

Co-op Community Newsletter



Potsdam Food Co-op
& Carriage House Bakery and Deli



Your local grocer since 1973

Co-op Raises \$683 for Neighborhood Center, Announces Contest Winners

By Lynn Clark, Marketing/Outreach Coordinator

The Potsdam Food Co-op held its 21st Holiday Baking Fest and Silent Auction benefit fundraiser for the Potsdam Neighborhood Center on Sunday, December 2nd. This annual community event was held in the Potsdam Town Hall Community Room at 18 Elm Street.

Eager guests gathered in the Community Room that was dressed in holiday attire. Comfortable seating allowed guests to relax and enjoy the samples of the 18 mouthwatering entries donated by community bakers. Those who attended silently voted for their favorites and many placed bids on the creations in the silent auction for a chance to bring home a special treat. Kristal Hayes, Director of the Potsdam Neighborhood Center, and Margo, Neighborhood Center volunteer, assisted in serving samples. They were also available to talk with visitors about the essential work the Neighborhood

Center does for those in the community.

This annual Baking Fest has become a tradition for many individuals and families over the years. It is a wonderful way to begin the holiday season where bakers show their community spirit of giving by entering, and others contribute their dollars as the winning bidder.

The Co-op wishes to sincerely thank everyone for their significant part in helping to raise \$683 for the Potsdam Neighborhood Center! We very much appreciate all who participated; the bakers, bidders, and those who contributed monetary donations. Thanks also to the Co-op staff, working-owners, committee members, and members of the Co-op's Board of Directors who assisted in the various aspects necessary for the success of this important community event. This collective effort is what makes the Baking Fest and Silent Auction a success and an integral part of the holiday season that helps to make a difference in the lives of others.

The bakers who received the

most votes in each category of the friendly baking contest, and winners of a \$25 Co-op Gift Certificate are:

COOKIES: Double Chocolate Mint Squares by Sandy McCloy

DESSERTS: Walnut Baklava by Fatima Mustafa

SPECIAL DIET (Vegan): Lucy's Best Chocolate Cake (with vegan cream cheese frosting) by Lynn Clark

SAVORY: Potato Pizza by Fatima Mustafa

Whether you can bake, bid, or just enjoy sampling homemade cakes, cookies, pies, and savory treats, we hope you can join us next year for this annual tradition. This event is a great way to begin the holiday season while supporting a worthwhile organization!



Potsdam Food Co-op Holiday Baking Fest has many things I like in the same place: creating food with LOVE, meeting people and friends in a nice cozy atmosphere, along with being there for others, community getting together with the giving spirit in a place full with nicely decorated baked stuff that you can taste with free hot drinks. Bidders can buy their favorite product for a generous purpose. Thank you food co-op for organizing this, and big thanks for the prizes! It is lovely to have certificates as proof that the products have won the admiration of guests. I highly encourage all not to miss the next baking fest and to send LOVE for the Potsdam Neighborhood Center.

Fatima Mustafa

PRODUCT UPDATE

By Jessie Larose

Winter is here, and so is the New Year! With that in mind, you may notice we also have a lot of new products in the store. Many of these new items came from the UNFI North Atlantic Showcase we attended in Connecticut this past October, which Andy wrote about in our last newsletter. It's a huge event, packed with some of the best natural and organic products in the country. We're so thankful that we had the opportunity to attend and to now be able to bring it all home to you. I'd like to share some of my personal favorites from the show:

From the creators of JUST Mayo comes JUST Egg. We've carried this one for a few months now, but it's definitely earned its place in the spotlight. It's made from mung beans, but it scrambles just like real eggs! I know what you're thinking, but seeing really is believing. While you can't expect it to taste just like the real thing, the texture is quite similar and the process of cooking it is almost identical. In less than a minute, you'll have yourself a plate of delicious plant-based scrambled goodness! I highly recommend it for those following vegan diet or anyone with an egg allergy.

Another great new breakfast item you'll find in our freezer section: Udi's English Muffins. While these do contain dairy and egg, they are free of soy and wheat, making them a great alternative for our cus-

tomers with soy and gluten allergies. We also now have a larger size available of the classic Udi's sliced bread loaves. All of the texture and taste without the gluten!

It's not just food either! We found an array of naturally clean non-food items in the Health and Beauty aisles of the showcase. On day two, I was exhausted and likely dehydrated. I had a terrible headache, but I was determined to sample everything I could get my hands on before heading home. I stopped by the Forces of Nature booth, and saw this product labeled for the treatment of headaches. When I told the woman working at the booth about my headache, she handed me the package and asked me to try it. I immediately opened it and rubbed the roller on my forehead. I was definitely skeptical but within 20 or so minutes, I honestly felt relief. I've lived with headaches and chronic migraines my whole life, so this was a big deal to me! Forces of Nature makes a variety of natural medicines for various ailments. They're made from essential oils, certified organic, registered with the FDA, and even come with a one-year money back guarantee if you aren't completely satisfied. I highly recommend them as an alternative to over-the-counter drugs.

Be sure to look for these and all of the new products coming into the store. We hope you're as excited as we are and we look forward to your feedback. As always, we want to hear from you, whether you have a compliment or a complaint and we welcome any of your own product suggestions.

Getting Your RDA of CBD?

By Paula Youmell, RN



Cannabidiol (CBD) oil is everywhere. It is a modern day panacea. Which takes me to this thought: snake oil? Now do not get me wrong, I am a lover of plant medicine, a 2x certified Herbalist. I know and honor the power of plants to impact human and planetary health. The rise of CBD oil's fame, legality, and its medicinal use has benefits far and wide.

"Should I use CBD oil

Paula? What is the dose? Does it really cure cancer? Will it help my auto-immune condition? are questions posed to me often by clients, friends, family, and sometimes as casual aisle conversation with Co-op members and shoppers. I am fascinated with plant biology, human biology, and the biology of plant-human interaction. I will tackle this conversation from a plant medicine perspective, through the eyes of an Herbalist.

Many, many plants have wonderful healing properties. Plant medicine has been used for as long as humans have wandered this Earth. The cannabinoid, CBD, achieves some notoriety being a sister cannabinoid to the even more notorious THC. THC has a mysterious aura about it because, for generations, we have been steered clear of its psychoactive properties.

I will focus on CBD here and keep the psychoactive conversations for a later date, perhaps for chatting in the aisles. CBD is the canna-

binoid (chemical constituent in the cannabis plant) that is used for its calming and anti-inflammatory purposes. Some popular therapeutic uses of CBD are:

- Chronic pain due to spasticity such as fibromyalgia
- Convulsions / seizures
- Inflammation
- Neuropathy from diabetes or chemotherapy
- Multiple sclerosis
- Migraines
- Anxiety & depression
- Anti tumor use in breast and brain cancer, used in a CBD/THC combination

I confess, I use it when the caffeine in coffee is not agreeing with me and my naturally high energy is on caffeine induced, hummingbird buzz mode. CBD calms things down.

Currently, I am experimenting with it for GERD, reflux. Catch me in the aisles for updates.

Our bodies have an endocannabinoid system that interacts very well with the cannabinoids in cannabis plants. For the record, cannabis ...Continues on page 3

From the GM

Greetings cooperators! It is not yet 2019 as I write but very little of 2018 remains, most of it lost to holiday and travel plans. After a 48 hour delay on our return flight from Thanksgiving, I'm grateful Nicole and I will be staying put this time around. Hopefully we'll finally take possession of the little house on Walnut Street that we've been working on buying for the last couple months. I'm trying not to be too optimistic though; buying a house takes a lot longer than I thought it would! Mid-winter domesticity aside, here are some updates on the co-op, from the perspective of your new general manager still not quite six months into the job:

Sales numbers are not the most thrilling subject. But they matter, both to our current operations and to our long term goals and financial sustainability. Over the last few months we've seen a slight recovery, bouncing back from slow sales earlier in 2018. Unfortunately, there's still plenty of room to improve. Thanks to our loyal members and regular shoppers we're maintaining solid overall sales but have seen a decline in our average customers per day. We're still working to understand this decrease but expect to see continued improvements as we try out new ideas and initiatives. We are a cooperative so your help is always appreciated, whether you're a regular shopper or one of those we've lost touch with. We'd love to know more about what keeps you coming back or what's preventing you from participating. Send your messages to lee@potdamcoop.com or you can reach me in the office at (315) 265-4630 Monday through Friday.

