

## Windy Ridge Farm

### *A New Way to Be a North Country Farmer*

BY BETSY KEPES

How did an auto mechanic and a registered nurse from Maine end up running an organic dairy farm in West Potsdam?

#### Location. Location. Location.

"We'd been looking for a farm in Maine," Stephanie Hill explains. "But the prices were..." She shakes her head. "Very high."

We're sitting in the kitchen at the farmhouse at Windy Ridge. A shiny black wood cookstove is still warm from breakfast and the windows are open to let out the extra heat.

Ray comes in from the barn, finished with the morning milking. His lively voice has the long vowels of a Maine native. Stephanie's from Maine, too, but her accent is more subtle.

The Hills finally gave up on finding something they could afford near Kittery, their part of Maine, and a realtor tipped them off to the bargain prices in northern New York State. The first farm they looked at was on Route 11B in Franklin County near Malone. The road was too busy for their taste. The next stop was a hilltop farm on the edge of West Potsdam.

"Stephanie knew this was the place even before we looked at it," Ray says with a smile.

The farm, originally owned by the Burdick family, has 170 acres and a couple of barns. In July 2000, the Hill family moved in and began life as organic dairy farmers. Ray bought a tractor and built up a herd of Jersey cows, a breed that produces high quality, creamy milk.

Then came 9/11.

After the terrorist attack the price of milk plummeted. Ray had made his business plan figuring on \$13 a hundred weight for milk. It went down to \$9. The Hills tightened their belts and Stephanie took a job as a school nurse in Potsdam. Ray continued to milk his 45 cows.

But as Ray cut hay and shoveled out the barn, he contemplated a new way to be a North Country farmer. What if he had fewer cows, not more? What if he sold his tractor and bought a team of draft horses instead? What if he fed his cows grass and hay and not expensive grain? He could reduce his debt load and his milking time and remember why it was he wanted to be a farmer in the first place. A tractor cost at least \$40,000 and meant years of paying off a loan. A team of Belgians cost \$2,500.

Two years ago the Hills sold their tractor, reduced their herd to 8 milk cows and began selling raw milk from the farm. Their milk is inspected by the state once a month and is exceptionally clean with a very low bacteria count. Their organic milk costs less per gallon than "store bought" organic and, as Ray says, you know where it's come from. The milk he sells to Agrimark is shipped to Buffalo to be processed.

Eventually the Hills hope to eliminate the bulk truck and sell all their milk locally as raw milk, yogurt, butter or cheese. Stephanie traveled

to Vermont to visit other yogurt makers and took classes at the Vermont Institute of Artisanal Cheeses. She also consults with David Katz who for many years produced Meadowsweet Yogurt from his farm in Hermon. Now that the yogurt business is up and running, Stephanie hopes to begin making soft cheeses. She may introduce a line of low-fat yogurt, using the skimmed cream to produce butter.

Of course, I have to see the animals. In the barn Ray has a pair of Belgians in harness. Next to them three heifers stare at me with beautiful brown eyes. A calf, born this cold morning, earned the name Frosty. He is learning how to stand on his new long legs.

Outside several chickens have escaped from their coop and two happy pigs are rooting around in their moveable pen. They have a date in November with Tri-town meat packers.

The milk cows are out on a pasture on the other side of the road, down near Trout Brook. I can see hay cut on another field. Ray is afraid it will get rained on, again. He says it was a terrible summer for hay and the wet weather and low production made him very grateful he wasn't trying to make tractor payments. He points to a field just above the brook. It's too soft for a tractor, but can be worked by horses.

I still haven't seen the yogurt-making room so we head back, passing a large vegetable garden and an empty house. (When the Hills bought their farm it came with a special bonus—elderly Mrs. Burdick. She died a few years ago and the Hills are hoping to entice a young Amish family to move in and fix up the house and help out on the farm). The yogurt room is a new space, clean and bright, with a concrete floor. Milk is pasteurized in a shiny stainless steel vat. When it cools, yogurt bacteria is added and the milk is poured into quart containers. These are placed in the incubator (a retrofitted refrigerator) and cultured for five to six hours. The resulting yogurt contains whole milk, beneficial yogurt bacteria and, for the flavored varieties, locally-produced maple syrup or honey from Squeak Creek Apiary in Brasher Falls.

For now, the Hills are making 100 quarts of yogurt a week. At the coop a quart of plain, maple, vanilla or lemon yogurt costs \$4.99. Made with whole milk, the yogurt has a thick cap of yogurt cream which can be stirred in or skimmed off to save for a rich dessert topping.

The Hills hope to continue to increase their yogurt production and beginning in November they'll be selling their eggs, pork and beef at the farm. "We want people to come here and buy a range of foods," Ray says. The Hills dream of having a farm where external inputs are minimal. Grass-fed cows and horse-drawn equipment are getting them closer to that vision.



Ray and Stephanie Hill.

#### Thick vs. Thin Yogurt

Don't expect Windy Ridge Yogurt to be a product you can eat with a fork. Because it contains no gelatin, pectin or dry milk solids, the Hill's yogurt has a thick, pourable consistency. "The customer needs to realize that with hand-crafted foods, every batch will be different," Ray explains. I tried the maple yogurt and found the sweetness level to be just right—not too sweet, but enough syrup added to give it a good maple flavor. If you like your yogurt thicker, you can pour the yogurt into a clean cloth and hang it for an hour or two to drain. This will produce 'greek style' yogurt. If you let it drain longer you'll have a soft yogurt cheese, similar in consistency to cream cheese but much lower in fat.

#### BYOC (Bring Your Own Containers)

Raw milk customers must bring their own containers to Windy Ridge Farm. Arrive before 10:30am or after 5:30pm to make sure there's milk in the bulk tank. Yogurt is packaged in quarts and kept in a self-serve cooler. Stephanie and Ray love to show children the animals. Call for directions: 265-1618.



# Here's To Our Future

BY HUGO ATTEMANN

It is with great surprise that I find myself writing for the membership newsletter from the chair of the General Manager. In many respects I am a relatively new member of the Potsdam Food Co-op. Our family joined the Coop only six years ago upon moving to the North Country.

