

Autumn Apples

BY PAULA YOUMELL

When I think of the coming Fall, many things come to mind: brilliantly colored leaves, sunny days and cool nights, stacking wood, fall hiking and kayaking, and another school year. My life is dominated by food and the changing palette of the season. Autumn heralds in root veggies, many varieties of squash, and homemade soups and stews. My favorite fall food icon, by far, is the humble and beloved apple.

The apple originated in Asia. Almaty, Kazakhstan in Central Asia has been pinpointed as the original site of apples. Wild apples still abound in this area, not far from the Biblical Eden. Perhaps Adam and Eve's tree was the start of apples on our earth.

Another mythical story surrounds the apple. The protrusion in the male neck is labeled the "Adam's Apple". As the legend goes, males have this lump because Adam could not swallow his bite of the forbidden fruit.

Apples are a member of the rose family. They are the most popular temperate zone fruit in the world. Apples grow in almost every state of our union. A hardy thanks to Johnny Appleseed for this wondrous fruit!

Certain apple varieties withstand winters of -40F. My guess is that these are some of the heritage varieties that dot the roadsides of Northern NY, remnants of the farms and homesteads of another era.

The USDA has identified more than 7,000 varieties of apples with evidence of more than 7,500 varieties being grown throughout the world. The average American is familiar with perhaps 5 or 6 varieties. I am familiar with a bit more than 5 or 6 varieties. However, I am overwhelmed, in a positive way, by all the varieties out there. I want to get my hands and taste buds on them all!

Apple seeds tell a story of genetic diversity. If a person were to plant all the seeds from a single apple, each newly seeded tree would grow genetically different apples. This genetic diversity of heritage or antique apples is what gives them their hardiness and resistance to all sorts of potential problems. In contrast, most commercially grown apples are grafted for genetic uniformity and open to every pest problem imaginable. Antique varieties are a natural for organic growing, if our culture can just let go of the need for cosmetically perfect fruit.

Apples are classified according to their best use. Eating apples are crisp with a juicy texture. Cortlands and Macs fall into this category. A few lesser known varieties are the Stayman, Winesap, Elstar, and Jonathan. Pie and apple sauce apples are tart and juicy with the Mac and Cortland also landing in this category. The Pipper, Northern Spy and Rome Beauty are lesser known pie apples. Baking apples hold their shape and flavor when baked. The Rome Beauty is considered the best baking apple. Some apples are 'all purpose' as their usage crosses all three lines.

Nutritionally speaking, apples are a powerhouse. The old saying, "an apple a day keeps the doctor away", had to get its start somewhere! Apples are loaded with healthy, whole fruit sugar, complex

carbohydrates as well as the pectin and fiber that keeps blood sugar regulated. Raw apples clean the teeth and exercise facial and jaw muscles and bones. They provide a good source of many vitamins and minerals with the percentages of nutrients only dropping a little bit with cooking.

Apples have many health benefits. The malic and tartaric acids prevent fermentation in the stomach. These acids also make apples easier to digest and assimilate than other fruits and makes them a natural remedy for heartburn and acid reflux. Eating a slice or two, after meals, stops this chronic irritation.

Apples are juicy and calm thirst, reduce fevers and ease hot, dry lung conditions. Grate raw apples and feed to people with fever to reduce their temperature and promote hydration. Apples grated or steamed and mixed with raw, natural, local honey will ease dry coughs.

Apples house a multitude of phytonutrients and flavonoids that keep our arteries clean, preventing heart disease and stroke (to name but a few diseases caused by clogged arteries) and inhibit the growth of certain cancer cells. They are a natural digestive tract cleanser. Green apples cleanse the liver and gall bladder and soften gall stones. The abundant pectin in apples promotes beneficial intestinal flora and normal, healthy colon function. The cleansing and intestinal flora enhancing characteristics of apples contributes to their cancer fighting properties.

Ok, we are back to that 'apple a day' thing. Grab an apple and get eating, your health depends on it!

My favorite seasonal breakfast, this time of year, is the following combination:

1/2 - 3/4 cup local yogurt from Windy Ridge Dairy (and available right here at your local Co-op!)
2-4 tbsp organic peanut butter*, yes, tbsp not tsp
cinnamon, cardamon, ginger and nutmeg to taste
mix all together and slice up your favorite local apple and get dipping into this nutritious and appetite satisfying breakfast!

*sometimes I grind raw nuts or seeds in the coffee grinder and add the resulting flour like powder to the yogurt instead of the peanut butter.

Apple recipes to experiment with and enjoy

German Style Apples and Cabbage

(From Asparagus to Zucchini cookbook)

4 cups thinly sliced cabbage
3 cups sliced tart apples
1 cup sliced red onion
1/2 cup apple cider or good German type beer
1/4 cup cider vinegar
1 tsp caraway seeds
1/2 tsp salt
black pepper to taste

In large skillet place cabbage, apples, red onion and cider/beer. Cover and cook gently until soft, 5-8 minutes. Add remaining ingredients and cook 5 or



so more minutes adding more cider or beer if needed to prevent sticking. Serve with dark German bread, cheese and bratwurst (oh yeah, and more beer!)

Apple Beet Slaw (my kitchen original)

Shred or grate 4-5 cups beets.
Cut 2 of your favorite flavor of apples into chunks.
Toss together with your olive oil, apple cider vinegar and honey or maple syrup dressing.
Add salt & pepper, cinnamon & ginger to taste.

