority of laying hens do receive antibiotics, but it is less common than in other areas of livestock production (like beef). A limited number of FDA-approved antibiotics are available for egg farms, provided they comply with FDA guidelines. Eggs can only be labeled as “anti-biotic-free” if egg farmers choose not to use any antibiotics in feed or water as the pullets (young hens) are growing or when hens are laying eggs. (“Certified organic eggs are always antibiotic-free.”)

Free-Range: This label guarantees the hens are “cage-free” and theoretically have some form of outdoor access. However, “Free range” labels do not require a specific stocking density, guarantee frequency or duration of outdoor access, or determine what kind of outdoor access is actually provided...Continued on page 7

Potsdam Food Co-op Community News | Summer 2018

4
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. These offers will be checked off when used.

Food

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Location</th>
<th>Offer Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Market Street</td>
<td>Potsdam</td>
<td>$1.00 off any large pizza</td>
</tr>
<tr>
<td>Maplerun Emporium</td>
<td>Potsdam</td>
<td>10% off Maple Run Emporium brand merchandise</td>
</tr>
<tr>
<td>Seaway Cash Register &amp; Typewriter</td>
<td>Potsdam</td>
<td>5% off on machines, services, and supplies</td>
</tr>
<tr>
<td>The UPS Store</td>
<td>Potsdam</td>
<td>10 free B&amp;W, self service copies, daily</td>
</tr>
<tr>
<td>Farmhouse Forge</td>
<td>Potsdam</td>
<td>10% off with a purchase of $25.00 or more</td>
</tr>
<tr>
<td>Seafood Cash Register &amp; Typewriter</td>
<td>Potsdam</td>
<td>5% off on machines, services, and supplies</td>
</tr>
<tr>
<td>The Computer Guys</td>
<td>Canton</td>
<td>10% off all in stock items at both locations</td>
</tr>
<tr>
<td>Farmhouse Forge</td>
<td>Potsdam</td>
<td>10% off with a purchase of $25.00 or more</td>
</tr>
<tr>
<td>Downtown Sports &amp; Toys (formerly The Cornerstone)</td>
<td>Potsdam</td>
<td>10% off all in stock items at both locations</td>
</tr>
<tr>
<td>Friends of the Potsdam Public Library</td>
<td>Potsdam</td>
<td>10% discount at the regular Saturday 10:1 sale in the library basement</td>
</tr>
</tbody>
</table>

Retail

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Location</th>
<th>Offer Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>St Lawrence Nursery</td>
<td>Potsdam</td>
<td>10% off regularly priced plant stock</td>
</tr>
<tr>
<td>St. Lawrence Valley Baskets</td>
<td>Potsdam</td>
<td>10% off brewed coffee</td>
</tr>
<tr>
<td>3 Bears Gluten Free Bakery &amp; More (Potsdam)</td>
<td>Potsdam</td>
<td>For each $10 purchase you will be entered into a drawing to win their featured dessert of the month</td>
</tr>
<tr>
<td>Purple Rice</td>
<td>Potsdam</td>
<td>$2 off one lunch special (one time offer)</td>
</tr>
</tbody>
</table>

Home Services

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Contact Information</th>
<th>Offer Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpine Foam Insulation</td>
<td>315-262-6544</td>
<td>10% off Fitness Center Membership</td>
</tr>
<tr>
<td>The Yoga Loft</td>
<td></td>
<td>One time $5 discount for any drop-in class</td>
</tr>
<tr>
<td>Chiropractic Office of Dr. Jamie Towle &amp; Dr. Lisa Franey Towle</td>
<td>16 Park Street, Canton NY</td>
<td>10% off chiropractic services at both locations</td>
</tr>
<tr>
<td>Colton Massage Therapy</td>
<td>4808 State Highway 56, Colton</td>
<td>10% discount</td>
</tr>
<tr>
<td>Knead of Life</td>
<td>315-205-0961</td>
<td>$5 discount on first session</td>
</tr>
<tr>
<td>Jazzercise</td>
<td>22 Depot STFO Box 624 Potsdam</td>
<td>1 complimentary class to new customers (may not be combined with other offers)</td>
</tr>
<tr>
<td>Back in Motion</td>
<td>17 Levy Street, Potsdam</td>
<td>15% off initial visit for those without insurance</td>
</tr>
<tr>
<td>Potsdam Center for Innovative Dental Technologies</td>
<td>53 Market Street, Potsdam</td>
<td>10% discount</td>
</tr>
</tbody>
</table>