In the second month after our arrival I was a core worker in the bakery; within a year I was asked to consider serving on the Co-op's Board of Directors. I never imagined my service to the Co-op would extend beyond my work on the Board of Directors. Yet, here I am, hand on the tiller, trying to keep our store on an even keel while we wait to commission our new captain. It has been a remarkable experience.

At each stage of my involvement with our Co-op I have come to understand more clearly the depth and diversity of our membership and how that has underpinned the success of the Co-op through these past 35 years. We are again going through stressful growing pains and times of uncertainty. Transition is never easy for institutions, but those organizations that can recognize the positive elements of transition and capitalize on their strengths emerge stronger for their efforts. Our strength is in our membership, in serving our membership and in service from our membership. In order to serve you, the membership, the staff and the Board need to know what you want and what you need. So keep the feedback and input coming.

The Co-op is blessed with a dedicated and capable staff whose support has made this first transition smooth and seamless for our customers. I thank the staff for their support and for continuing to effectively execute the operations of the Co-op



Looking forward, I see great promise for our community enterprise. Having viewed our Co-op from both the outside and the inside I have a resolute faith in our staff and our membership that our community bond, our Cooperative, will emerge from its challenges stronger and better. Here's to the future!

Hugo

*(Note from the Editor: During the past several months there have been many people who have stepped up their involvement and have volunteered to literally help manage the Co-op during this leadership transition. Along with the hard work of our staff, their efforts include everything from stocking shelves, cleaning, and bookkeeping among other tasks. We owe our thanks to Hugo Attemann, Caroline Badger and Shawn Seymour in particular who have spent numerous hours filling in the gaps and helping to keep the Co-op running.)*

**Potsdam Food Co-op accepts...**

- Cash
- Checks
- MasterCard/VISA
- EBT/Food Stamps

## 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, concern for our local community.

**Potsdam Food Cooperative**  
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 315-265-4630  
 E-MAIL: potsdamcoop@verizon.net  
 WEBSITE: www.potsdamcoop.org

## Please Welcome



### Bob Josephson, GM

Please welcome Bob Josephson as our new General Manager. Bob has been a member of the Co-op for more than 30 years and is well known to many in the North Country. A former dairy farmer, Bob enjoyed many years of increasing responsibilities as Sullivan's Office Supply Chief Operating Officer and is excited about using the experience he gained there to advance the goals of the Co-op. Bob's knowledge of successful business operations coupled with awareness of the local

economy and long term Co-op experience make him especially valuable to us at this time. His experience adjusting to the increasing role of big box retailers in the local office supply market makes him uniquely qualified to address those concerns from a co-op perspective. **Please stop and introduce yourself to Bob or contact him at CoopGM@verizon.net.**



### Shelleymae Bartlett, Marketing & Outreach


Please welcome our new Marketing/Outreach Coordinator, Shelleymae Bartlett. Shelley brings experience in marketing and sales in newsprint and a strong knowledge of natural and organic foods marketing from her work at Rainbow Foods, a natural foods market in Juneau, Alaska. The Co-op is excited to have Shelley lead our

outreach efforts to the community and promote education of cooperative organizations, as well as natural, organic and local foods.



### Jim Bartlett, Produce Buyer

Now the Produce Buyer since August of 2008 making the goal of his position "share my department with our customers and members; asking for and receiving feedback!"



**Store Hours:**  
 Monday - Friday 8 am - 7 pm  
 Sat 9 am - 6 pm Sun noon - 4 pm

**Co-op Board Members (committee contact)**

Sean Partridge, President (Planning)	212-9505
Susan Godreau, Vice President	268-9249
Doug Welch, Secretary (Environmental)	379-9564
Shawn Seymore, Treasurer	268-9095
Hugo Attemann	268-0237
Carolyn Badger	265-1402
Lynn Hall	265-4899
Sandra McCloy	265-2432
Frank McLaughlin	386-4944
Nick Pignone	705-5028
Shawn Seymour	268-9095

**Potsdam Food Co-op Staff**

<b>Bob Josephson</b>	<b>General Manager</b>
Bakari Adams	AM Produce Setup
Chris Affre	Bakery Manager
Jim Bartlett	Produce Buyer
Shelleymae Bartlett	Mktg/Outreach Coordinator
Stacy Cole	Closing Cashier
Leslie Schwartz	Deli Foods Chef
Katie Donovan	Cashier Supervisor
Morgan Greer	Purchaser
Eric Snow	Bakery Assistant
John North	Closing Cashier
Andy Peet	Cashier
Jaime Pollard	Bakery Assistant
Suzanne Charette	Bookkeeper
Kim Sherman	Packaging Supervisor
Summer Dorr	Cashier
Cory Trombley	AM Produce Setup
Jessie LaRose	Bakery

*Co-op Community News* is the official newsletter of the Potsdam Consumer Cooperative, Inc. in Potsdam, NY. It is published bi-monthly in odd numbered months 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 are due the first Friday of even numbered months for publication in the next issue. Bring or mail submissions to Co-op or send them via e-mail to PotsdamCoopNews@gmail.com.

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### Change We Can Work Really Really Hard For

BY DEB DUDLEY

With the 2008 elections over I have to confess a certain amount of relief just that it is finally done. I've been so stressed out for the last year just hoping, waiting, wanting it to be over. And no matter what candidate(s) you supported I think everyone recognizes that we have witnessed a monumental change in America. There is a new momentum inspired by an historic election and it is not about whether you were a McCain or an Obama supporter. This is about the act of change itself.

Being the internet junkie that I am, I just can't get enough of the post-election analysis. Now that the stress is gone I actually enjoy listening to the pundits debate the tactics and look back on the strategies of both sides. Pundit banter is a niche infotainment industry that has really blossomed since the primaries.

So what have we learned from all this? Probably a lot of things but the one I'm most interested in is how we change the habits of a nation. What is painfully clear to me post-election is that change came because of very very hard work. And not only hard work but hard work on a grass roots level.