Apple Roasted Sweet Potatoes and Winter Squash (Adapted from Asparagus to Zucchini)

1 1/2 - 2 lb winter squash, butternut or buttercup
2 medium sweet potatoes
2 tbsp olive oil
2 tsp fresh rosemary or 1 tsp dried
1-2 tasty apples
1 1/2 cups apple cider
salt and pepper to taste

Oven at 350 F. Cut squash and sweet potatoes into even sized chunks. Place in baking dish so chunks are in one layer and toss with olive oil and rosemary. Pour in cider. Roast until tender and cider reduced to glaze, 40-50 minutes. About 15 minutes prior, add apple chunks. Season with salt and pepper and serve.

Grated Parsnip Apple Salad with Lemon Dressing (adapted from Asparagus to Zucchini)

juice of 1 lemon (if going local, use apple cider vinegar or cider)
2 tsp Dijon mustard
4-5 tbsp olive oil
3 cups shredded parsnips
1 1/2 cups shredded apples
1 cup loosely packed parsley
salt & pepper to taste

Mix lemon juice and mustard, whisk in olive oil. Combine parsnips, apples and parsley in a bowl, toss with dressing and add salt and pepper to please your palette.



Membership Update

BY BOB JOSEPHSON



September is always a busy month here at the Co-op. Students have returned, folks are back from vacations, and it seems like many people begin to do more cooking and baking in the cooler weather. Many of us renew our Co-op membership in September and we have traditionally held an "Open House" event.

This year our Open House will be held on Saturday, September 25th. We'll have a large tent set up on the lawn next door, thanks to the generosity of our wonderful neighbors at the Christian Science Church. In and around the tent

a variety of activities and tastings will be offered. If you've never had Wendy Turnbull's strawberry-banana ice cream you're in for something special! She calls it ice cream, but there is no cream and no sugar. Frozen bananas are the creamy basis for this delicious treat. It's certain to go fast, so come early and make sure you get a taste.

Speaking of ice cream, you may have read about Carriage House Ice Cream Sandwiches in the last issue of the newsletter. If you haven't tried one, you'll get a chance to make your own mini version. Chris has expanded the selection to include chocolate/chocolate and ginger spice/vanilla as well as the classic chocolate/vanilla. If you just can't wait until the 25th, you'll find them in the freezer most anytime. Chris has also developed an excellent Baklava recipe. Same story here. You can get a sample on the 25th, but hey, why wait? Look for Baklava on the end cap with the cookies and pitas.

There will be music under the tent throughout the day. We'll start with Victor Caamano and his band, followed by Jack Kelley and the Little Big Band. A little later Seba Molnar and Friends will take the stage. The closing act will be Northbound, featuring Michael Welch and Donny Cannamela.

I hope you can join us for a fun-filled day. And please, if you have new neighbors or colleagues, bring them along so they can get a chance to experience the Potsdam Co-op.

As I mentioned, September is membership renewal time for most of us. We have a new membership database which is integrated with the POS software. This includes new membership cards with bar codes. This new system has been planned for some time, but implementation has not been as easy as we had hoped. Eric Ochranek has worked diligently to get us up and running and I'm not sure

where we'd be without him. As we move forward, we will be more efficient with improved tracking of volunteer hours and discounts. We expect there may be some delays at the register, and probably some discrepancies. Please bear with us as we adapt to the new system and work the bugs out. In the end, I am confident this system will make it easier, and fairer, for everyone.

Some people have expressed a concern about the Co-op tracking purchases using this system. Please be assured that we have no intention of using the system to violate your privacy in any way. We will not be compiling any information about specific purchases. We will not keep track of how much chocolate or how many scones you buy! It is possible that we would use total volume of purchases at some point in the future. Many Co-ops use that information as a basis for earnings sharing with members, and I'm hopeful that we might be able to do the same.

Again, I ask for your patience and understanding as we go through the process.

Thanks,
Bob



Potsdam Food Co-op accepts...

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



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
24 Elm Street, Potsdam, NY 13676
315-265-4630
E-MAIL: mail@potsdamcoop.com
WEBSITE: www.potsdamcoop.org



Store Hours:

Everyday, 8:00 am - 7:00 pm
except holidays.

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 submitted via e-mail to PotsdamCoopNews@gmail.com.

Co-op Board Members

Arthur Freeheart, President	261-4472
Vanessa Bittner, Vice President	740-326-0001
Will Siegfried, Treasurer	265-1748
Steve Farina, Secretary	244-2558
Carolyn Badger	265-5986
Peter Brouwer	265-6943
Bill Galvin	262-2104
Janet Learned	265-3837
Bali MacKentley	244-7728
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Nick Pignone	705-5028
Mark Seymour	265-0059

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Bob Josephson	General Manager
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Lynn Clark	Bookkeeping/Marketing
Bakari Adams	Produce
Chris Affre	Bakery Manager
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Summer Dorr	Cashier Supervisor
Nate Jones	Cashier
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Heather Maher	Bakery
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Matt McKenna	Cashier
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Andy Peet	Cashier
Jeremy Rauscher	Bakery Assistant
Leslie Schwartz	Deli Foods Chef
Wendy Turnbull	Packaging
Donna Wright	Packaging



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NEW AT THE CO-OP

King Arthur Gluten-free Chocolate Cake Mix
(delicious and endorsed by Co-op staff members and volunteers!)

