

Your Co-op ...On the Coast



Arena Market & Café/Coastal Organics

November 2011

Happenings

- **Member Appreciation Day**
Friday, November 4. An extra 5% off storewide for members

- **Next Co-Op Board Meeting 7pm, Tues Nov 15** -- Join our monthly board meetings and see what you can do to help us make the co-op even better. All are welcome.

- **Save the Date 11/11/11**
Arena Market & Café dinner fundraiser, upstairs and downstairs in the Odd Fellows Building, will include music, food and fun!

- **Buying Club Kiosk**
Buying club kiosk is now fully functional!! We have order sheets and a book for general use at the kiosk next to the bathroom. Laura has extra books at the register for \$3 each so if you don't feel like putting your order together at the store, you can do it at home! If you ever get a case of something or think bulk buying is a neat idea, take advantage of this great opportunity to get your frequently purchased items at a great deal and support your co-op at the same time.

- **Contribute to Our Newsletter** -- If you have something you would like to share with our readers, please submit to blake@snakelyone.com.

Fence Post Facto: The View from the Farm

The cattle egrets have returned to stalk the Stornetta flats, a bird I've always found to be just as graceful on the ground as in flight. Standing still in the grazed-over field their necks are bunched up tight between head and body, a compact question mark, a repose made for waiting. Always a sure sign of the return of rain and winter, this morning they were joined by two pelicans, an uncommon sight this far away from the water. Head a little up the Garcia River and over the first ridge on Mountain View road and you'll find the occasional splash of yellow and orange as the big leaf maples begin their colorful descent into dormancy.

Autumn on the coast still surprises me by its ability to slide into place without much notice or fanfare. Previously I lived in the upper Midwest where fall time was heralded by a visual cacophony of deep scarlet oaks, brilliant orange maples, and dense stands of aspen that defined the word "yellow". Corn plants stood dried and tan in the fields, their brittle leaves scraping the sky and whispering in the cool winds, golden ears partially revealed by disintegrating husks. All around was the sense of one big final party before the onset of winter and the long dark frozen months that lay ahead.

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Managers Report

Halloween is here and Thanksgiving is right around the corner. This year has flown by. We are gearing up for the holidays and the dark winter days ahead of us. As always, if there is anything we don't have that you would like to see in the store, we welcome your suggestions. Of course, all requests cannot be accommodated, as we a small store and its tough to meet every ones needs. But we try.

Our staff is strong and happy—in fact our staff feels like a family to me. The kitchen ladies are always smiling and laughing while they create delicious offerings. Rosario is perpetually cheerful and ready to chat about the day's events or her vegies. Our high school staff members are a really fun addition to the coop team. It's great to see them learn and grow as young adults. I have heard from our former employee Eddie Davila. He's doing great in college, learning a lot and, in his words, "trying to stay out of trouble". He may be home for Christmas break and has asked if he can come work with us while he's home. We will be happy to have him.

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Fence Post Facto, continued from page 1

But here October means brilliant night skies, the stars close overhead and a faint wisp of woods smoke on the wind. It means delicate glistening sunrises with swift moving fogbanks gliding down the river valley, crimson tinged and silent as thought. It means long-shadowed sunsets that continue on well after the fact.

October is a continuation in slightly altered form rather than an abrupt change, and for me that is most evident in the gearing up for winter gardens. The same oceanic forces that keep our June and July a balmy 58 degrees and foggy make our December and January a magical time for growing amazing brassicas, lettuces, garlic, and beets. What a joy, and still a strange one at that, to have the musty smell of black earth under my fingernails after putting out broccoli kale and cabbage starts, knowing that if they survive the rabbits, birds, gophers, deer and aphids we will be having garden fresh food on our plates in late January! The perfect baby bolete resting on my cutting board in anticipation of being united with its good friends garlic and butter is a testament to the 4 season cornucopia we are blessed with here on this rugged stretch of coast.