Obama campaign offices were opened all over the country to educate the nation about a politician and his vision for America. This education took time and money, nearly two years and many many millions of dollars. But what was most striking was the number of volunteers involved. There were hundreds of thousands of people working their own neighborhoods, talking to friends, colleagues and perfect strangers alike about the issues of our time and why people need to care and why they need to get involved. This is an enormous effort. This is a local effort that had national and international impact.

This is what the Potsdam Food Co-op does every day. We have community volunteers that care about and have a shared vision of sorts. We care about the health and well-being of our community, our employees, our local economy, our neighbors both near and far. We commit ourselves to supporting sustainable and ethical business practices. We try to model environmental stewardship. This is a commitment and it takes time and money to advance and sustain.

The Co-op is also going through some major changes and it presents a unique opportunity to revisit and re-energize our own grass roots mission. I can't help but wonder, what if we applied the same amount of effort that our politicians have in the last election to everything we wanted to change? I'm not saying it would be easy. Imagine the outcomes of that type of organizing, not for a candidate, but for ... oh, I don't know... a stronger Co-op which advances so many issues that affect our community every day.

The bottom line is that it is work. Sometimes hard work. And if we feel strongly about changing something, chances are it is going to take an enormous effort to achieve it. Change is not easy. In fact it is the opposite of easy. If we all just sit back and wait for our Co-op to change we will have lost something so vital to the Co-op's existence. We will have lost that grass roots aspect of what makes a Co-op work and what makes a Co-op a vehicle for change on a local, national and international level.

By shopping, volunteering, becoming a core worker, working on committees, running for the board of directors at the Co-op you and I can share the labor of making the Co-op have real impact.

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## Freezing Stuff

### Cousin Cosmo's Cornucopia of Culinary Considerations

I learned many things about cooking just from growing up. My uncle was a chef, My grandfather was the cook in his home and even my dad did a bit of cooking, especially Sunday breakfasts. Most of all I learned at the knee of my mom, helping sometimes, watching how she did things but especially enjoying the variety of meals.

Unfortunately, one of the tasks I didn't learn at home was canning. That was just too big of a process and kids could get in the way. There was an urgency to get things done. Industrial quantities of foods were sliced or diced or chopped or split or left whole. There were funnels and mashers and sieves. There were steaming hot glass jars and lids. There were bubbling pots of things, some so pungent that I'd rather play outdoors. When all was done there were more jars than a kid could count. Some had wax on the top and some had red rubber rings. They all went down to our musty, dusty cellar and filled creaky wooden shelves that covered a whole wall of the house. My job would be to retrieve a jar of fruits or pickles or a jam when it was needed for a meal.

Then one day we got a modern thing; a freezer. Until that day, a freezer was a thing about the size of a toaster that lived inside the fridge. Inside were a couple of metal ice cube trays with a lever thing so you could break the ice out. Our new one was a 20 cubic foot chest freezer that could hold a ton of food. My mother swiftly switched from canning to freezing. She said that food kept its vitamins better and you could save more kinds of things like breads and cookies. She was very careful about packaging everything in waxy bags and papers tied with string (plastic bags were not yet a commodity) and labeling everything with the name and date. She also kept records of what was there and where because it was too massive and you'd get frost bite if you had to dig through to the bottom. Long before the frozen food section of the grocery store was even a concept, we not only had the ingredients for meals but many fully made meals that only had to be thawed and heated.

I am recalling all of this because our household recently bought a freezer. It wasn't a huge one like my mother's but a modest 7 cubic feet. We had a large garden harvest this year and we want to be able to eat more local foods during the winter. The refrigerator's freezer compartment was getting a bit overwhelmed so we looked into freezers. Surprisingly they can be very energy efficient. The one we settled on costs only \$26 per year to run and we set it in the basement which is always cooler. There are a lot of rules and guidelines for food safety when freezing and I cannot begin to get them all into an article. Many foods freeze well and some do not. Many foods will be fine but will change texture, color or flavor after thawing. Many foods need to be blanched to halt enzyme action and keep peak flavor.

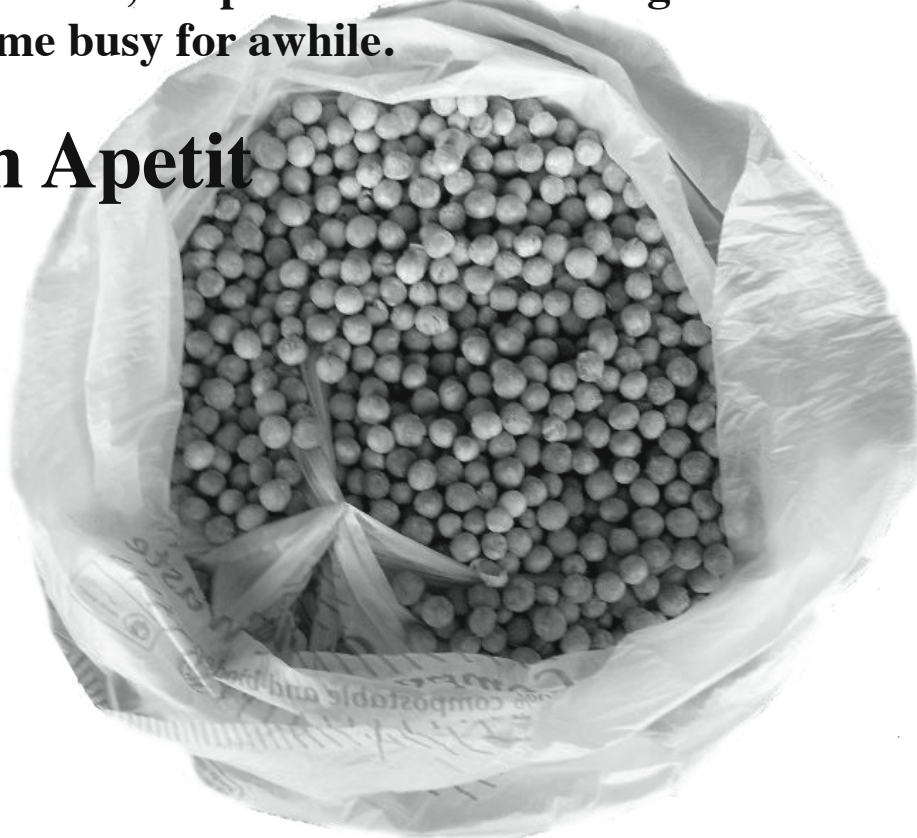
#### The important things to remember are:

- *Begin with the freshest and highest quality foods.*
- *Work under sanitary conditions.*
- *Choose packaging materials that will keep air away from the food and keep moisture from leaving the food.*
- *Date all packages, keep a record and use foods within a reasonable amount of time.*
- *Freeze foods as quickly as possible and keep them below 0° F.*

I still have a bunch to learn about freezing but I will learn as I go and pass on some tricks as I find them. Good cookbooks, such as the Joy of Cooking have great tips for specific foods. There is sufficient information in publications and cookbooks and on the internet to get you started.