Gluten-free Enjoy Life Chewy Chocolate Chip Cookies

New Equal Exchange chocolate:

Dark Chocolate Ecuador

Chocolate Caramel Crunch with Sea Salt

MU MU MUESLI from Sharon Springs, NY

Gluten-free Chips from Food Should Taste Good

Chocolate!

Lime

Olive

Jalapeno

Vitality Trail Mix

North Country Farms – Flour – Mill in Watertown

Sustain Ice Cream

Dried Star Fruit and Dried Kiwi

Frozen Rice Dream Mint Pie

Zicco Coconut Water

Pomberry

Lima Citron

Thai Kitchen Take Out instant

Tangy Sweet & Sour

Original Pad Thai

Lindt Chocolate BACK IN STOCK:

Classic Milk Chocolate

Intense Orange

Lindt Chocolate NEW:

Milk Chocolate with Nuts & Raisins

Dark Chocolate with Sea Salt

White Chocolate with Coconut

Potsdam Food Co-op
& Carriage House Bakery

Baklava!

Potsdam Food Co-op
Natural Foods Deli

Honey Maple Granola

AND we now have an extensive Gluten-free list of products located on the Co-op's website and in the store. You can also find our Monthly Sales Flyer in the store and at www.potsdamcoop.org.

Co-op Business Partners

One of the many benefits of Co-op membership is the ability to participate in the Business Partner Program. These locally owned businesses have generously agreed to grant the following offers to Co-op members through September 2010. Please present your current Membership Card when asking for the discount offered. One time offers will be checked off when they are used.

The Alexander Technique - Posture, Balance and Poise 10% off on first private lesson 73 Leroy St., Potsdam 265-7386 cello1@twcnny.rr.com

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

Asian World Imports is now The World Artisan, A Fair Trade Shop and Gallery 10% off all merchandise (excl. sale items) 1/2 Main St., Potsdam 261-4844 www.worldartisan.com

The Bagelry 10% off all platters & catering 9 Market St., Potsdam 265-9378 www.potsdambagelry.com

Big M Supermarket 5% off on Thursdays (some items excl.) 27 Elm St., Potsdam 265-6282

Blackbird Café Free cup of in-house coffee with purchase of a sandwich 107 Main St., Canton 386-8104 www.theblackbirdcafe.com

BodyWorks Chiropractic 50% off first visit 17 Leroy St., Potsdam 265-2030 www.PotsdamBodyWorks.com

the computer guys 10% off computer peripherals in stock 4 Clarkson Ave., Potsdam 265-3866 www.techntext.com

Colton Massage Therapy Catherine A. Klein, BA, LMT ...and everyone knew her as Nancy \$10 off first massage or gift certificate purchase. Colton 315-262-2636 catherine.nan@gmail.com

The Copy Shop & Business Center FREE - up to 10 self service copies daily (B&W, 8 1/2 x 11) 11 Maple St., Potsdam 265-1700 www.potsdamcopyshop.com

Digital Artisan 10% discount on graphic design services, brochures, flyers, business cards, logos & more 212-0128 DigitalArtisan@hotmail.com

Dr. Terence M. Reed, D.D.S. Potsdam Center for Innovative Dental Technologies 10% discount 83 Market St., Potsdam 265-3377 www.docreed.com

Evans & White Hardware FREE - 1 key duplication 1 Maple St., Potsdam 265-4350

First Crush Wine Bistro 10% off between 7am - 10am (Monday - Friday only) 32 Market St., Potsdam 265-WINE www.firstcrushwinebar.com

The Frame Mill 10% off custom framing 13 Maple St., Potsdam 265-2424 www.theframemill.com

Great Northern Screen Printing & Embroidery 10% off custom screen and embroidery 6 Main St., Potsdam 265-6211 www.gonorth@greatnorthernprinting.net

Hidden Meadow Inn FREE - tours of trails for groups or individuals (by appt.) 50% off 1 night stay or 2nd night free, Breakfast included (1st timers only, some exclusions apply) 1950 Sober St., Norfolk 384-3234 / 212-0203 www.hiddenmeadowinn.com

Jane Khondker, Certified Jazzercise Instructor FREE - 1 Introductory Class (not valid w/other discounts) Market Square Mall, Potsdam 265-0849

Josie's Pizza \$2 off full-sheet pizzas \$1 off large & half-sheet pizzas, 50 cents off smaller pizzas & pizza rolls 13 Market St., Potsdam 265-9484

LaCasbah 10% off purchases 6 Elm St., Potsdam 274-9696 www.lacasbahny.com

Little Italy Restaurant & Pizzeria \$1 off any pizza 30 Market St., Potsdam 265-5500 www.potsdamlittleitaly.com

Michael Greer Residential Carpentry 5% discount 265-3837 / 528-7507

North Country Center for Yoga and Health (Yoga Loft) \$5 off the drop-in fee for any class (1 time offer) 107 1/2 Main St., Canton (above Blackbird Café) 347-3040 www.yoga-loft.org

NorthCountrySites.com 10% off website design, maintenance & editing services www.northcountrysites.com

Northern Ice and Dance 10% off first purchase 47 Market St., Potsdam 265-0009 www.northerniceanddance.com

Northern Music and Video 10% discount on CDs, DVDs & musical instrument accessories 29 Market St., Potsdam 265-8100 www.northernmusicandvideo.com

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

Purple Rice \$2 off 1 lunch special (1 time offer) 20 Elm St. #105, Potsdam 268-0923