This fall has already been a season of change and reorganization for us at the Co-op. We are having some turnover on the board and some fresh energy is entering the picture. We are working hard to create a viable and solvent business that will continue to be a vibrant community hub and a place to buy quality organic food. We are renewing our commitment to provide as much local food as possible and pay down the sizeable debt we owe some of our vendors, but we cannot do it alone. This is a true community owned and supported co-op, and we are actively reaching out to our members and supporters to help us keep our shelves stocked and our door open. In this era of corporate sponsored everything and crumbling financial institutions that seem to topple with the barest whiff of uncertainty, building small locally scaled, locally supported food webs is one of the surest ways to ensure a thriving community and strong economy.

Every one of us has chosen to make the south coast of Mendocino county our home for various reasons, but there is a common thread of love for this land, this ocean, the people and ideas that make it such an amazing and dynamic place to hang your hat. On behalf of the board of directors and the 17 employees that keep our co-op going for all of us, I ask that you please take a minute to consider what you can give to keep this truly homegrown creation thriving.

~ Fair winds, Curtis Weinrich, Board President
curtisweinrich@yahoo.com

Managers Report, continued from page 1

A small, productive group of us completed a store inventory last week. We updated all our numbers to get a better idea of what we have on the shelves. It will help us update our financial reports so we can plan a budget for the slow winter months. Many thanks to Matt and Linda, Laura Shatzberg, Annette Fromwiller, Robbie Ricoli, and Iliana Sanchez for helping that night. You are all super stars!

The coo-op is many things to many people. Its a meeting place, a restaurant, a place to warm up and have a cup of coffee, a place to find the friends you just missed at the cove, a podium to speak your mind (there is always someone in the cafe to listen), a place to make friends, a place to find house sitters or babysitters, and on and on. We have created a place that the community can utilize on so many levels. Not just food. I am honored to be a part of this community venture. We really have a CO-OP in downtown Point Arena. Who would've ever thought? Great job, Guys!

~ Laura Smith, General Manager

Help Your Co-op



As many of you know, the Co-op is seeking financial support. There are many ways to help.

- 1) Purchase advanced food credit, perhaps the simplest and most painless way to support the coop; there is no limit to the amount you can pre-purchase, although we prefer that redemption take some time;
- 2) Sponsor a lifetime member, that is buy an additional \$300 membership for someone in your family or for someone unable to purchase their own membership;
- 3) Make a shareholder loan. Any member can loan us money. And they can choose to forgive the loan;
- 4) Finally, Co-op members can invest in the co-op. While the maximum membership equity is \$300 per person, the co-op is a cooperative corporation that can have up to 35 member investors, who can buy unlimited equity (yet still only have vote per person). Currently we have four such investors.

If you want to support the co-op in other ways, please consider these ideas.

- 1) Volunteer (helps keep payroll costs down);
- 2) Donate materials, skills and equipment;
- 3) Organize a fundraiser;
- 4) Write grants (visit the Arena Tech Center Tues/Thurs 3-6pm or call 882-4173).

Employee Profile: “Barista” Mike

Everyone who shops at the Co-op knows Mike, the tall, dark, handsome and personable man who greets you by name. He seems to know everyone and just what they may be in need of...that’s because he grew up in the food service industry and honed his outstanding customer relation skills at an early age. At his family’s restaurants in Colton and Highland California he would sit at the customers table and converse as if they were at the dinner table at home.

The next decade found him doing high speed customer service with multiple people at the Renaissance Festivals. He thought he’d be a hawker but found he had a knack for sales. Starting off “selling pewter ware & other shiny things”, he quickly progressed to wax hands and then rides on a giant man powered swing! He even acted as a bouncer for the Fair, helping control the crowds of thousands.

Mike always lived a “fairly natural life” but seriously got into natural/organic foods when his first son Chance (who is now seven years old) was conceived. He and his wife Monica decided it was the best way to start their child’s life. Their family includes a daughter Kaliandra who is four and a half years old, and their baby boy Tallahassee, who is 10 weeks old.