**I put "freezing foods" into my search engine and got 287,000 possibilities. That is gonna keep me busy for awhile.**

**Bon Appetit  
CC**



# Garden Matters

## Why Home Gardening Really Matters

By BORIS JUKIĆ

My last column was a translation of a portion of an article by my fellow countryman, Croatian journalist and writer Ante Tomić, who is known for his insightful commentaries on the contradictions of modern day life. Here is the conclusion of his article on the proposed strict regulation of the size and shape of vegetables that can be sold to consumers in the European Union (EU), not only vegetables sold in supermarkets but possibly even those sold in farmers' markets as well. This is also a commentary on the humanizing power of tilling one's own soil and enjoying the fruits of one's labor.

"Just think what a defeat of intellect and imagination this regulation would represent. An intelligent person welcomes the fact that there are no two completely identical leaves, flowers or pieces of fruit, trees or blades of grass. EU bureaucrats who proposed this law are, on the other hand, compelled to desperate measures by this disturbing diversity of nature. Nature is apparently too messy for them. Curved cucumbers and not perfectly round tomatoes are simply too offensive and need to be restrained by correctly prescribed dimensions. Come to think of it, God did a fairly lousy job when it comes to vegetables altogether. If He really put some effort into it, a tomato would not be round or a cucumber oblong, but rather all the vegetables would be of a perfectly square shape, something like 8 X 8 centimeters, which would obviously save us a ton on packaging and transportation costs.

I am fairly sure that none of those who worked on this brilliant regulation ever set foot in a real backyard garden and tried some homegrown vegetables. Otherwise they would understand what a great pleasure it is to venture among the rows of tomatoes in old cutoff jeans at dusk, dig a small ditch around every plant with a hoe and water it from a blue rubber hose, while your feet are slowly descending into the wet earth, and the brown muddy mass is cooling your toes. Grabbing one or at most, two heavy bulging fruits sprinkled with some mud. All you need for a perfect dinner is a piece of bread, a thinly sliced homemade sausage and a pinch of salt.

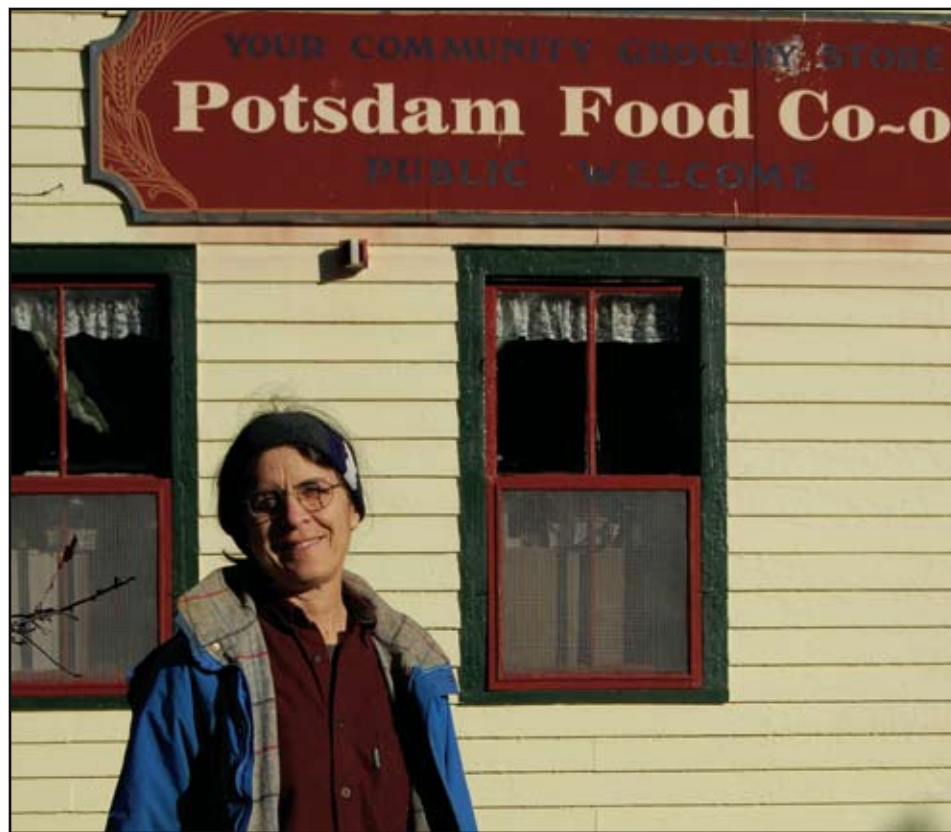
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**There is a magnificent scene near the end of the first 'Godfather' film, when the old don Vito Corleone is in his garden and suddenly grabs his chest and dies. If you ask me, that is the most beautiful and moving depiction of death in the entire history of cinema.**

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A viewer can not resist feeling gentle sadness and compassion, even though the man dying was essentially, a monster. If you really think about it, Vito Corleone had no more human characteristics than say, Ratko Mladić or Pol Pot, but when Francis Ford Coppola places him in that garden, allowing him to fall there, he is no longer a cruel murderer, manipulator or loan shark. As he lies dying among his tomatoes, he is an exemplary member of his community, beloved husband, father and grandfather, 'a good Christian.' The garden he carefully planted, tended to, watered and weeded, and wherein he finally passed away, made him a better man than he really was.