Renew Architecture & Design PLLC Rebecca Weld, AIA and LEED AP 5% discount on architectural services 11 Washington St., Potsdam 262-0082 www.renewarchitecture.com

St. Lawrence Chocolates 10% off discount on purchase of \$25 or more (excl. gift baskets) 4 Main St., Potsdam 274-9029 www.stlawrencechocolates.com

Scoopuccino's 10% off on Wednesdays 167 Market St., Potsdam 268-8780

Sergi's Italian Restaurant & Banquet Hall \$1 off all pick-up pizzas (not valid w/ any other offer) 10 Market St., Potsdam 265-3420

Shabbie But Ch'ic Thrift Store 10% off all merchandise 5 Collins Road, CR 35, Norwood 353-6167

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

SummerHaven Pool & Hearth 10% off all purchases of \$50 or more (excl. pellet and coal fuel) 7018 State Hwy. 56 Potsdam-Norwood Road, Potsdam 315-265-1100 877-624-2390 Toll Free www.summer-haven.com

TAUNY 10% off Folkstore items (except top shelf) 53 Main St., Canton 386-4289 www.tauny.org

Tim's Comic & Game FREE - 1 back-issue comic 6 1/2 Main St., Potsdam 268-1598 www.discoverpotsdam.com

Village Wine and Liquors 5% off any wines on Wednesdays 2A Main St., Potsdam 261-4630 www.villagewinesandliquors.net

Wear On Earth 10% off regularly priced items (some exclusions apply) 19 Market St., Potsdam 265-3178 www.wearonearth.com

Featured Business Partner
Village Wine and Liquors
5% off any wines on Wednesdays
2A Main St., Potsdam
315-261-4630
www.villagewinesandliquors.net

Saving Coffee and the Earth

BY NICHOLAS REID, EQUAL EXCHANGE NATURAL FOODS SALES

Equal Exchange has credited co-ops with building Fair Trade coffee and making the alternative trade system possible, by keeping farmers organized in developing countries, and connecting them to consumers through co-ops like Equal Exchange and their local food co-ops. This October, while we celebrate Co-op and Fair Trade Month, and consider the values and successes of these two movements that are so intrinsically connected, Equal Exchange would like to push ourselves even further. The support and collaboration of co-ops is crucial to the future of organic coffee.

Declining yields due to soil exhaustion and global warming are threatening specialty coffee production, and the livelihoods of thousands of farming communities that rely on it. Once charged with making coffee cultivation economically viable for small-scale producers, Equal Exchange now asks co-ops to support those farmers in their efforts to adapt, innovate and invest in the future of high-quality, organic coffee.

The history of commercial farming in Latin America (and in the United States) is one of extreme short-sightedness, environmental destruction and an ever-increasing reliance on chemical and technological inputs. One need only look at the former sugar plantations of northeast Brazil, now deserts and agricultural wastelands, or the destruction of local communities and ecosystems that banana cultivation led to in Central America, to see that modern agriculture effectively raped the soil of nutrients, destroyed local flora and fauna that sustained the land, and nearly ended the possibility of human existence in those areas.

Specialty coffee grown by small-scale farmers is inherently a more sustainable form of agriculture than large scale plantations, but it, too, has felt the pressure of the corporate race to the scientific bottom. Regardless of our progress in the last 20 years, small farmers are struggling to compete, and scrambling to maintain healthy, productive farms and soil. Without the benefits of the three insidious sisters of modern chemical fertilizers (NPK) and carcinogenic pesticides, organic farmers are experiencing declining output and soil exhaustion. Traditional fertilizer techniques in composting and mulching are falling short.

Global warming, a global problem that disproportionately affects higher altitudes and

subtropical regions, exactly where the majority of our coffee and cacao farmers operate, is exacerbating the problem. Changing weather, rainfall and temperature patterns are threatening coffee cultivation (and traditional agriculture, in general) around the world. The future of specialty coffee is perilous at best; organic production is threatened even further.

We, at Equal Exchange, believe it is our responsibility to support our farmer partners as they invest in modern, sustainable agricultural methods and adapt to climate change. We know we cannot rely on Monsanto or Cargill; big business cannot solve these problems. With that in mind, we have partnered with agronomists at the CESMACH co-operative, who approached Equal Exchange with a proposal for a soil fertility project in the communities in which they work.

The first round of the project, funded by Equal Exchange and carried out by CESMACH, concluded in the summer of 2010. It involved taking soil samples in the coffee communities of the co-op, to analyze the nutrient profiles. Armed with an overview of the health and deficiencies of the soil in each community, Equal Exchange and CESMACH are preparing to implement the next round of the project, which will be funded through food co-op sales in October (see below).

The second phase of the project will explore the potential to produce organic fertilizer to meet the specific needs of each community, using locally available, low-cost inputs. The goal is to develop guidelines for composting (and other alternative agricultural techniques) that individual farmers can use. In the long run, the hope is to develop more centralized services for soil improvement and progressive agriculture, such as a facility to manufacture fertilizers for members (and potentially to sell locally). Not only are we excited about the impact on small-scale, organic coffee production in Chiapas, but for the overall agricultural capacity in



those communities: the ability to grow more food and more products to sell locally and abroad, and develop scalable models for all our partners around the world.

This October, the Equal Exchange coffee you buy at your local food co-op is funding sustainable advances in agriculture in Mexico, literally making the earth richer and securing organic coffee production for the long term. Examples of visionary collaborations like these are what make cooperative Fair Trade so inspiring. The products we consume have the potential to produce something incredibly powerful: to make farming communities stronger, and to build a healthier planet. We have the ability to buy a pound of excellent coffee and make a direct investment in a brighter future. That is Small Farmers. Big Change.