As part of our efforts to re-engage our members and the community at large I've been writing a weekly email. Hopefully some of you have read it and hopefully more of you will read it soon. I try to keep it brief and topical, less a sales pitch and more a chatty commentary on my week at the co-op. (As of mid-December my weekly emails are on hiatus while I work out some pesky details but by the time you read this we should be up and running again.) You can get on the list by signing up at our website, www.potdamcoop.com. The website is another piece of our public face and we're working to make it more user friendly and more fun to look at it. If you have thoughts on the website send those our way too; more feedback will lead to a better website!

I'll also make note of our upgraded social media presence. If you have somehow avoided getting entangled by Facebook or Instagram (or have

made the righteous decision to disengage) I salute you. On the other hand, if you waste more time than you care to admit scrolling through Instagram or checking your Facebook feed be sure to "like" and "follow" the Potsdam Food Co-op. We post lots of fun pictures, videos, recipes, and even the occasional exclusive promotion. If you like us in real life be sure your virtual self is equally engaged. It's no substitute for regular participation as a member-owner but it helps us get the good word out to the wider community. Hashtag cooperation. Hashtag winning.

Another initiative you may have noticed is our "Local Producer of the Month" feature in North Country This Week. It's one of the ways we are working to raise the profile of local producers and reinforce the co-op's status as the destination for local. We featured Kent Family Growers (and their hearty storage crops) in November, took a break in December to advertise the Baking Fest, and by the time you read this, Deep Root Mushrooms (the best oysters in the North Country) will be getting some well-deserved print. The basic premise is "we all do better when we all do better" to quote Paul Wellstone (and the bumper sticker on your Subaru). If you are a local producer who sells to the co-op and you're interested in being featured, please get in touch. Woody's Maple has sugaring season locked in but the rest of the calendar is wide open.

There are so many more things, big and small, new and long-running, that I'd love to tell you about. But space is limited, time finite, and I have to keep something in reserve. So come talk to me next time you're in the store, subscribe to my emails and write back when you feel like it. There is always more work to be done but as a democratically governed co-op we need your input to inform and inspire that work. Join the conversation! Help us shape the next chapter of the Potsdam Food Co-op and build a resilient local food culture in the North Country. Together we can make a lasting impact, harnessing our collective will and shared resources to build a strong co-op, prepared for the uncertain times ahead while serving the complicated needs of the present. Gary Snyder says it better than I can, "To climb these coming crests, one word to you, to you and your children: stay together, learn the flowers, go light."

Thanks for participating,
Lee

FINANCE COMMITTEE REPORT

By Marshall Issen, Treasurer

As I am new in the role as Treasurer, I have spent the last several months becoming familiar with the various performance metrics and reports that the committee and I review on a monthly and quarterly basis. One of the most important things I have learned so far is that grocery stores in general and the co-op in particular are challenging businesses to run. They/we operate on the smallest of profit margins. Business volume is a major key to the success of business like ours.

Some of the things the committee is working on are helping the General Manager develop better process and streamlined procedures as we become more familiar in the use of Quickbooks. The Committee is exploring the options of purchasing a bridge that will allow the point of sales system to communicate with Quickbooks. This would provide

more timely financial data that we now only get quarterly, which in turn would help the General Manager make more informed decisions. Other committee activities include looking into Capital Budgeting and costs/budgets for upcoming potential projects.

Some of the challenges we see going forward is the continued rise of the price of goods and operating expenses, underperforming sales, and getting more customers in the stores. We will be working with the General Manager and other committees as we look towards ideas and solutions to address these challenges.

Looking to help? Our committee is interested in a few new members. Experiences is not necessary, but if Quickbooks is your thing or you enjoy finance/accounting related stuff, please feel free to contact me at mgissen@gmail.com to let me know you are interested. Committee members get a 10% discount.

Board Approves "Ends Policies"

By Erica LaFountain

First off, I want to clarify that approving Ends Policies does not mean the Co-op is ending! Ends Policies are statements of the results for which an organization exists, and the recipients of these results. In policy governance, the board determines the ends, while the manager determines the means used to achieve the ends. Below is a little primer on Ends Policies and how we arrived at ours, But I don't want to leave you in suspense, so here are the Ends Policies that the board recently approved by unanimous consent: The Potsdam Food Co-op exists so that: Everyone in our community has reliable access to local, organic, and healthy food; North Country farmers and producers have a stable, honest, and robust marketplace; Customers have a wel-

coming place to shop, interact, and participate at many levels. Community members have a model of environmentally respectful practices and cooperative ownership.

How did we arrive at these Ends? About a year ago, co-op member-owner Aviva Gold made a presentation to the board about the importance of having Ends Policies. She described her involvement in the process of adopting Ends at a co-op in Illinois and convinced the board to begin the process here as well. At our board retreat in March, we explored and considered the ways the Co-op will impact the lives of its member-owners and the larger community.

Some members of the board (myself and Tim Messner), felt it was important to involve the membership in determining these priorities, so along ...*Continues on page 5*

Our Mission Statement

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

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

Potsdam Food Cooperative
24 Elm Street, Potsdam, NY 13676
(315) 265-4630
mail@potdamcoop.com
www.potdamcoop.com

Contact Us

Potsdam Food Co-op.....mail@potdamcoop.com
Newsletter Editor.....potdamcoopnews@gmail.com
Newsletter Submissions.....newsletter@potdamcoop.com



Store Hours

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

The Co-op Accepts

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

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

Co-op Board Members

Laura Cordts, President | lcordts63@gmail.com
Erica LaFountain, Vice President | erica.lafountain@gmail.com
Kayla French, Secretary | kaylamr@gmail.com
Marshall Issen, Treasurer | mgissen@gmail.com
Stefan Grimberg | grimberg@clarkson.edu
Erik Ochranek | eoehranek@gmail.com
Abby Lee | leajhd@verizon.net
Joseph Andriano | andrianoj@gmail.com
Maggie McKenna | mmckenna.violin@gmail.com
Tim Messner | timmess@gmail.com
Sarah Harries | sharris13@gmail.com

Potsdam Food Co-op Staff

Lee Van de Water | General Manager
Andy Peet | Operations Manager | andy@potdamcoop.com
Linzie Adair | Packaging
Bakari Adams | Produce Buyer
Mary Ashley | Carriage House
Christoff Bemis | Carriage House
Amanda Childs | Carriage House
Bekk Chudzinski | Carriage House
Lynn Clark | Bookkeeping | lynn@potdamcoop.com
James Gann | Cashier - Manager
Kathleen Gansen | Cashier
Laurie Greenleaf | Point-of-Sale Administrator
Alissa Haller | Cashier
Samantha Irwin | Cashier
Heron Hetzler | Carriage House
Penny Jandreau | Carriage House
Jessie LaRose | Buyer
Erik Laubscher | Lead Cashier
Kathleen Powers | Cashier
Ryan Meashaw | Cashier/Marketing & Social Media
Janice Pease | Produce
Jessica Peters | Lead Baker
Allyssa Theobald | Cashier
Dylan Ward | Carriage House
Lee Wangerin | Carriage House

...CBD OIL plants are not the only plants that manufacture cannabinoids and substances that interact with our endocannabinoid systems. Some of these other plants are echinacea, immortelle, turmeric, liverwort, chocolate, electric daisy, and black pepper. Our body cells have receptor sites on them that directly interact, and subsequently create therapeutic effects, with the cannabinoid CBD. CBD receptor sites are on all body cells: liver, body fat, heart, lungs, gut, nervous system, adrenal cortex, immune system- literally everywhere. Some body system cells have a higher abundance of the receptor sites which is why we see different therapeutic impacts with different ratios of the cannabis plant constituents and with different health conditions.