Health/Beauty

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Contact Information</th>
<th>Offer Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Country Center for Yoga and Health</td>
<td></td>
<td>10% off body art (excluding specials)</td>
</tr>
<tr>
<td>Alexander Technique Lessons and Workshops (Beth Robinson)</td>
<td>315-212-0532</td>
<td>10% off first lesson</td>
</tr>
<tr>
<td>Two locations: 143 Market Street &amp; 26 Market Street, Potsdam</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colton Massage Therapy, Catherine A. Klein, BA, LMT</td>
<td>4808 State Highway 56, Colton</td>
<td>$10 off first massage or gift voucher</td>
</tr>
<tr>
<td>Potsdam Center for Innovative Dental Technologies, Aaron Acree, DDS</td>
<td>53 Market Street, Potsdam</td>
<td>10% discount</td>
</tr>
</tbody>
</table>

Entertainment

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Contact Information</th>
<th>Offer Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPS Community Performance Series</td>
<td></td>
<td>15% off regularly priced tickets at the box office (some restrictions may apply)</td>
</tr>
<tr>
<td>St Lawrence County Arts Council</td>
<td></td>
<td>1 time SLC Arts members discount on a community arts class</td>
</tr>
<tr>
<td>Orchestra of NNY</td>
<td>315-267-3251</td>
<td>15% off regularly priced tickets at the box office (some restrictions may apply)</td>
</tr>
</tbody>
</table>
**Everything You Wanted to Know about Vanilla (But Didn’t Have Time to Ask)**

**By Alissa Haller**

This information was compiled from one of our regional spice suppliers: The Vanilla Extract Enterprise in Amherst, NY.

As most of you well know, the price of Vanilla (in all forms) has greatly fluctuated in recent years. There have been even periods when vanilla beans were unavailable and prices skyrocketed. I thought it would be interesting to share this information since labels can be confusing and it is hard to distinguish between “vanilla” and “pure” mean. While going through my supplier files, I found this document from 2005. It was written by Mike Hershberger about some of our bulk spices and teases:

> "In 2005, the Vanilla Bean market has been girded by large crops of beans from a variety of countries, dropping the price dramatically. Due to these developments, is it important for you to know what to look for when you are buying vanilla from your supplier.

**Pure:** This is a legal designation that can only be added to a Vanilla Extract or Flavor that has a Vanilla Bean content of at least 33.5 ounces per gallon and whose only Vanilla source is the vanilla bean. If that vanilla you are buying does not say PURE on the front label, you have no guarantee of any level of Vanilla Bean content in the product.

**Natural Vanilla:** This term applies to Vanilla Extract or Flavor that does not warrant the term PURE due to a lower vanilla bean content than the legal minimum for all natural products. As there are no standards for Natural Vanilla, the strength and flavor of the vanilla will vary greatly from one manufacturer to another. This was the most commonly sold vanilla product in the market in 2004.

**Vanilla Extract:** This term means that some of the vanilla product is alcohol. A 35% alcohol solution is required for PURE Vanilla Extract. The term extract has nothing to do with the PURE designation.

**Organic:** This classification has no meaning to do with Pure Vanilla but guarantees the vanilla beans have not been treated with pesticides. Many vanilla plantations do not treat their crops with pesticides but do not apply for the ORGANIC classification (which can be quite costly). Organic Vanilla Extract can have a very small amount of Vanilla Beans in relation to Pure Vanilla Extract since it does not legally qualify for the legal designation of Pure. Vanilla is not PURE unless it says PURE prominently next to vanilla on the front label. The ingredients list on the vanilla bottle has nothing to do with the legal PURE classification.

**Pure Vanilla Natural Flavor:** This designation has the same legal requirements as Pure Vanilla Extract except the base used is Glycerin instead of alcohol. Glycerin products tend to be less volatile than alcohol and are safer to store and transport."
...EGG LABELS to the birds. As Cornucopia has noted (before our report, Scrambled Eggs), the USDA has agreed that screened perches, sometimes with concrete floors, may constitute "outdoor access." And even when the birds do go outdoors, after birds have been confined for the first 20 or more weeks of their lives, they often have no intention of leaving the farm. In a space where there is no food, water, or shade. Large barns may have only a few pop-holes for birds to venture out of. As a result, the circulating fans in the barns can cause gale force winds blowing through the openings, discouraging most birds from seeking shelter when needed. And some common door designs deprive birds of seeing the open sky. Instinctively scared of avairy predators, they won’t venture out. The vast majority of free-range birds in commercial egg facilities never actually go outside. The term “free-range” is not subject to USDA oversight, so there is a lot of room for marketing interpretation within the ESA category label.