In honor of the co-ops that make these transactions possible, Equal Exchange is raising money with our co-op partners to invest in this inspiring initiative that epitomizes the value of co-operatives. For each product sold to co-ops in the month of October, Equal Exchange will donate 20 cents (up to \$10,000) to the second phase of a soil fertility project in southern Mexico, spearheaded by the CESMACH co-operative. We hope that our efforts will not only result in higher yields and income for the co-op members, but will also create healthier ecosystems in coffee farming communities, and will build a sustainable model for soil.

Did You Bring the Bread?

BY BETSY HODGE

The first thing I hear as we roll the trays of bread over to the Beach house at Mirror Lake in Lake Placid is, "Did you bring the bread?" For years the Betsy Owens Memorial Lake Swim has used our wonderful Carriage House Bakery bread for prizes at their annual one and two mile open-water swim. Many athletes enjoy getting trophies, mugs, t-shirts and other mementoes for winning races but they really just gather dust on the shelf.

After swimming, eating is probably the next favorite things for most swimmers to do. So... when Adirondack Masters Swimming was looking around for some kind of prize that reflected the local area and wouldn't gather dust I suggested loaves of our freshly baked Co-op bread. The first year the swimmers were kind of puzzled and surprised to get the bread as a prize but the next year they were looking for it again and it became a tradition that endures even when our open water swim is a national championship race. Winners get to choose their favorite bread from the trays when they go to the

front to receive their recognition. Volunteers and race helpers often get to take home a loaf as well.

The Betsy Owens Memorial Lake Swim raises money to help fight breast cancer. Betsy Owens was a leader in the organization known as the Adirondack Masters Swimming Association (www.adms.org). She succumbed to breast cancer and her friends in the organization run this race as a tribute to her.

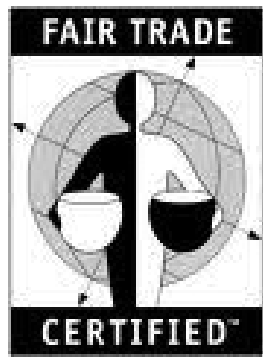
My family has participated since the inception of the race. This year my two daughters were old enough to swim in the race with me. My youngest daughter had participated in this race once before – in utero! The other race participants come from all over New York state and several other states including Alaska. Many of them go home with a great loaf of our Co-op bread.

Dave Dammerman, one of the race organizers, hands out Carriage House Bakery bread to contestants.



Local and Global Action

BY ROBIN RHODES CROWELL, OWNER OF THE WORLD ARTISAN



First the disclaimer: I get the whole buy and eat local scene. It is an important part of my lifestyle. I grow a garden and belong to a CSA. In fact, I write The Seasonal Kitchen blog for GardenShare, Inc. (visit gardenshare.org). Our membership at this Co-op is going on twenty years. With that said, I find the “go local” movement can appear to be at odds with international causes and initiatives. I am not sure how this false dichotomy came to be, since engaging in both local and global action is needed to ease environmental pressures and create change in the world. The goal here is to discuss the worldwide Fair

Trade movement in order to create understanding that really, eating locally and choosing globally are two sides of the same coin.

One of the primary and laudable goals of choosing to eat locally grown food is positive environmental ramifications. Better taste, health and support of local communities are others. I know my family’s life is richer due to getting much of our food from local farmers. I also hope we are contributing in some way to reduced pesticide and fossil fuel use. However, something doesn’t sit right with me when it comes to global issues – both of humanity and the environment. This is a complete oversimplification, but it will not help the state of environmental affairs for us all to buy local carrots, yet at the same time ignore the most intense planetary pressures such as overpopulation, poverty and deforestation.

As in the local food movement, one of the core principles of Fair Trade is environmental preservation and sustainability. Both are working towards the same goal, but at different levels. Fair Trade is not new to the Potsdam Co-op. No doubt you have seen Fair Trade labels around the store. Fair Trade stickers dot many of the chocolate bars, coffee containers, teas, bananas, sugar and various non-food items. Fair Trade items are easy to bring into your life as most people enjoy coffee, chocolate and do buy gifts and household items. Fair Trade products are an easy way for your purchasing dollars to go towards positive global change.

“Fair Trade” is not to be confused with “Free Trade”. Free Trade is based on a system in which the supply chain seeks out lowest cost labor and raw materials and can be exploitative; profit is the overriding concern. Fair Trade balances concerns for people, planet and profit while disadvantaged/minority groups are made partners in the supply chain. Fair Trade can be described as many things. It is a tool for international development, a market based approach to alleviating global poverty and promoting environmental sustainability, an alternative business model and for some....a faith based activity. Fair Trade primarily applies to goods (both food and handicrafts) from developing countries and from communities of the most disadvantaged.

Fair Trade took off in 1946 with Edna Ruth Byler and the Mennonite Central Committee. Out of this and the formation of another program (SERVV) by the Church of the Brethren came the Fair Trade Federation. My shop, The World Artisan (formerly Asian World Imports), is a member of the Fair Trade Federation. This federation is strict on what is and what is not “Fair Trade”.