Keeping it simple, the CBD and human endocannabinoid system is like a lock and key mechanism. CBD binds to the receptor sites on our cells. The receptor sites change shape causing another reaction to happen within the cells. This, in turn, causes release of neurotransmitters (feel good chemicals) which sets off another shape change, setting off another neurotransmitter. This process is called a biochemical cascade, also known as a signaling cascade.

To make CBD medicines, a plant species that is very high in CBD cannabinoids (which means there is extremely low to almost nonexistent THC cannabinoid levels) is used. This ensures the medicine is therapeutic without the psychoactive effects. All parts of the plant: flowers, leaves, stem, core, and trim pieces can be used in the making of CBD plant medicines.

Would I use CBD for its therapeutic benefits? Absolutely, but (there is always a but) I would use it (or any plant medicine) with two considerations.

What other plant medicines can I combine with it to increase its therapeutic value for pain and inflammation?

How can I alter my lifestyle habits to make my endocannabinoid system the healthiest it can be so that the lowest dose of any plants I use will have the highest impacts?

Herbs and plant extracts that are useful for pain and inflammation are: bromelain (pineapple), capsaicin (cayenne), devil's claw, ginger, turmeric, white willow bark, feverfew, slippery elm, marshmallow root, chamomile, arnica,

peppermint, lemon balm, linden, and passionflower to name just a few. Working with an herbalist, you can determine the best combination of herbs to use for your particular constitution and health needs.

Altering lifestyle habits, your lifestyle medicine, is what I am all about. If we want to get the very best therapeutic effects from CBD (or any plant medicine) we have to fortify our bodies with good lifestyle habits. Then, the herbs we use are like icing on the cake (Which, by the way, is not a healing lifestyle choice. The icing that is.), a plant based health insurance policy.

The dilemma of using CBD without working to enhance one's own system has end results quite similar to using pharmaceutical drugs; you are not addressing the root causes of your health issue. Yes, CBD and plant medicine work to restore health without the harsh side effects of chemical drugs. This is a huge bonus. Using any form of "medicine" to suppress ill health symptoms, without addressing the root causes, leaves you in the same space if / when you stop the medicine. You still have the underlying health problem. Blood pressure (BP) medication can be used as an example. When you take BP medication, your blood pressure goes down. If no changes are made in the lifestyle habits that create high blood pressure and you stop taking the medication, you still have high blood pressure.

Using CBD or any plant medicine, along with looking at and changing the root causes for the problems you are using the plant to support, you are now working to alleviate the root causes of ill health problems. Lifestyle Medicine is always a self healing choice to make. The plant medicine, coupled with lifestyle changes, supports your return to health instead of becoming a crutch to lean on.

Picking quality CBD oil is a plus. Look for companies that use 100% certified organic cannabis plants. You want organic certified for all of the other ingredients in the CBD medicine. Most often it is an oil based tincture as cannabinoids are fat soluble. Coconut oil is commonly used to make these oil based tinctures.

Look for a brand that posts the mg contained within the bottle and the liquid amount necessary to ingest to be taking a certain mg dose. For example, the Co-op carries a brand called Head + Heal CBD

Oil. The purple 1 oz bottle (1/8 cup or 2 Tbsp.) contains 600 mgs of CBD. Each dose of 1 ml is 20 mg of CBD. The whole bottle contains 30 doses. 30 doses X 20 mg/dose = 600 mg total in the bottle. The bottle has a very well marked dropper so you can easily measure the 1 ml dose that gives you the 20 mgs of CBD. 1 ml is equal to 20 drops. So the 1 ml dose is 20 drops and 20 mg of CBD. This means that each drop of the formula gives you 1 mg of CBD. How's that for nursing drug math calculations?

So how much do I take in one dose? How often during the day? What is the maximum daily dose? These are all intelligent questions. Unfortunately, the answers are not so easy. The individual dose and the daily dose depend on the person, genetics of metabolism, the health condition, the quality of the products, and the list goes on. Here is my best advice, wrapped up in plant medicine wisdom: start with the lowest dose possible. So with the above brand, I would start with 0.5 ml. This is 10 mg of CBD oil as it is 1/2 the suggested serving size dose on the bottle. Keep a record of how long it takes to feel an effect, how long the effect lasts, etc. Yup, like a food diary. This may seem like a pain at first but you will establish some pertinent personal information. Take another dose when you feel the effects are wearing off. If 10 mg does not seem to "hit the spot" then use the full 20 mg dose. Dosing with CBD is an exercise in self healing management. You are working with the plant medicine to see what is the best dosage and dose schedule for you. Good news is there is no overdose level of CBD oil. As with all medication: learn about what you are taking, how it will impact your body, possible interactions with other medications or herbs, etc. This article can get you started: <https://cbdoilreview.org/cbd-cannabidiol/cbd-dosage/>

Cannabis is just one of the amazing plants on this planet. When we acknowledge the plant world with awe, for the powerful food and medicine it is, we are creating a healing relationship. I encourage you to read up on plant medicine. Learn about the healing benefits of CBD and how this plant's medicine and wisdom interacts with your body's internal medicine and wisdom. Learn about your own endocannabinoid system and how all of your lifestyle habits can enhance your endocannabinoid system and your human experience.

WINTER RECIPES

Contributed by Anne Burnham.

GENTLY STEWED BEETS

from Madhur Jaffrey's *Quick & Easy Indian Cooking*

- 2 pounds beets without stems and leave (I usually boil these for a bit so the skin can be easily removed). Cut them into 1 inch chunks
- 3 Tablespoons vegetable oil: Put in a wide, medium sized pan and set over high heat
- 1 teaspoon cumin seeds and 1 bay leaf- add when oil is hot. Cook until bay leaf darkens slightly--it will take just seconds
- Add:
- 1 cup canned chopped tomatoes
- 1 teaspoon ground cumin
- 1 teaspoon ground coriander
- 1/4 teaspoon ground turmeric
- 1/4 teaspoon (or less) cayenne pepper
- 3/4 teaspoon salt
- 1 1/2 cups water
- Stir all and bring to a boil. Cover, turn heat to low and simmer for 30-40 minutes. Serves 4-6. If you add chunks of tofu and serve over rice, this can be a main dish.

CABBAGE COOKED WITH TOFU

from Madhur Jaffrey's *World of the East: Vegetarian Cooking*
This is originally a Japanese dish. It is most popular in winter.

- 3 large shiitake mushrooms (or more, smaller) fresh or reconstituted in boiling water
- Soak them for 1/2 hour. Slice, reserving the soaking liquid and stems for future soup
- 1 pound cabbage: Cut cabbage half lengthwise. Remove core. Slice into long shreds
- 3 Tablespoons vegetable oil: Heat in an 8-inch skillet over a medium-high flame.
- Add sliced mushrooms and cabbage. Stir fry 1 minute until cabbage wilts.
- Turn heat to medium and add:
- 2 cakes tofu (drained on a tilted board with paper towels 20 min)
- Crumble the Tofu and add to cabbage, etc.
- 1/2 teaspoon salt
- 2 teaspoons Japanese soy sauce
- 1 teaspoon mirin
- Stir -fry all for another 4-5 minutes

WINTER VEGETABLE STEW

(With herb dumplings or rice cooked with thyme)

- 2 potatoes
- 2 carrots
- (optional: 1 small fennel bulb)
- 1 small rutabaga
- 2 leeks
- 2 zucchini
- All cut in bite-size chunks
- 4 Tablespoons butter: Melt in a large pan and fry above veggies for 10 minutes
- 2 Tablespoons flour: Stir in
- 1 15 oz can beans (Lima, Cannellini, etc), with liquid: Add and stir
- 2 1/2 cups stock: Add and stir
- 1 cinnamon stick: Add and stir all
- 2 teaspoons ground coriander
- 1 tsp. ground ginger
- 2 bay leaves
- Bring to a boil, stirring all the time
- Cover and simmer 10 minutes.
- Dumplings: (I used rice instead, flavored with thyme)
- 1 1/2 cups flour
- 4 oz veg shortening or chilled butter, shredded
- 1 tsp. dried thyme
- 1 tsp salt
- Mix the above into a firm but moist dough.
- 1/2 cup milk: Add and knead with hands until smooth
- Divide dough into 12 pieces, rolling each into a ball
- Uncover simmering stew and add dumplings, allowing space between each one for expansion. Replace lid on pan or dutch oven and simmer another 15 min. Do not peek as dumplings need the accumulated steam. Remove the cinnamon stick and bay leaves before serving.