So, in a few years, I wonder will we, who live in modern Europe, still be able to understand that simple life's truth. It is surely not apparent as we find ourselves surrounded by the perfect vegetables in the supermarket coolers, the smooth and straight cucumbers and the perfectly identical tomatoes from some industrial Spanish greenhouse, carefully organized in blue plastic containers, round, firm and polished, like some strange billiard balls with a stem."



## Winter Gardening

By JANET LEARNED

This is the time of the year for one of my favorite garden chores – sitting in a comfortable chair with a cup of tea on a blustery winter day, and browsing seed catalogs.

Now, I have been engaged in another catalog project – every day I call the number for whatever catalog I have received in the mail that day, and request that they remove me from their mailing list. I continue to believe, despite evidence to the contrary, that I will eventually be catalog free. Or almost catalog free, because there are a small number that I will continue to receive – and they are all seed catalogs.

So I will share with you that select group of favorites. My number one catalog, and the one I actually called to request this year (being slightly impatient, and wanting to make sure that my flower seed order went in with the Co-op's seed order), comes from Fedco. I order virtually all of my seeds from it. They are perhaps a little short on the latest designer flowers, but there are always a few new surprises, plus the standard workhorses of my North Country flower beds. In addition, I order from Fedco because I am a fan of the company. They are in Maine, and I will only order seeds from companies in the North East. They are a cooperative, and their organic, sustainable philosophies are in harmony with my own. Their choice of seed packages includes those small enough to be reasonably priced (\$1.00 each on average), and their catalog includes interesting books, information on available varieties, current issues in the seed industry, how to start a student run seed company, and more. They are online too, but it's not the same.

I order my bulbs (450 tulips this fall!) from John Scheepers. They are also online, and I have taken advantage of their online ordering because it is remarkably easy, but I still make all of my selections from the catalog. They are not in the Northeast of course – all of the bulbs come from Holland (which is actually Northeast, isn't it?). But they sell top quality bulbs at reasonable prices, have a beautiful catalog with stunning varieties, and have beautified the downtown gardens for many years. Those spectacular lilies by the Co-op sign came from John Scheepers (and this fall I planted a mix of the same type of lily – Orienpet - in the flower beds along the front of the store.)

I am also a fan of Johnny's Seed Catalog. I still receive their catalog even though I rarely order from them, but they only send one catalog a year. I read through the catalog for information, and occasionally find something irresistible. Johnny's is also a valuable source for garden tools.

I wholeheartedly support the Seed Savers exchange – a nonprofit dedicated to preserving and distributing heirloom seed, and I enjoy reading through their beautiful catalog.

And I haven't been able to bring myself to call WhiteFlower Farms to discontinue their catalog even though they send me a catalog every three months. It is so beautiful and informative, and I have been known to order from them (self-selected Mother's Day gifts, for example). They have excellent lily and narcissus collections, and it was a discussion on an extensive border bed that was designed and installed at their nursery by an English horticulturalist that inspired the hedgerow between the Rescue Squad and the Big M.

There are other catalogs that have come and gone over the years, and many that I have called to cancel – but I usually collect and read through all of the seed catalogs on a cold winter's day before I recycle them.

**Happy Winter Gardening!**

# “Madness, Madness,” I Say!

BY SHELLYMAE BARTLETT

## October Festivities

The Potsdam Chamber of Commerce’s annual autumn “Fright Night” was held on October 23rd. from 5:30 to 8 p.m.

For those not so familiar with this event, businesses from all over our town gather together each year in a community effort to provide tasty treats along with exciting and sometimes a little creepy fun filled adventures for children and their parents.

At our Co-op it’s been tradition to “Build your own Scarecrow” each year.

After contemplating how many grass men have been left behind in years past, I saw that although tradition is good thing, change can be too if we work them both together. Instead of life sized creatures we opted for child- sized versions and in this case, smaller was better. And every one went home with a smile.

“1000 things 1% better” is what I always say. So being the “New Kid on the Block” I thought I might try a little something different and liven things up a bit.

What started out being a “Touchy Feely Box” ended up as “The Mad Lab Scientist & His Mad Lab Box” Soon after, The Carriage House Bakery was turned into a glowing laboratory of neon lights and took on a new life of its own.

Cory Trombley played an amazing roll as the Mad Lab Scientist (*see photo right*) entertaining everyone.

Bill Beebe surprised us all with his unique humor and wit as Frankenstein (*see photo right*).

Folks are already talking about what new scientific hands on experiments everyone can do next year!

We also added Guess the weight of the Great Pumpkin and a Guess-ta-mation to guess the number of candies in a jar.

## Congratulations to:

- Six-year-old Nyah Plunkett was the lucky winner of a \$25.00 Gift Certificate on her superb guess of 400 lbs. on the weight of the Great Pumpkin.
- Lisa Rogers and Erica and Roger LaFountain for their great guesses in the Guess-ta-mation contest.
- There were 681 Chocolate and Yogurt covered Peanuts and 871 Chocolate and Yogurt covered Raisins.

## A special thanks to:

- Professor Jim Schulte from Clarkson for the use of his real specimens which added a extra creepy flair
- Andrea James at the C.O.R.C store for going the extra mile to look for small sized clothes which they generously donate each year for our smaller scarecrows.
- Peggy Snell and Clarkson Inn for their wonderful donation of sheets for our little grass men.
- Glenn Collins hooray for the hay!
- Bob Riehle and his GREAT PUMPKIN!
- Lester at Waste Stream for weighing our great Pumpkin and keeping such good secrets!

I would like to thank all the volunteers who helped make this year’s event so successful!

I would also like to give a special thanks to Shā Cady-Rishe for being my extra arms and legs while I was on crutches, Christina Easton, Mike and Amanda Balonek & all the fine young men from Clarkson University your hospitality, motivation, and initiative skills to take the ball and run with it was superb team work! My hat is off to you!

If you would like to know about or be more involved with any of our future events I would love to have you hop on board! Please feel free to contact me at [outreachmarketing@verizon.net](mailto:outreachmarketing@verizon.net) or here at the Co-op.

## Thanks again and happy autumn everyone!



From top: Cory Trombley, Bill Beebe, Bella and Jackson Snee, and Kim Sherman and her granddaughter Paula Mae Sherman.