Core practices of Fair Trade (as by the Fair Trade Federation) include open accountability and transparency by businesses, paying a fair wage in the local context, investment in communities (such as proper sanitation and education), safe working conditions, environmentally sustainable practices, respect for cultural identity and gender equity. Fortunately, people are beginning to understand the importance. The amount of money spent on Fair Trade products in 2009 was up 15% from 2008 despite a difficult economy.

My daughter and I traveled to Rwanda, Africa this summer. We saw how the likelihood of habitat conservation increases when local villagers have an opportunity to make a reliable living. The wages from sewing and other handicraft cooperatives, eco-tourism, and tea plantations (many Fair Trade) help in reducing environmental crisis. Crisis which comes from the relationship between practices such as deforestation and social ills such as poverty and hunger. We were able to spend time with a sewing project (Ubushobozi.org) that employs both teen girls (primarily head of household) and adults. We sell some of their items in our shop. The sewing project has made all the difference in their lives in a multitude of ways. I was able to see this in the days we spent with them – at the sewing house and in their village. Life is hard in Rwanda in ways many of us cannot imagine. Although this tiny African country seems so far from here, I believe their hardships trickle down to us in some way. Seeing first hand that we in the U.S. can aid in easing social ills (and thus deforestation and loss of biodiversity) through Fair Trade purchases and other entrepreneur programs was reassuring and encouraging. We can make choices here and now which will reverberate throughout the international community.

I also had the wonderful opportunity to visit Volcanoes National Park in northern Rwanda to see the endangered mountain gorillas. Our guide was very clear our tourist dollars go directly to maintaining the park and for better education, safe water and health care in the nearby villages. The park provides much employment for nearby residents. Poachers have alternative work opportunities near the park and my daughter and I did visit a cultural village run by ex-poachers. Certainly we can all agree conservation of the jungle habitat and the mountain gorilla contributes not only to the well being of Rwandans, but also to us and our planet’s health.

I encourage you to use your purchasing dollars to support both local and international causes. My husband and I recently changed the name of our shop in Potsdam. When we bought the shop we kept the name it came with “Asian World Imports”. This name does not reflect the true mission of our store. Our mission is to support BOTH artisans here and around the world and local and international projects. With this in mind, we chose the new name of “The World Artisan”. We are now actively reaching out to local artists and craftspeople. Sales of items from our shop help support local families who make baskets, herbal products and jewelry AND traditional Guatemalan weavers, African seamstresses who have seen war and genocide and so much more. Taking local action that can produce positive global change has never been easier.

The World Artisan offers a 10% discount to any Co-op member and can also be found on Facebook.

LOOKING AHEAD: DECEMBER MEANS BAKING CONTEST

Annual Baking Contest and Sweet Silent Auction Benefiting the Potsdam Neighborhood Center



The evidence of fall is beginning to present itself and before you know it...well, you know what happens. So, here at the Co-op it’s not really too early to begin thinking about our annual Baking Contest and Silent Auction, a holiday tradition for the past 12 years. We call it the Sweetest Event of the year – a festive time for members and non-members alike...a community experience.

This year it will be held on Sunday, December 5th in the Carriage House Bakery, so be sure to write it on your calendar—you won’t want to miss it! We invite bakers of all levels of proficiency to create two of a favorite treat in one of three categories; cookies, vegan, and desserts. One is divided for sampling, to be voted on by those who attend and the other is displayed in our ‘auction showcase’ for bidding. The highest ‘silent’ bidder wins the treat and the baker with the most votes in each of the categories, wins a \$25 Good Food Gift Card from the Co-op. All money raised at this event is donated to the Potsdam Neighborhood Center. Last year we raised \$1,155.

This is a great way to begin the holiday season while supporting a worthwhile organization. Whether you can bake a treat or bid on a dessert, we hope you can join us! Please watch the website and posters in the store for more information as plans develop.

GORP: Raisin Fuss Over Nuttin

BY BETSY KEPES

Editor's note: Betsy wrote this piece while sitting in an Amtrak train heading east to Chicago from Whitefish, Montana.

I was standing on an esker above the Osgood River near Paul Smiths when I first heard the word “gorp”. The sunny summit of the sinuous glacial ridge made a great place to stop for lunch. Our group of Adirondack Mountain Club canoeists ate the last bites of our peanut butter and jelly sandwiches and wadded up our paper bags. Maybe some of us had apples or even home-made cookies, I don't remember that part. This happened many years ago, when Tang was cool because the astronauts drank it and space food sticks were the first “energy bars”.

“Here, have some gorp.” A woman I didn't know handed my family a plastic bag. We must have looked puzzled because she laughed and explained, “Good Old Raisins and Peanuts”.

Of course we thought it was a funny word and of course we repeated the word over and over to each other. There are four children in my family and I believe we were all on this trip. We may even have eaten some of the offered treat.

We had a new word for a trail snack that has become increasingly elaborate over the years, first with the addition of chocolate chips and M&Ms, and then exotic kinds of dried fruit and nuts. Now gorp, with its new respectable name trail mix, can be found in most convenience stores and in big family-sized bags in the supermarket. It's usually given some sort of label that shouts out how healthy it is, perhaps the word “natural” or the phrase “with anti-oxidants”, though the big letters never mention the number of calories per handful—lots.

I love gorp, in just about any form. Even the basic peanuts and raisins mix can make me salivate if the peanuts are freshly roasted and the raisins come in several varieties, flame and yellow as well as the traditional sticky brown Thompson raisins.