Sowing Seeds for Success

The Northeast Regional Science and Engineering Fair

By Liz Bollt

Are Science Fairs about science? Science and Engineering Fairs are actually about personal growth of the student. Colleges and job interviewers rate fair participation highly because it tells them so much about the student! The student has to think of an idea, follow through with a project, create a written document and poster, show up to the event, and present the project to adults.

The actual topic of a science fair poster has only a little to do with what the student learns by participating. In fact, science fair projects can be about ANYTHING. In my own household, the subject of science fair projects have varied widely: baseball, World War I, fishing, car racing, catapults, and air-

planes. Name a subject in Art, Music, History, Phys. Ed., and foreign language, and I would tell you that any of those subjects could be used in a Science Fair project.

The key here is self-knowledge. Students can do their projects on anything, so the project allows them to explore their greatest interests and questions. "Pursue your Passion Through Science" is what I encourage young people to do.

In the process, students gain self-confidence. They learn personal responsibility as they take an idea and make it into a project, then speak about that project to professionals. That "ownership" of their own project makes all the difference to young people. While they get to compete on their own level along with other students who get excited

about learning, they also interact with professionals who share their enthusiasm.

Lucky for our local students, the nonprofit Terra Science and Education is the permanent sponsor of our region's internationally-affiliated TNRSEF taking place at SUNY Potsdam this March 30, 2019. Registration is open now and costs \$10. Go to TerraFairs.org/potsdam to find out more, or contact Liz Bollt, TNRSEF Scientific Review Committee (SRC) Chair, at 315 323-3454. Help is available, from choosing a project that fits the student's interests to completing it and preparing for judging.

Public, private, charter, parochial and homeschooled students in grades 5-12 can participate. Students prepare Research / Engineering Design projects, or start more simply with a Topic Presentation. Among the dozens of prizes given out at the awards ceremony are Grand Award advancement to Broadcom Masters for the top 10% of mid-

dle school students, and the INTEL International Science and Engineering Fair, Genius Olympiad or Ying Scholar Finals for the five most outstanding high school projects. At the 2018 fair, that was a 1 in 15 chance to win a fully-paid week-long trip to the ISEF (This year it is in Phoenix, Arizona), one in five for a Grand Award!

Last year's guest speaker was NASA astronaut Dr. James Pawelczyk, who not only spoke with the assembly of students and parents, but also joined the youth for lunch, took selfies with them, and asked them about their projects.

My own children gained so much from science fairs; I want to pass this information on to you. Our Potsdam Food Cooperative manager Lee Van De Water will open his door to any student interested in pursuing a science and engineering fair project on a Potsdam Food Cooperative subject. He may even have ...Continues on page 7

Mushrooms in Madrid

By Betsy Kepes

I'm driving to Madrid to see Mike Corse's indoor mushroom farm. It's a cold morning in December and the fields hide under a thin coat of snow. The North Country's crops - hay, soybeans, corn, oats, alfalfa - have long ago been harvested. So even before I get to the Deep Root Mushroom Farm I am intrigued by the idea of a crop that continues to grow during the winter.

Mike's rented space is a couple of buildings down from the Hometown Diner in an old commercial building. The interior is basic with recently insulated walls and three areas curtained off with sheets of plastic. It doesn't look much like a farm to me, but I don't know what I expected to see. I realize I know almost nothing about mushroom farming.

Nine years ago, Mike didn't know anything about growing mushrooms either. He took a beginner's class and experimented with growing mushrooms on logs at his home in the woods of Pierrepont. He and his wife, Maria, had a vegetable CSA and mushrooms were an exotic add-on to the boxes of vegetables.

But now it is the end of 2018 and Mike is working full-time growing mushrooms. He smiles when he tells me this, as if he can't believe his own good fortune. Mike stud-

ied hard to get to this point in his business, by reading books, taking classes and traveling to Oregon to study at a large mushroom farm.

Mike starts by lifting a flap of plastic and ducking into the smallest of the plastic-wrapped areas. This is his lab where he has a HEPA filter to create clean air so he can sprinkle mushroom spores on squares of agar in petri dishes and not worry about contamination. He tells me that each of his mushroom lines—oyster, shitake, reiki, shaggy mane and others—can grow for three or four generations and then production drops because of senescence, or old age. That's when the new petri dishes of mushroom culture are needed. And he can experiment, growing spores from wild-harvested mushrooms or trying out new species.

Next we go into the incubating room, a place draped with black plastic to keep the light low. Stacks of wooden shelves hold quart mason jars filled with what looks like a fermented grain. It's moist whole oats and vermiculite, a mix that is the food source for the hyphae, simple-celled strands that grow into an interwoven mass called mycelium. (The same moisture that encourages the growth of the mycelium can attract molds. Mike has just cleaned up after an outbreak of green mold when he lost several of these jars to the pest.)

After a week or ten days the

inoculated grain is transferred to special plastic mushroom-growing bags that Mike fills with rehydrated sawdust from hardwood fuel pellets. All of this is fascinating to me, this work to get a healthy and vigorous network started so the fruiting body, the mushrooms, can have the right conditions to grow. Depending on the mushroom variety, this incubating stage can last from two weeks to a year. I look at the rectangular bags with their crumble of hardwood and white coating of mycelium threading through the interior. It's like seeing underground.

Finally, Mike pushes open the plastic to his FC, Fruiting Chamber. When I go inside I actually gasp as it looks like something out of a fairy tale. Clean wooden shelves are lined with strips of white LED lights that illuminate Grey Dove oyster mushrooms growing out of slits in the plastic of the rectangular blocks of sawdust. The mushrooms are beautiful—delicate cream, brown and gray ripples of flesh. Mike tells me that the Grey Dove oyster mushrooms grow well in cool weather and in the spring he'll switch to yellow and pink varieties. Each bag will produce about a pound of mushrooms on the first fruiting, and a smaller amount on a second round. After that, the bag is removed and Mike adds the enhanced sawdust to his gardens at home.

The Fruiting Chamber has a meter that measures carbon dioxide levels, humidity and temperature, all variables that Mike needs to carefully control to maximize his mushroom growth. I imagine the lovely mushrooms exhaling oxygen in a proper plant-like manner

but Mike tells me they exhale carbon dioxide, like animals do. This is an Ah Ha! moment for me when I realize that mushrooms are more like animals than plants. I'd forgotten their "flesh" is high in protein. In fact, some varieties have almost as much protein per ounce as animal meat. Wow.

I don't want to leave this beautiful room but my carbon dioxide exhalations are messing up the balance in the air. Back in the main room Mike tells me he has enough space in his Fruiting Chamber to hold 340 bags. He thinks when he gets his systems all in place he can produce at least 80 pounds of mushrooms a week. And in the summer he grows mushrooms on logs outside his house. He has plenty of customers—the Co-op of course and several local restaurants. His prices are competitive, or lower, than other regionally grown mushrooms.