# Making Food Choices

BY PAULA SCHECHTER YOUMELL

Hello Co-op members! I have a question for everyone. Before I ask the question, here is the story leading up to the question: recently I was speaking with Jim, our produce manager. My question for Jim was, "where are the organic apples?" This led us into a 20 minutes discussion on produce prices, shipping issues, organic vs. local... can you see how this snowballed? In the end, Jim & I solved the world's problems and more importantly, solved all our local sustainability issues, food system included. (Maybe we should be invited into the new Obama administration!?)

So, now I ask you: What is most important to you, a Coop member, when making produce choices: low price, local, or organic produce?

There are issues surrounding all of these choices. Many books can be found on the topic of food choices. Go to Amazon.com, click on books, then click on advanced search, in the 'keywords' box type such phrases as local food, organic food, sustainable food, and slow food. I guarantee you will discover more interesting book choices than you can possibly read this winter. Type the same subjects into a google search and the resulting websites are overwhelming! (see book list below)

Organic, local apples ("certified" organic or not) on the Coop shelves would be my ideal choice. My family grows or buys locally approximately 75-85% of our food (chocolate is hard to buy from a local producer!). However, if the local apples and produce are sprayed with petroleum based pesticides, herbicides, fungicides, and fertilized with petro-chemicals.... all I have to say is "NO THANKS." These chemicals are endocrine disrupters, nervous system toxins, implicated in all kinds of cancers, toxic to our livers (and every other body cell/tissue/organ). Have I said enough? These are not chemicals I want on my families' food or being used in our environment, the earth as a whole. If you finish the above food related book lists, I recommend trying some titles surrounding the petrochemicals used in agriculture and their health impacts on all living things.

Make your voice heard at the coop, tell Jim what produce is important to you. Please write your thoughts and preferences in the Coop members' notebook or send me an email (pyoumell@gmail.com). I will compile your preferences and deliver them to Jim, making it easier for the Coop to supply what we, the membership, want. Information will be passed along to our local produce farmers and your input may affect their farming practices!

Jim and I also discussed a Coop Reference List of local produce farmers and their farming practices. This handy guide will be available to members and non-member customers, sometime in the near future. When you pick up a head of cabbage or a bunch of carrots (any local produce, for that matter), you can check the reference list for the types of fertilizers and pesticide controls each farmer uses. Handy idea!

Happy reading this late Fall & winter!



## Apple Pumpkin Magic (use local ingredients!)

- 2 cups sliced apples
- 2 cups raw pumpkin chunks, cut up pumpkin into bite size chunks
- 1/3 cup maple syrup (if you prefer sugar use 2/3 cup)
- 1/2 cup whole grain flour
- 1/2 cup thin ground oat flakes
- 1/2 cup walnut flour (quick grind in a coffee grinder)
- 1 teaspoon cinnamon
- 3/4 teaspoon nutmeg
- 1/3 cup butter, softened or melted
- optional: add small amounts ginger & cloves

350 F oven. Place apples & pumpkin in 8X8 pan & drizzle with maple syrup. Mix remaining ingredients and sprinkle over apple & pumpkin chunks. Bake for 30 minutes or so, until pumpkin tender & topping is browned.

## Enjoy!

### Abbreviated suggested reading list:

- Real Medicine*, Real Health, Dr. Arden Andersen
- Eat Where You Live*, Lou Bendrick
- What are People For?*, Wendell Berry
- Animal, Vegetable, Miracle: A Year of Food Life*, Barbara Kingsolver
- Local Flavors: Cooking and Eating From America's Farmers Markets*, Deborah Madison
- The Omnivore's Dilemma*, Michael Pollan
- Plenty: One Man, One Woman and a Raucous Year of Eating Locally*, Alisa Smith

## Co-op Business Partners

**Alchemystress** 10% off body piercings excluding specials.  
17 Maple St., Potsdam 268-9453 [www.alchemystress.com](http://www.alchemystress.com)

**The Alexander Technique** - Posture, Balance, and Poise  
Beth Robinson; 10% discount for 30 & 60 min. private lessons  
73 Leroy St. 265-7386 [cello1@tweny.r.com](mailto:cello1@tweny.r.com)

**American Theater** \$2 off Gen'l Admission with purchase of same.  
Main St. Canton 386-2981 [roxy@jscinemas.com](mailto:roxy@jscinemas.com) [www.jscinemas.com](http://www.jscinemas.com)

**Angelo's Fresh Seafood Restaurant**  
10% discount 39 1/2 Maple St. Potsdam 265-9227

**Argent's Jewelry** 10% discount off regular prices.  
32 Market St., Potsdam 265-6389

**Asian World Imports**  
10% off one item of your choice. [info@asianworldimports.com](mailto:info@asianworldimports.com)  
1168 SH 68, Canton 714-2119 [www.asianworldimports.com](http://www.asianworldimports.com)

**The Bagelry** 10% off all platters/catering  
9 Market St., Potsdam 265-9378

**Body Shop Fitness & Salon, Inc.** 50% off first class  
47 State Hwy 35, Potsdam 262-0482

**Boutique Florist** 10% off regular prices  
3 Pleasant St., Potsdam 265-6010

**Community Performance Series** 10% off all events; individual sales only—can't combine with other CPS discounts. Snell Theatre SUNY Potsdam 267-2CPS  
[www.cpspotsdam.org](http://www.cpspotsdam.org) [cps@potsdam.edu](mailto:cps@potsdam.edu)

**the computer guys** 10% discount off computer peripherals.  
4 Clarkson Ave, Potsdam 265-3866 [www.textbks.com](http://www.textbks.com)

**The Copy Shop & Business Center**  
Free—up to 10 self serve 8 1/2 x 11" b/w copies daily.  
11 Maple St. Potsdam 265-1700, 268-0448 [www.potsdamcopyshop.com](http://www.potsdamcopyshop.com)

**EHSA Outdoor Power Equipment** Owner: Les Benedict  
5% discount on all merchandise except oil / lubrication products; not valid with any other offer 1303 State Route 37, Hogansburg 518-358-6124