My summer work in Idaho for the Forest Service is a perfect match for a compact bag of dried fruit and nuts. Well, it should be, except that a few years ago I had to ban gorp from my family's backpacks because it caused too much fighting. As the four of us sat on the edge of the trail to enjoy a rest break we would eagle-eye the bag of gorp as it was passed around and accuse each other of “high grading”—scooping out the best pieces and leaving behind the sunflower seeds and soy nuts. If the bag of gorp contained any chocolate pieces and it had gone through a cycle of heating and cooling it might contain big chunks called “gloms”—chocolate chunks cemented together with nuts and fruits. Gloms are an especially desirable portion of the mix and, you guessed it, caused more accusations. When I replaced the communal bag of gorp with individually wrapped energy bars, the bickering ended.

But on my days off it's easy to forget about the contentious nature of a

bag of snack pieces. We sometimes re-supply in Missoula, Montana in a spiffy natural foods store with a very tempting array of trail mix varieties. A shiny bulk bin display rack contains fourteen different kinds of gorp with prices ranging from modest—\$3.99 a pound—to outrageous-- \$9.99 a pound for an all-organic blend called Mocha Madness. When I reach this corner of the Good Food Store I have to practically tie my hands behind my back to stop myself from filling bag after expensive bag. It's possible to buy “Wild Ginger Harvest” with dark chocolate chips, cashews and almonds, raisins and bits of candied ginger (one of my favorites) or a gorp called “Enchanted Forest” that has no nuts in it at all, just pieces of candied fruit and shiny yoghurt-covered raisins. One of the gorp mixes contains goji berries and some kind of fair trade nut. In another one all the pieces are drenched in a sugary syrup and baked and one variety seems to be a mix of many kinds of candy, with no fruit or nuts at all. (That's not fair—there may be raisins and peanuts inside some of those chocolate shells).

It's completely overwhelming.

What are confused consumers to do?

Make our own.

When I'm not out West working for the Forest Service, I make my own bulk box of gorp. I base it on the Athlete's Mix that the Potsdam Co-op sells, a somewhat Spartan blend of unsalted nuts and fruits and no chocolate at all. I make my blend from ingredients the Co-op stocks and, in my opinion, it's way better than the pre-mixed commercial stuff. The roasted, unsalted peanuts the Co-op sells are delicious, far better than the small, soggy ones in the commercial gorp. Plus, I can customize my trail mix to my taste. I cut up pieces of no-sugar or low-sugar pineapple, mango and papaya and mix in small amounts of brazil nuts, almonds and roasted cashews with the flame and yellow raisins. The commercial Athlete's Mix contains pieces of coconut, flaky bits that are messy to eat and, in my opinion, are only added as a cheap filler, so I leave coconut out of my blend.

Almost daily I take a small container of my custom-blended gorp to town as part of my lunch. I keep the bulk box upstairs to discourage myself and the rest of my family from eating vast quantities of it when we come home at the end of the day. Gorp is very easy to consume and even though we all know that nuts have lots of protein and trace minerals and that dried fruits have iron and anti-oxidants, enough is enough. More can lead to belly aches and no appetite for dinner. I speak from experience.

But why no chocolate? If I added even the slightest bit of chocolate to my bulk blend I'd have to hide the box somewhere so far away that no one could find it, including myself. My family is sadly lacking in self-control and besides the word is “Gorp,” not “Gorpac” (Good Old Raisins and Peanuts and Chocolate) or “Gocamcarp” (Good Old Chocolate and More Candy and Raisins and Peanuts).

The Potsdam Co-op sells these gorp blends

with a completely opinionated description of them courtesy of Besty.

Cranberry Jubilee—(bulk bin) too many sunflower seeds and overpriced. The cranberries are good but the nuts aren't roasted and the mix is too soggy for me.

Chocolate Nut Crunch—this one is high-powered with an excellent percentage of chocolate. Watch out—it can be habit forming.

Athlete's Mix (sold in bags on the shelf with the nuts and dried fruit)—a good mix, unsalted and with no chocolate but enough other good ingredients to make up for that.



We Are the Owners

The Education Committee has begun a project of profiling member owners. We expect this project to give us all a greater appreciation of the diversity of folks who own our store, and a greater understanding of what the Co-op means to those owners.

This understanding will help to guide the Board of Directors and the General Manager in making decisions about the direction that the Co-op is taking in response to our local and global economy, current issues about food, and local and global market forces.

We will gather basic information from a full range of Co-op member/owners, include a picture, create a poster, and display three of these every month on the end cap opposite the spice table.

We will be contacting members to solicit interest and gather input, but you can volunteer to participate by sending us a picture and the following information: Your name, occupation, interests, how long you have been a member, and what you appreciate about the Co-op.

Please send to Janet Learned at learnedj@gmail.com.

Member Profile: Bali MacKentley



Occupation: Farmer

Interests:

Dancing, riding horses, skiing, hiking,
Going for walks with my dog "Foxy",
Music, reading, making cheese,
Taking care of my growing herd of cows,
Gardening,
Being involved in organizations that promote small-scale agriculture, social justice, environmental protection, and community building.

How long have you been a member?

I live and work on my family's farm, and we have been members of the Co-op since before I was born.

What do you appreciate about the Co-op?

I really love the fact that I can go to the Co-op and buy real food in its unadulterated form: corn meal that isn't "self-rising", produce grown without poisons, and whole grain bread without caramel coloring or high fructose corn syrup.