When I ask, why mushrooms?

Mike shrugs. He's done many jobs in his life—a mechanic in the Air Force, a technician for the USGS hydrological survey, a farmer, a cook at Nature's Storehouse in Canton. Finally he answers me. "I like watching them grow," he says, like any attentive farmer. And I can



see he's proud of the systems he's designed to give his mushrooms the best conditions he can.

The last thing I look at before I leave are the boxes of oyster mushrooms ready to sell, delicate beings that are neither plant nor animal. Mike Corse is making these and other varieties of fungi available to North Country cooks. His carefully grown mushrooms are providing new flavors for us to add to our local cuisine.

potsdamcoop.com | twitter.com/potsdamcoop | facebook.com/potsdamcoop | instagram.com/potsdamcoop

The Co-op Gets Social

By Ryan Meashaw

A few months ago we had some changes in staff here at the co-op which of course led to some shifting of duties among the rest of the employees. It was at this point I stepped up to take over the social media and marketing efforts. Previously this was attended to by our IT Specialist who of course usually had much more pressing matters on her agenda. But it's been a bit over 3 months at the time of this writing that I have shifted over to spending a good half my week crafting Facebook posts, Instagram photos and just in general setting up the Potsdam Food Co-op to be more visible in the social media sphere of today's consumer. Hopefully you've noticed a difference across these platforms!

If you don't know me, my name is Ryan and I was born and raised here in the North Country. I've worked at the Co-op going on 4 years now. Acting as a cashier for most of that time, as I mentioned I recently donned the hat of managing the social media of the co-op as well. My background in that regards is that of a freelance web and graphic designer for over 10 years, both here in the North Country as well as when I lived in Savannah, GA for 2 years when my main focus was on eCommerce Shopify-powered websites. I have experience setting up websites, hand-coding CSS and XHTML, creating various graphics for both print and web, as well managing social media outlets such as Facebook pages and Instagram posts.

Some of you might be familiar with a personal project of mine that was out a few years ago - a local arts and lifestyle magazine called BIRCH. I was the founder of BIRCH and I did all the design and layout.

In my first article for the Co-op's Community Newsletter I wanted to give a bit of an update of what I've been working on as to our social media and marketing presence. I will also touch on what you can expect moving forward.

INSTAGRAM

On Instagram we've started taking advantage of some new features, mainly that of what's called "Stories". Only visible for 24 hours, posts to the Story are a quick way to keep others updated on what's happening in the moment. At the co-op we use Instagram Stories to post the soup selections which often change on a daily basis. Another way we've been utilizing Stories is to highlight in-store events as they happen such as the Cheese of the Month or Third Thursday samplings. Even if you miss something in the co-op's Story you'll often find them archived in the Story Highlights listed above the main Instagram feed on our account. These highlights are dedicated options that stick around for as long as we want them to and often showcase longer-term news such as the monthly sales or any special events happening that month at the co-op.

If you haven't checked out Instagram much, I strongly encourage you to do so! It's a great way to not only stay *Continues on page 7...*

Meet Your Board: Joe Andriano



Describe yourself in 25 words or fewer.

Law professor. Llama whisperer. Lawyer. Cat feeder. Governance geek.

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

For me, it all starts with the bread. I love the co-op bread so much. It is beautifully handcrafted, and the crust from the wood fired oven is just so perfect. I also am a huge fan of getting lunch at the co-op. Knowing that I have a quick, healthy place to grab a sandwich or a wrap on days that I forget to bring lunch to work is critical to me. Fresh, local produce is also key—knowing I can get potatoes from Kent, garlic from Birdsfoot, or beets from Martin's helps me feel connected to this place that I live in and love.

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

About 3 PM every day my wife, Sarah, and I exchange the same series of texts:

Me: "What do you want for dinner?"

Her: "Dunno."

This typically ends up with one of us finding some recipe online and then swinging by the co-op on the way home to pick up whatever we need (along with some bread and bottles of kombucha). We're both super busy and super bad at planning, so that has become our food culture. I will say that the co-op has kept me away from those meal kit services that you hear advertised on pretty much every podcast ever now-a-days. While they sound awesome for what

passes as food culture in our house, they lack the one thing we both love about the co-op: connection to the North Country. We always try to buy local whenever we can, and enjoy seeing the interesting produce that is grown in our area. Who knew that celeriac would become a staple of my diet?

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

I am Italian-American (if you couldn't guess from my last name), and the food culture I come from is exactly what you would expect from an Italian-American household. Spaghetti and meatballs, sausage and peppers, mozzarella and prosciutto. I gained my love of food and cooking from my mother and my grandmother, and actually learned I could cook on that fateful day when I was 13 and my mom left for the day saying "Watch the pasta sauce!" and I, being 13, didn't, and it burnt, and I realized that I could either 1) admit defeat or 2) try to recreate the pasta sauce myself and not tell my mom. To this day my mom insists that she couldn't tell until I told her, although on that particular day she did say more than once that it tasted great and was one of the best pasta sauces she ever had. And I know I'm not as good a cook as my mom, so take that for what it's worth. Once I knew I could cook, it became something of a hobby of mine. I branched out into other cuisines—in college, my friends and I all rented a house together and we made Indian food nearly every night (vegetarian Indian food is really perfect for broke college students). For fancy stuff I would usually make French food, but my comfort food has always been Italian.

Co-ops have always been important to me. I joined my first consumer food co-op on my first day at Oberlin College, a small food co-op in the basement of Harkness house. Co-ops were central to the sense of community at Oberlin—in fact, the student body has its own co-op, the Oberlin Student Cooperative Association, or OSCA, which runs several cooperatively owned residence halls and dining halls that are open for any student to join. For reasons that pass understanding to my 38 year old self, my 18 year old self never joined OSCA, although I know now that the underlying belief in community *Continues on page 7...*

...ENDS POLICIES
with Aviva we formed an ad hoc Ends Policy committee, created a survey that allowed members to choose their top priorities for the co-op (beyond the bottom line), and administered the survey on the porch of the co-op. We polled 100 member-owners during the summer, and the results became the basis for an Ends Policy draft. We made revisions based on

feedback from the Governance Committee, then brought the draft to the full board of directors, who approved it in November. Why did we feel this was important? A primary responsibility of a board is to define the reason for the organization's existence. The process of developing Ends requires asking "What are we here for? What should be different because we exist? And for whom?" Hon-

ing these outcomes clarifies the organization's purpose, and makes it easier to convey. Success for the organization means achieving these outcomes. What will the Ends Policies be used for? Our Ends policies will communicate organizational expectations from the board to management. They will not only describe the results that must be accomplished, but also serve to

monitor management's accomplishment of those results on a regular basis so that the board can remain accountable to member-owners. All co-ops are guided by the 7 Cooperative Principles. Our Ends Policies will serve to focus those principles for our specific co-op. While Ends Policies are generally thought of as inward-focused, I like that the Ends can be used to

identify common sense partnerships with other community organizations that share one or more Ends. Member-owners may also find the ends policy helpful when they think about the Co-op and what it means to shop there or why they might want to become more involved either as a volunteer in the store, on a committee, or even serve on the board.