Vegetarian Diet: This means that the chickens are fed a grain and soy diet based only on soy and other grain based animal byproducts. This label was popularized due to fear that diseased and unhealthy breeding stock were consuming animal by-products. Unfortunately, it also means the hens, who are actually omnivorous, have no access to the animal protein from insects, worms, and other small animals they would eat if allowed outdoors. This diet requires the supplemental feeding of the synthetic amino acid threonine.

Omega-3: This means the hens have been fed with omeg-aa-3, likely from a small amount of flaxseed. If a hen is allowed to forage in well-maintained outdoor environments, their eggs are often higher in omega-3s without the supplementation due to their more natural diets.

Organic: The USDA organic label means the hens must have outdoor access, eat exclusively certified organic feed (meaning no feed grown with pesticides, herbicides, and chemical fertilizers), and are not given antibiotics. Still, the USDA has allowed producers to screen their birds in places in true outdoor access. And many “organic” laying houses are massive, containing as many as 30,000-60,000 birds. Pasture-Raised: The term “pasture-raised” is not regulated by any government body, aside from basic law preventing labels misleading consumers. For example, a chicken producer who lets their birds roam outside only a few hours a week may be able to label their product pasture-raised. Since there is no set standard for what constitutes pasture-raised, the visions of chickens and turkeys pecking at insects and eating free-growing vegetation, this term can easily be twisted.

However, some producers that “pasture-raised” their hens represent the gold standard of egg production. These producers only confine their hens at night and during inclement weather—rotating their pastures. In the pasture, they are otherwise free to wander outdoors and into the coops at will. Pasture-raised operations vary widely.

Depending on the pasture quality, the hens may forage insects and worms to supplement their diet. Cornucopia has repeatedly pointed out that it was precisely the book on pasture poultry, says that even with best practices, 85% of what the birds are ingesting is dead, leftover grain. In the winter, stored grain might be 100% of their feed. Even in pasture-poultry, the food is highly processed. As Cornucopia has noted, feeding eggs from organic, pasture-raised hens to produce eggs in this production is when hens live in mobile housing on well-managed and ample pasture, including coops, runways, and trees. We refer to this management model in our scorecard (a cut above the standard organic egg) as “enhanced outdoor access.” So it’s very important that the hens laying your eggs are eating corn at most one level. Pastured eggs might give the chickens a nice life, but if they are feeding conventional feed, most of what the birds are consuming is contaminated with toxic agrichemicals.

Some large companies are marketing “local” bird meat that they are housed in fixed barns surrounded by abundant green space. However, the birds don’t go out in the same numbers or have the same quality of feed as when they are rotated in the field.

Humaneely Raised or Humanely Handled: This is not a defined term, so any claim that the final packaged product is "humanely" in any way should be accompanied by an explanation of what that term means. The USDA has approved third-party certification programs for "humanely" claims, including Animal Welfare Approved, Certified Humane, and American Humane Certified Animal Welfare Label. Although the organic standards include some limited animal welfare considerations, they are not currently being enforced as many consumers expect. Further, many third-party animal welfare labels allow hens living in confinement on garbage and mink gins. For instance, Certified Humane has no outdoor access requirements, no limit on size of flock, or trimming. At this time, the animal welfare certifiers with the strictest standards is Animal Welfare Approved.

Third-party animal welfare labels are free to change their standards whenever they like, and their inspection process may not even include viewing the farm in question. What these people are selling is merely animal welfare label, it’s important to choose one that is transparent about their standards (you should be able to find the exact language on their website) and how a producer can obtain their label.

Excerpts from “Shattering Meaningless Food Categories”

By Bill Schindler

By Michael Greer of the Building and Grounds Committee

Twenty five years ago a few of our members donated their time and energy to purchase priceless sandstone slabs to the Co-op so that we could create the authentic look around our quaint little store. The parking lots, gardens, walkways, and even the big trees went in at that time and we had a dream of a green, welcoming space to entertain the eye and calm the spirit. Those flowers and trees have fared pretty well, but our front walkway needs some attention. A few of the stone slabs have deteriorated, and will need replacing. We are looking for a few old side-walk slabs to cover an area 48” by 76", preferably in just two pieces. If you have a stash that you’ve been saving for just the right special project, this may be the one. Contact Michael Greer at 535-265-2398, or speak to Lee at the store.