**Evans & White** 1 free key duplication (one-time offer)  
1 Maple St., Potsdam 265-4350

**First Crush Wine Bistro** 10% off between 7 am - 10 am Mon-Fri ONLY  
32 Market St, Potsdam 265-9463 (265-WINE)  
[www.firstcrushwinebar.com](http://www.firstcrushwinebar.com) [wine@firstcrushwinebar.com](mailto:wine@firstcrushwinebar.com)

**The Gallery** 5% discount on purchase up to \$100.  
67 Main St., Canton 379-9526

**Goody Goody's** Free gift - age 12 and under - on birthday  
16 Market St., Potsdam 265-1006

**Greener Pastures Forge** 10% discount on custom iron work  
256 Morrill Rd, Canton 379-9723 [gpfarmrobin@slc.com](mailto:gpfarmrobin@slc.com)

**Our Greener Home** 5% off non-sale merchandise  
45 Market St., Potsdam 274-9326 (274-9ECO)  
[www.potsdamgreenhouse.com](http://www.potsdamgreenhouse.com), [info@potsdamgreenhouse.com](mailto:info@potsdamgreenhouse.com)

**Michael Greer Residential Carpentry** 5% Discount  
528-7507 or 265-3837

**Iroquois Organic Farm, Country Garden Restaurant and Tilden Stage B&B**  
10% off produce, meals, B&B; 5% off reg. prices on antiques, gifts  
10951 St Hwy 37, Lisbon 393-6252

**Josie's Pizza** 5% off pizzas & pizza rolls, 10% off half and full sheet pizzas. 13  
Market St., Potsdam 265-9484

**Helen Kenny, Knead of Life Massage Therapy**  
\$5 off 1 hour session (one-time offer). Hannawa Falls 265-3369

**Hidden Meadow Inn**  
2nd person stays free in same room for 2-night stay. Breakfast included. First-timers only. Reservations required. 1950 Sober St., Norfolk 384-3234 or 212-0203 [www.hiddenmeadowinn.com](http://www.hiddenmeadowinn.com)  
[youarewelcome@hiddenmeadowinn.com](mailto:youarewelcome@hiddenmeadowinn.com)

**Jane Khondker, Certified Jazzercise Instructor**  
2 Free Intro Classes (two-time offer)-not good with other discounts  
Market Square Mall, Potsdam 265-3608

**North Country Center for Yoga and Health**  
\$5 off drop-in fee for any class, contact instructor to arrange (1x offer)  
107 1/2 Main Street (upstairs), Canton 767-0927 [www.yoga-loft.org](http://www.yoga-loft.org)

**North Country Neighbors Craft and Gift Mall**  
One month free booth rental with year lease  
6 Main St., Potsdam 268-1055 [www.discoverpotsdam.com](http://www.discoverpotsdam.com)

**Northern Ice and Dance** — 10% off first purchase.  
2106 River Rd., Hannawa Falls 265-0009 [www.northernicedance.com](http://www.northernicedance.com)

**Northern Music and Video** 10% discount - CDs, DVDs and musical instrument accessories. 29 Market St., Potsdam 265-8100 [www.northernmusicandvideo.com](http://www.northernmusicandvideo.com)

**Northern Nutrition Fitness Training Zone**  
10% off fitness test or nutrition consultation (one-time offer).  
30 N. Main St. Norfolk 384-3325 [mysite.verizon.net/nfftz5](http://mysite.verizon.net/nfftz5)  
[nfftz5@verizon.net](mailto:nfftz5@verizon.net)

**Packbasket Adventures** 10% off B&B, including 1 meal, ski tours, canoe trips, fishing trips. 12 South Shore Rd. Ext., Wanakena. 848-3488  
[www.packbasketadventures.com](http://www.packbasketadventures.com)

**Potsdam Big M 1** Free Sub or Wrap from the Deli (one-time offer)  
27 Elm St., Potsdam 265-6282

**Purple Rice**  
\$2 off lunch special (one time offer)  
20 Elm St. #105, Potsdam 268-0923

**RoxyTheater** \$2 off Gen'l Admission w/ purchase of same.  
20 Main St. Potsdam 386-2981 [roxy@jscinemas.com](mailto:roxy@jscinemas.com)  
[www.jscinemas.com](http://www.jscinemas.com)

**St. Lawrence Chocolates** 10% off any gift basket purchase  
4 Main St., Potsdam 274-9029 [www.stlawrencechocolates.com](http://www.stlawrencechocolates.com)

**St. Lawrence Nurseries** 10% discount off regularly priced stock  
325 Rt. 345, Potsdam 265-0778

**Scoopuccino's** 10% off on Wednesdays.  
167 Market Street 268-8780

**slc.com Internet Server** 1st month free on "Home Gold Package"  
[www.slc.com](http://www.slc.com) 877-754-2266

**Strawberry Fields Music** \$1 off all purchases of \$10 or more (excluding bonus cards) 8 Market St., Suite 2 Potsdam 265-7700

**TAUNY** 10% off Folkstore items, except Top Shelf  
2 W. Main St. Canton 386-4289 [www.tauny.org](http://www.tauny.org)

**Dr. Terrance M. Reed — Potsdam Center for Innovative Dental Technologies**  
— 10% discount 83 Market St., Potsdam. 265-3377 [www.docreed.com](http://www.docreed.com)

**Tim's Comics & Game** 10% discount on regular prices  
6 Main St. Potsdam 268-1598 [www.discoverpotsdam.com/tims](http://www.discoverpotsdam.com/tims)

**Videorama** 1 Free video rental.  
12 Main St., Potsdam. 265-7000 — [www.myvideostore.com](http://www.myvideostore.com)

**Village Diner** Large juice w/ breakfast for all party members (excluding specials) (two-time offer) Market Square Mall, Depot St. Potsdam 265-8624

**Village Wine and Liquors** 5% of any wines on Wednesdays  
2A Main St. Potsdam 261-4630

**Wear On Earth** 10% discount off regularly priced items (excluding boats)  
19 Market St. Potsdam. 265-3178

**Willow Tree Florist and Landscaping** 10% discount on purchases  
7580 US Hwy 11 265-2842

*Please ask details and show your membership card before making purchases with participating business partners.*

## Board President Notes

The Board of Directors is pleased to announce the hiring of Bob Josephson as our new General Manager. After a long and exhaustive national search process, the position was offered to Bob, the long-time Chief Operating Officer with Sullivan's Office Supply in Massena. Bob has accepted the position and will start during the first week in November. Please welcome him when you are in the store next month.