Business Partners

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

Retail

 <p>MAPLERUN EMPORIUM MapleRunEmporium.com 49 Market St, Potsdam 10% Off All Maple Run Emporium brand merchandise</p>	<p>Seaway Cash Register & Typewriter 14 Bray Road, Norwood 315-353-3533 5% off on machines, services, and supplies</p>
 <p>Farmhouse Forge James Gonzalez, blacksmith 315-566-1130 10% off www.FarmhouseForge.com</p>	<p>Downtown Sports & Toys (formerly The Cornerstore) 75 Market St, Ste 100, Potsdam 10% off with a purchase of \$25.00 or more</p>
<p>St Lawrence Nurseries 325 Route 345, Potsdam 10% off regularly priced plant stock</p>	 <p>BRICK & MORTAR MUSIC 15 Market St, Potsdam 10% off sheet music and accessories</p>
<p>5% OFF Folkstore purchases for Co-op member-owners (other discounts also apply) TAUNY NORTH COUNTRY FOLKSTORE 53 Main Street, Downtown Canton 315-386-4289 • tauny.org • M-F 10-5, S 10-4</p>	 <p>The UPS Store™ 200 Market Street • Potsdam, NY 13676 (315) 265-4545 • store5986@theupsstore.com 10 free B&W, self service copies, daily</p>
 <p>Friends of the Potsdam Public Library 10% discount at the regular Saturday 10-1 sale in the library basement</p>	<p>The Computer Guys 4 Clarkson Avenue, Potsdam / 2564 State Highway 68, Canton 10% off on all in stock items at both locations</p>

Food

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

Home Services

 <p>ALPINEFOAM INSULATION Alpine Foam Insulation 315-262-6544 5% off residential foam insulation job</p>	 <p>RENEW & DESIGN REBECCA N. WILD, PH.D. & LISA LEE, PH.D. rebecca@renewarchitecture.com 5% discount on residential architectural services</p>
--	---

Health/Beauty

 <p>Body Shop Fitness & Salons, Inc. 47 State Highway 285, Potsdam, NY 12676 315-362-0482 www.bodyshopfitness.com 10% off Fitness Center Membership</p>	 <p>The Yoga Loft North Country Center for Yoga and Health 17 Main Street, Canton NY One time \$5 discount for any drop-in class</p>	 <p>ALCHEMISTRESS 17 Maple Street, Potsdam, NY 10% off body art (excluding specials)</p>	<p>Alexander Technique Lessons and Workshops (Beth Robinson) (315) 212-0562 73 Leroy Street, Potsdam 10% off first lesson</p>
<p>Chiropractic Office of Dr. Jamie Towle & Dr. Lisa Francey Towle 16 Park Street, Canton / 3276 State Route 11, Malone 10% off chiropractic services at both locations</p>	 <p>10% discount ACUPUNCTURE by Design Two locations: 143 Market Street & 25 Market Street, Potsdam</p>	<p>Colton Massage Therapy, Catherine A. Klein, BA, LMT 4808 State Highway 56, Colton \$10 off first massage or gift voucher</p>	<p>Knead of Life Helen M. Kenny, NYS LMT Hannawa Falls \$5 discount on first session</p>
<p>Jazzercise 22 Depot St/PO Box 624 Potsdam 1 complimentary class to new customers (may not be combined with other offers)</p>	<p>Back In Motion Family and Sports Chiropractic 17 Leroy Street, Potsdam 15% off initial visit for those without insurance</p>	<p>Potsdam Center for Innovative Dental Technologies, Aaron Acres, DMD 83 Market Street, Potsdam 10% discount</p>	 <p>315-265-0961 PO Box 115 Hannawa Falls, 13647 10% discount on initial consult</p>

Entertainment

 <p>CPS Community Performance Series Presenting excellence in the performing arts at SUNY Potsdam since 1989 15% off regularly priced tickets at the box office (some restrictions may apply).</p>	 <p>St Lawrence County Arts Council 1 time SLC Arts member rate discount on a community arts class</p>	 <p>Orchestra of NNY 315-267-3251 15% off regular priced tickets</p>
--	--	--

Board Member Elections

In general, the Board is responsible for the financial viability of the Co-op. The Board evaluates and approves the Co-op Budget, evaluates the General Manager's performance, sets goals and objectives for the Co-op and makes sure the Co-op contin-

ues to operate in accordance with and in the spirit of its mission and by-laws.

The Co-op Board expects Board members to attend and participate in monthly 2-hour Board meetings (held the third Tuesday of each month). Certain annual events hosted

by the Board also require Board attendance, such as the Co-op Annual Meeting, the staff holiday party, and the Co-op Open House. The Board accomplishes a great deal of work in committees and the Board expects members to participate in committees of

their choosing. Currently the Board has the following standing committees: Executive Committee, Finance Committee, Governance Committee, Outreach Committee, and IT Committee.



Karen Bage



Jim Fryer



Sarah Harris



Stefan Grimberg



Tim Messner



Tim Weld

CANDIDATES' STATEMENTS

KAREN BAGE

I moved to the North Country in the summer of 1997 - my first winter was the ice storm of 1998! I've been a member of the co-op on and off (mostly on) since then.

I like that the co-op is more than just a place to purchase healthful groceries - it feels like a sanctuary in this chaotic time. I really like being able to buy spices in any quantity as they're much cheaper and fresher that way. I also appreciate the co-op gives local farmers and growers a retail outlet for their product. A number of years ago we had a few hens and my daughter was able to sell the eggs to the co-op. As a young person, she enjoyed getting a check in the mail, even if it was only for a few dollars.

Years ago I had been asked to join the board but the time wasn't right for me and I declined the offer. When my dad was alive, he and I repacked bulk seeds together. It was a sure sign spring was

around the corner. At one time I served on the outreach committee and currently, I wash jars at home.

Recently, I was asked by a couple of current board members to join the board. After careful consideration and an insightful conversation with Lee, the new general manager, I decided it was time to volunteer as a board member.

I'm really hopeful to be able to help Lee realize his larger vision ideas for the co-op. Through my work as the Community Coordinator at the St. Lawrence Health Initiative and because of my personal interests, I serve on a number of county, municipal, faith- and community-based organization committees (too many to list here!). Though sometimes I feel like I have too many commitments, often the connections between them are revealed as issues are discussed. I like when that happens.

In terms of what I think I can bring to the board, I believe that

I'm good at facilitating connections between people and available resources. I like taking a good idea and turning it into a successful on-the-ground project. Through my work, I've been able to accomplish many meaningful projects which help enhance the quality of our lives here in the North Country.

JIM FRYER

Hello, everyone. My name is Jim, and I would like to be considered for a seat on the Co-op Board. I've been a member of the co-op since 2012, soon after I moved to the Potsdam area. Over the years, I've spent many hours volunteering, primarily in packaging. I also wrote an article for the Spring 2017 newsletter, considering ways we can channel more of our grocery budgets to the co-op.

I'm running for a board position because, like you, I care very deeply about the sustained success of the co-op. However, it's not just enough to care - in a member-owned, volunteer-focused or-

ganization, it is critical for people to get involved. So far, I've made my contributions through volunteer hours and purchases, and I welcome the opportunity to take on additional responsibility in the service of our co-op.

I have substantial experience with committee work and leadership roles. I have contributed as a member of several committees as a professor at SUNY Potsdam, including some with similar structure to the Co-op Board (i.e., being a part of an executive committee, while chairing another group focused on a particular issue). I am also the secretary-archivist for an international academic research organization, with responsibilities that are relevant to the Co-op Board (e.g., recruitment and retention, member communication, etc.).

I strongly support the co-op's commitment to local products, and I am especially thankful for the co-op's community atmosphere. The store is welcoming, staff members are always friendly and helpful, and it's likely that we all, as customers, are familiar with each other - even if we've never met before, supporting the mission of the co-op provides a sense of shared purpose and warm familiarity. To me, the co-op feels like home.

As a member of the board, my primary goals would be to find ways to increase involvement of the current co-op membership and work to bring even more of the Potsdam community into the co-op, all while keeping true to the local, sustainable, and shared mission of our organization. I would greatly appreciate the opportunity to pursue these goals. Thank you for your consideration.

STEFAN GRIMBERG

We moved to the North Country December 1995 and I believe we joined the co-op soon after we arrived, so more than 20 years

I have been on the building and grounds committee. Over the past

several years I have been cleaning bins weekly as part of my core-work requirements. Before that I served on the board for one term, serving as the board president for one year.