I love the Co-op's commitment to buying from local farms and businesses. I love that, for products that are not local, the Co-op supports products that are fair trade, organic and environmentally friendly. I love that during the spring and

summer, I can buy something delicious and walk around looking at the beautiful flowers outside. I love \$1 cup coffee. I love the Co-op community.

All in all, I feel that our small town is very lucky to have a store that is so committed to the health of individuals the community and the planet.

guess what? The Co-op is now open
8 a.m. – 7 p.m. every day of the week.

Attention Members

**Attention members!
Shape the future of the
Potsdam Food Co-op.**

**Become a Board
member! For more
information, please
contact Vanessa.**

E-mail:

CoopBoard@potdamcoop.com

In June the Co-op was the first Pride in Potsdam nominee named by the Potsdam Chamber of Commerce "In recognition of its Pride in Potsdam through its dedication to their customers and pride in the look and feel of their location both inside and out."

We are now in the running to win the Pride in Potsdam Award which will be an annual award given out at the Chamber's annual dinner in November.

(Our thanks to Janet Learned for her creation and maintenance of the Co-op gardens!)

Volunteers Wanted

Odd jobs for a handy person or carpenter.

We have a one-time job for someone proficient with excel and open office calc

Interested in earning Co-op credit by volunteering for the above positions

please give Bob Josephson a call at 315-265-4630 or e-mail bob@potdamcoop.com

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

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

**MEETING 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.**

Become a Member

**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 work
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**



Potsdam Food Cooperative
24 Elm Street
Potsdam, NY 13676



Renew Your Membership!



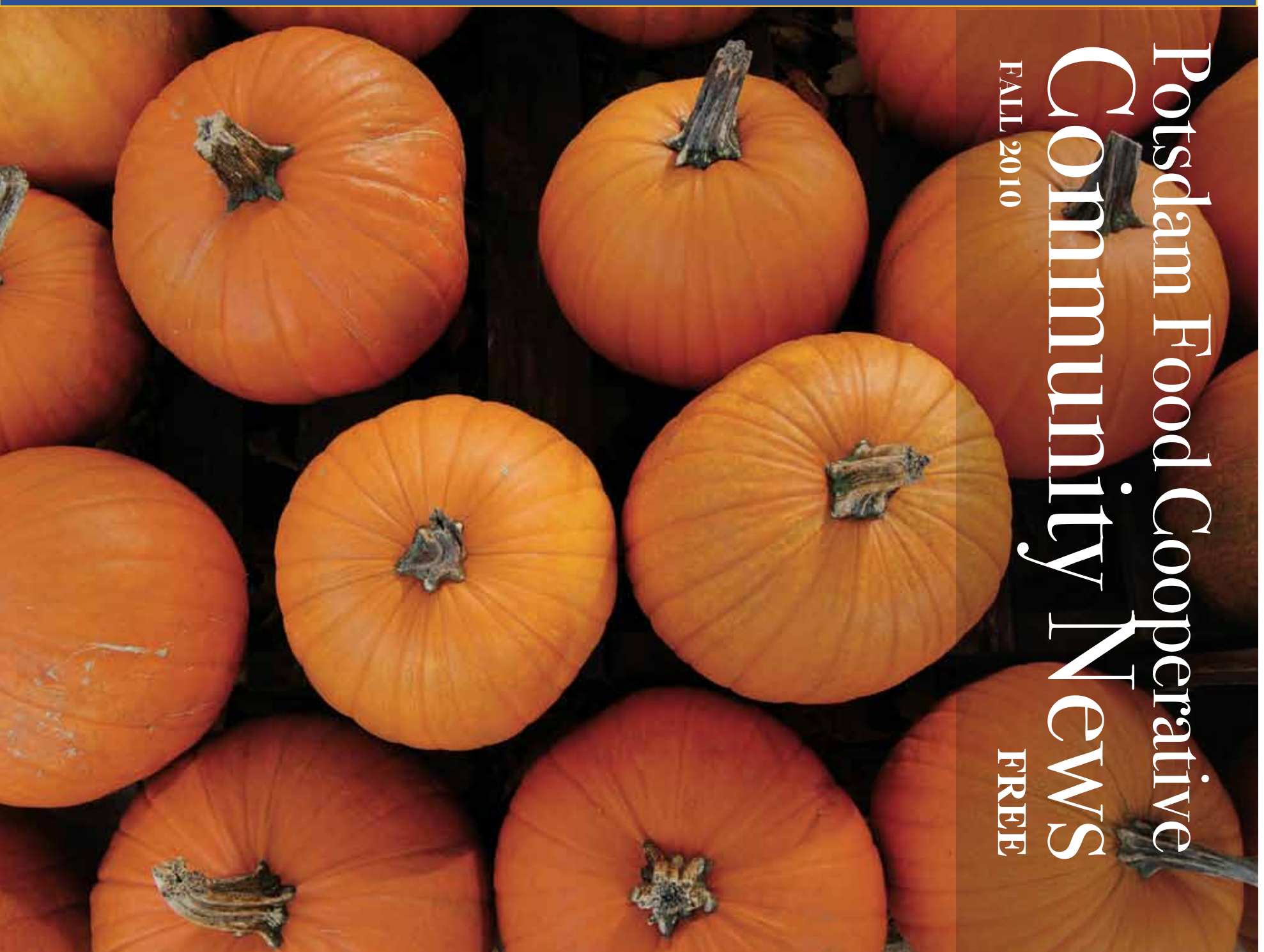
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Fall pumkins, a celebration of orange.



Potsdam Food Cooperative
Community News
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