Bob has been a member of the Co-op for more than 30 years and is well known to many in the North Country. A former dairy farmer, Bob enjoyed many years of increasing responsibilities at Sullivan's and is excited about using the experience he gained there to advance the goals of the Co-op. Bob's knowledge of successful business operations coupled with awareness of the local economy and long term Co-op experience make him especially valuable to us at this time. His experience adjusting to the increasing role of big box retailers in the local office supply market makes him uniquely qualified to address those concerns from a co-op perspective.

In addition, his service as a school board member and town supervisor provided experience in dealing with multiple constituencies, fiscal oversight, and resource management. All of these skills are critical in the GM's role and will be required to bring our renovations, reset and point of sale system upgrade to completion.

As with all aspects of the Co-op, the success of our new GM is closely tied to the continued involvement of our members. In addition to the upcoming reset, there are likely to be a number of significant changes in the co-op in the coming months. We hope that members will continue take an active role in keeping things moving forward. Anyone interested in volunteering in any capacity should stop in and see Bob and/or Hugo right away.

On behalf of the board, I would also like to extend our thanks to all of the members who have participated in recent board meetings. The September meeting was illustrative of the democratic power inherent in a cooperative organization. We truly appreciate the fact that members took the time out of their busy schedules to educate themselves on the current state of things within the co-op and to share their invaluable advice. The input received from that meeting was influential on the board's eventual GM hiring decision.

Sean

## Board Minutes Summaries

(full minutes available at Co-op)

September 16, 2008

**Board/Staff attending:** Sean Partridge, Doug Welch, Shawn Seymour, Hugo Attemann, Sandy McCloy, Nick P., Frank Mc., Carolyn B., and Lynn H.

The meeting was called to order at 6:00 p.m.

### Member Comment:

Chair, Sean Partridge made introductory comments saying that he welcomed the large turnout as healthy sign about the co-op. He noted that a bookkeeper had been hired, that a marketing search was in progress and that the Produce person was now working full time. He then opened the floor for member comment.

Over fifty members attended and member comment lasted until 8:40 p.m. with numerous speakers, some speaking more than once. Comments ran the gamut from support for Scott Miller and hiring him back at least part time to full support of the board. Others felt the board needed to admit their role in the situation. There was criticism and concern that the board did not have a plan in place for transition after Scott's dismissal. Others wanted to know if the co-op is financially sound. Concern was expressed about the staff and how they were doing in this situation. Some wanted to hear from staff members directly.

After a short break, the regular meeting started at 8:45 p.m.

Minutes from August meeting were accepted on a voice vote.

### Manager's report

Mailing of member letter and labels for newsletter were discussed.

Hobart issues concerning labels were addressed. More info on handicap parking: left and right setbacks are required.

Bookkeeper and payroll issues were discussed. Staff will do inventory at the end of the month. Veronica's nine month review is due.

A new cashier has been hired.

It was noted that Katie's position had been a team and now was a team of one.

GM: 6 or 7 resumes so far.

Robin McClellan is interested in Long Range Planning.

### RE-SET

Counters too long for space.

Freezers will be delivered in Jan.

Eric and Michael will be consulted about .

Ron has agreed to do architectural drawings for project.

Leslie will be glad to look over.

Catapult - hoped Scott would share some information.

**Executive Session:** Board went into session to appoint and approve Hugo Attemann as Interim General Manager. He will serve on a volunteer basis.

### In regular session:

Hugo stated that he wanted to keep things moving regarding the POS and re-set as well as prepare for the new general manager.

In a meeting with staff they had indicated a willingness to work with Hugo.

Regular meeting adjourned at 10:45 p.m.

## Volunteer Help Wanted

**We are looking for a volunteer to take porch furniture for a repaint/refinish and we have a couple of winterizing chores like storm windows and general tightening up. Contact: Bob Josephson at 315-265-4630**

**Bake-Off Volunteers**  
Come and help with set up and clean up and hosting of this Co-op tradition on Saturday, December 7th 12-4 p.m. at the Carriage House Bakery.

Contact Shelley at 265-4630

## Join the Co-op!

**2% discount for all members. Volunteer opportunities come up all the time. Volunteering one hour per adult in your membership will earn your household a 10% discount for a month. Core worker, volunteers volunteer three hours per week to earn a 23% discount. If you are interested in volunteering, please give Bob Josephson a call at 315-265-4630**

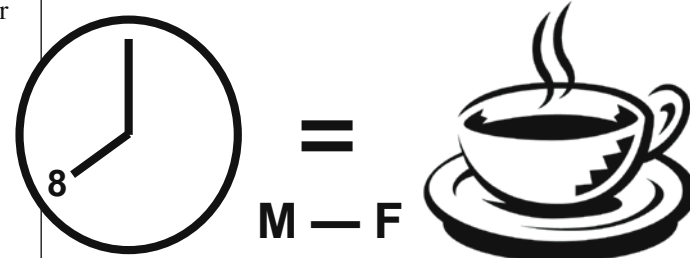
**CO-OP BOARD MEETINGS ARE OPEN TO ALL MEMBERS OF THE POTSDAM FOOD COOPERATIVE.**

**EVERY AGENDA PROVIDES TIME FOR MEMBER COMMENT.**

**MEETINGS ARE HELD AT 6:00 PM ON THE 3RD-TUESDAY OF EACH MONTH, IN THE ROOM ABOVE THE CARRIAGE HOUSE BAKERY.**

**IF YOU HAVE QUESTIONS OR COMMENTS FOR BOARD MEMBERS, WE REALLY WOULD LIKE TO HEAR FROM YOU.**

## Remember



Potsdam Food Cooperative  
24 Elm Street  
Potsdam, NY 13676



# JOIN!

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# Potsdam Food Cooperative Community NEWS

Nov/Dec 2008

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