I believe my experience as a prior board member would be helpful to the current board. Several board members resigned in the past year due to changes in the individual's lives. With that turnover, I think I can offer some perspective to the new members.

As a past board member and past board president I think I can apply my leadership skills. I am also particularly interested in working with the membership to formulate a concrete plan forward for the co-op.

I appreciate the community, access to local food, and knowing where the food is coming from. This is a unique community that makes Potsdam very special. We need to make sure the co-op stays vibrant and relevant in serving the Potsdam community!

The co-op has a lot of things going for itself. We need to make sure the offering stays relevant and meets the needs of its customers/owners. I think we need a better offering of deli and prepared food offerings. I also think that a bigger bulk section would better meet the needs of the co-op membership by reducing packaging waste and hopefully reducing prices.

Given the financial realities to operate a store that pays fair wages to its employees I think we need a serious look of what co-op model is viable for Potsdam. I know that we have a special community at the co-op who are ready to work together when a well formulated proposals is presented to the membership. I am very interested to working on such a proposal. *Continues on page 7...*



Potsdam Consumer Cooperative, Inc. Proxy Authorization – February 2019

We need your vote to reach our quorum of 100 memberships or 10 percent of the total current memberships, whichever is smaller. If we don't reach quorum, we cannot elect new Board members. To vote, one must have an up-to-date Co-op membership. **Only one (1) vote per member-household is permitted** Submit your proxy authorization in one of these ways:

1. **Drop** completed proxy authorization into the ballot box at Co-op;
2. **Mail** it to be **received** at Co-op no later than February 4, 2019
3. **Bring** it to the Annual Meeting on February 7, 2019.

If you do not wish to give a proxy, you may vote in person at the Annual Meeting.

I hereby authorize my proxy, Anne McLaughlin (alternate: Vanessa Bittner), to vote in my place at the Potsdam Consumer Cooperative, Inc. Annual Meeting. I direct my proxy to vote as follows:

Select four (6) directors from the slate of candidates (bios available on the website)

- Karen Bage (write-in)
- Jim Fryer _____ (a Co-op member with their permission)
- Stefan Grimberg OR
- Sarah Harris I direct my proxy to vote for the candidate or candidates of their choosing.
- Tim Messner
- Tim Weld

YOU MUST FILL OUT THE FOLLOWING INFORMATION FOR YOUR PROXY AUTHORIZATION TO BE OFFICIAL — PLEASE PRINT NEATLY!

Date: _____ Member Number (if known): _____

Print Head of Household Member Name: _____

Your Signature: _____

Print Your Name: _____

...CANDIDATES

SARAH HARRIS

[Sarah has been serving as an Interim Board Member for several months, filling Samantha DaGrossa's seat. She also chairs the new Outreach Committee (which includes Marketing, Events, Membership, and Newsletter). She is now running for a full term on the board.]

I first visited the co-op when I was a college summer intern at North Country Public Radio in 2010. I became a member the following summer when I again worked at the radio station, and again when I returned to the North Country full time in 2013.

Since then, I've shopped at the co-op regularly, but usually only for certain items - bulk foods that are harder to find, some beloved produce, prepared lunches I can grab on the go, and the best bread in the North Country. My husband Joseph Andriano is on the board, so we talk about the co-op a lot--and often end up there when we're out for a quick lunch!

About me: I have a BA in En-

glish and American Literature from Middlebury College and an MBA from Clarkson University. I started my career as a reporter with North Country Public Radio and now run my own content marketing firm while doing some writing on the side. I'm interested in helping the co-op modernize its marketing efforts in order to drive sales, boost membership and engagement, and educate the community about local foods and all that the co-op has to offer.

TIM MESSNER

I've been a co-op member since 2012.

What I like best about the co-op is the bakery and deli - best lunch options in town.

I moved to the North Country in 2012. The co-op played a large part in educating me about the local community and the good people helping to make foodways more sustainable. For the last three years, I have enjoyed being a co-op member. During that time, I had the opportunity to take on a work-share role in the bakery. I am now excited by the possibility of embarking on a leadership role

and to contribute to the collective in a greater capacity.

I am an assistant professor of anthropology at SUNY Potsdam. As an academic, my work broadly examines people/environmental interactions in the past and present. These interests permeate through all aspects of my life. My family and I currently own a small hobby farm where we produce fruits and vegetables. We also have chickens that my four-year-old son named after members of the Beatles and Rolling Stones. Chic-Jagger produces wonderful eggs.

As a co-op board member, I would bring an ability to engage with a diverse public. In doing so, I hope to expand the co-op's role in education and outreach. For instance, I would like to see more involvement with the campus communities. There's growing awareness among college students of the importance of local, sustainable and just food systems. The co-op plays an important part of this in the Potsdam area. I would work to strength these ties to help continually revitalize the membership base.

I envision a future where people not only shop, but spend time at the co-op. I truly feel we have some of the best lunch items in town. It's exciting to see the new lunch counter, which will provide a warm place to enjoy food, friends and family during the cold winter months.

TIM WELD

I have been a member of the Potsdam Food Co-op since September or October of 2009.

What I appreciate most about the co-op -besides fair trade coffee and chocolate? I would have to say that it is the co-op's social equity. It is a hard thing to quantify, but it is that sense of community when you walk in the door. It's the familiar smiling faces, the smell of fresh bread, wildly varied yet always tasteful music: it all adds up to a feeling that during these times when valued parts of our culture have begun to unravel, that here is a place where the connections between the local people who care about fairness, health and our mother earth are growing ever stronger. The co-op is a place of ties that bind, where the caring

and the hopeful set out together in an intentional way to help do our small part to make the world better than we found it

I had been a core member for a few years when my family first moved to the village, back when work was scarce. I mowed the grounds, shoveled snow and also managed the spice racks for a short while with my wife Rebecca.

As far as running for a seat on the Board of Directors I believe that it is important to support the community which supports me. Until recently, I have been too busy with work and family obligations, but now this opportunity comes at the perfect time for me.

Working in IT for 15 years or so has given me a general fluency in technology and after working at Frazer for two years and taking over the bookkeeping at my wife's business I also have an understanding of basic accounting. Also, a tour of duty with the Army Rangers in the late 90's has given me valuable experience in case Potsdam is ever attacked by a horde of zombies. Thank you for your consideration!

...SOCIAL MEDIA

up to date with friends and family, but as I've pointed out, your favorite businesses as well. Be sure to give the Potsdam Food Co-op a follow at www.Instagram.com/PotsdamCoop

FACEBOOK

I'm sure most people are familiar with Facebook. Hate it or love it, it's one of those necessary evils in life, at least for a successful local business. It goes beyond just offering a quick way to look up the co-op's hours, contact information, or monthly sales. It also allows us to share valuable information, links to related websites or products, even recipes to add to your cooking repertoire. Facebook is also where you will find all the information relevant to the 3 main events the co-op hosts each month: Dinner's In the Bag with Big Spoon Kitchen on the first Thursday, Cheese of the Month sampling on the second Thursday and the Third Thursday sampling of a new or exciting product in the store. You can RSVP to these events and stay updated as the date draws near, even receive a reminder ahead of time so you don't miss them!

Going forward we'll be taking more advantage of Facebook and what they offer to pages. Keep an eye out for things like giveaways, tidbits of information shared as Notes, video uploads as well as job listings. Going Live is another feature that we are looking into, both on Facebook as well as Instagram. Once again we encourage you to get on Facebook and give the Potsdam Food Co-op page a big LIKE at www.Facebook.com/PotsdamCoop/. It's also very helpful to us if you leave us a positive review, which are now referred to as recommendations. This shows others that you are pleased with the Co-op and what we offer and also tells Facebook to feature our page more prominently in search listings and the other magic that goes on behind the curtain at Facebook!

TWITTER

Twitter isn't as much of a focus now-a-days as it once was in the social media world. But we don't neglect it either. If it's your preferred way to use social media, you'll find the odd post and re-post, as well

as our Instagram photos being shared there.

Find us on Twitter at www.Twitter.com/PotsdamCoop

CO-OP WEBSITE

Since I've started handling the social media and marketing aspects I've been working closely with the IT committee to gradually edit and improve the Co-op's existing web presence. This has included minor changes like fixing some broken badges or how some page URLs are constructed to more substantial edits like embedding the monthly sales flyer and quarterly community newsletter. We have more changes in the pipeline for the PFC website, one of which you'll see come about shortly is the inclusion of a "blog" section with articles and recipes.

You can find the main website for the Co-op at www.PotsdamCoop.com

YOUTUBE

Although in its fledgling stages, I've also worked to establish a YouTube channel for the Potsdam Food Co-op. There are a few videos up there currently and we hope to add more in the future as time and resources allow. Be sure to let us know if you have any ideas for what you think might make good videos or instructional material that we could present in video format!

Be sure to visit us on YouTube, hit the like button on our current videos and subscribe to the channel for future updates - www.bit.ly/PotsdamCoopYouTube

In other efforts I've been working to streamline marketing across platforms and in-store. Not an easy task to be sure! We will hopefully be rolling out a newly designed sales flyer in the coming months and perhaps have some new merchandise designs as well. Moving forward we'll also be working on signage in the store, in addition to labels on deli and co-op pack items. I'm sure there are even more exciting things on the horizon, but you'll just have to wait and see what those are!

Feel free to reach out to me directly with your thoughts and ideas at Marketing@PotsdamCoop.com

...ANDRIANO

own-ership that permeated Oberlin thanks to OSCA had a real impact on my ideas about cooperative ownership.

After Oberlin, I moved to Vermont and joined two co-ops: the Hanover Consumer Cooperative Society, one of the oldest co-ops in the United States, and the South Royalton Co-op, which at the time was just one year old and has grown significantly in the 15 years since I initially joined it.

This is all to say that my food habits have not evolved to include the

co-op. Literally on my first day in the North Country I joined our co-op, and I started volunteering as a core worker within my first month here. Co-ops are central to my belief about how we build stronger communities by working together.

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

Earlier this year, I was appointed to the Ogdensburg Bridge and Port Authority board by Governor Cuomo, which has been an exciting way to be involved in helping

in the economic development of the North Country. I previously served on the board of TAUNY as well, and really remain committed to their goals of showcasing and preserving traditional arts from our region. I am also very involved at Clarkson, where I work, and have received two Phalanx awards for outstanding leadership, and the CUSA Outstanding Teacher Award, which is given every year by the student body to a professor who "not only teaches, but inspires."

...SCIENCE FAIR

a few ideas! What project, you wonder, can you find at our store? Business, food quality, marketing art, signage, produce spoilage, variety of products, and service are just the tip of the iceberg!

Thank You, Chris

By Joe Andriano

As many of you now know, Chris Affre, our baker extraordinaire and long time manager of the Carriage House Bakery, left the Co-op at the end of 2018.

It is hard to separate the Co-op from Chris. The very wood fired oven which is the heart of our store was his brainchild, and he has baked some of the most amazing bread that you will ever taste with that oven over the years. Every one of us who has picked up a baguette or scone from the co-op has tasted the fruit of that labor. Bread and baking has been central to our lives for thousands of years, and so it is hard to imagine what the co-op will be like without the baker who has baked local, wood fired bread for our community for so many years.

I personally got to know Chris when I first moved to the North Country. Early on in my time as a member I saw a sign in the store that the Carriage House Bakery was looking for core workers, and thought that since I have always been interested in baking, it would be a cool way to get involved in my new community. If you've ever worked in a commercial kitchen before, you know they are fast moving places, so I had some trepidation

when I showed up for my first day of work.

But Chris's friendly demeanor and willingness to help quickly put me at ease. I loved showing up for work every week, hanging out with Chris, and learning about how to bake bread. He was a patient teacher, showing me everything from prepping dough, to proper kneading techniques, to how to cook in a wood fired oven (which is harder than you would think!). He also got me involved in making sandwiches, making sure our labels were up to date, everything you could think of.

On top of that, working with Chris was fun. We always had music or a podcast going, and the time went incredibly quickly. Not only was I learning about the important work that went into making the wonderful bread we enjoy at the co-op, but I was having fun while doing it.

On behalf of the Board of Directors, I want to thank Chris for everything he has done for the co-op over the years. Every time we eat bread made from our wood fired oven, we will remember everything that he's given to the co-op. I know I speak for everyone involved at the Potsdam Co-op when I wish him all the best in the next phase of his life!

Potsdam Food Cooperative
24 Elm Street
Potsdam, NY 13676

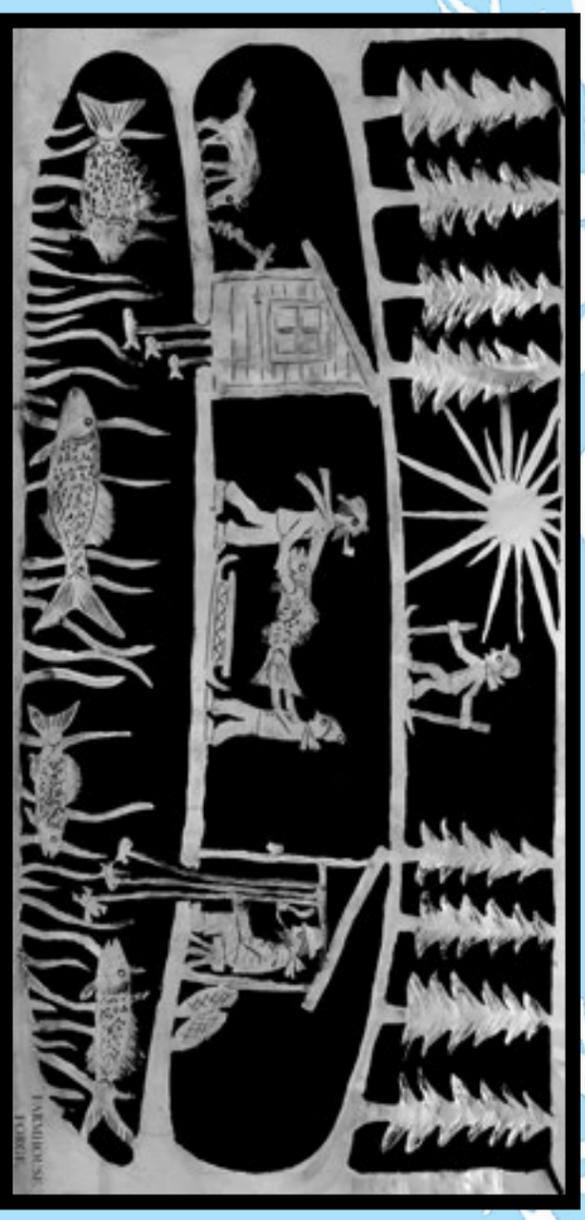


Potsdam Food Cooperative

Community News

WINTER 2019

FREE



THE POTSDAM FOOD CO-OP EXISTS SO THAT:

Everyone in our community has reliable access to local, organic, and healthy food.

North Country farmers and producers have a stable, honest, and robust marketplace.

Customers have a welcoming place to shop, interact, and participate at many levels.

Community members have a model of environmentally respectful practices and cooperative ownership.

ANNUAL MEETING

Thursday, February 7th
Trinity Episcopal Church
Fall Island, Potsdam

Pottluck at 6 p.m., meeting at 7 p.m.
Vote for Co-op board members
at or before the meeting

PRESORTED
STANDARD
US POSTAGE PAID
POTSDAM, NY
PERMIT No. 25

Become a contributor! Review the Newsletter Submission Guidelines on our website and in the store.
Email submissions to newsletter@potsdamcoop.com by April 1.