Mike and family moved to Point Arena a few months prior to his hiring in March of 2010. He kept asking for work at the market but didn’t want to fill out an application and leave it, “that was not my style”. One day Laura was in, and he asked her if she was ready to hire him. She liked his candid style and response about being a people person....”the rest is history”.

I found him packaging meat and then recycling the day’s



refuse from the deli. I asked what other duties he performs and he told me he also unloads delivery

trucks, orders bagels, and keeps his eye on the chai! A Renaissance man still....

He is passionate about recycling and wishes he could find a place for everything. He shared his motto; Reduce - Reuse Reuse Reuse Reuse and Reuse again till the last drop! He laments the unnecessary disposal of most items, wants to re-consume and make things last. He told me our paper cups come from China and other Asian countries (so far away!) so he encourages all of us to bring in our personal cup for coffee.

Arena Market & Cafe rewards that simple action with a 25 cent price reduction on all drinks. He’d like to remind us to bring in our containers for bulk items too!

At home Mike has built a shed from all recycled materials and does sculpture from aluminum cans tooling them for depth and beauty. He said his cats are highly entertained with his butterfly sculpture. He tries to be not much of a consumer and eat locally grown food, as well as grow a family garden himself. He has a dream of creating a small local cannery, taking the best products of the season and preserving them for year round use. He sees it as a way to increase demand for local for local farming thus increasing yields and profits for our farmers. More jobs on farms, more jobs for

cannery workers and more delicious food for locals.

I asked Mike what he liked about the Co-op and working here. He said he enjoyed helping people find what they need to eat well; knowing the nuances of peoples preferences, knowing how people take their coffee and how to pack and balance peoples packages....”seniors & kids know me and I know them”. He also likes that “it is evolving and has a dynamic atmosphere.”

He described the Co-op as “another place for people to cross paths, its a great communication post, a hub in the community. Many people I wouldn’t know pass thru and I’m able to make new friends and know more people than I would from my childrens school.”

Stepping into the market and being greeted by name by Mike is one of the reasons I moved here - it feels like home!

~ Deb Heatherstone

Holiday Birds

Holiday birds are available for special order; we can get you organic turkeys, geese, ducks or even a turducken or two. All orders must be placed by November 9 to ensure desired weight. Order sheets are posted at the front counter; you can also call the store (882-food) and place your order (provide name, address, phone number, bird type(s), desired weight). Be prepared! Turkey prices have gone up (some as much as .80 a pound). Golden Gate Meat co. has

Natural Diestel Turkeys for
\$3.49 lb

Organic Diestel Trukeys for
\$ 5.19 lb

Natural Willie Bird Turkeys for
\$3.49 lb

Raw Sweet Potato Pie

Crust

- 2 C almonds, soaked
- 1 C pecans, soaked
- 1 C unsweetened shredded coconut
- 10 dates
- pinch of sea salt (optional)

Filling

- 20 dates, soaked over night
- 2 large sweet potatoes, peeled
- 3 tsp pumpkin pie spice (nutmeg, cinnamon, allspice, ginger, clove)
- 2 C cashews, soaked overnight
- honey or coconut nectar
- 1 tsp
- pinch of sea salt (optional)
- 5 drops of stevia

CRUST • Combine almonds, walnuts (or pecans, and coconut in food processor or blender and process until ground fine and dough-like • Pat the dough into two pie plate, fluting the edges with your fingers.

FILLING • Drain dates; reserve soak water. • In food processor, puree dates, sweet potatoes, and pumpkin pie spice • Remove mixture from food processor and set aside in a bowl. • Drain cashews, then process cashews, honey, stevia, vanilla (using date soak water or raw almond milk as needed) until smooth and creamy. • Combine cashew mixture and sweet potato mix puree • Spread filling in pie shells • Dehydrate for 6 hours, then refrigerate. Serve with Cashew Cream Topping (recipe below)

Cashew Coconut Vanilla Cream Topping

- 1 cup cashews, soaked overnight and drained
- 3 tbsp coconut butter (softened by soaking jar in warm water)
- 3 tbsp honey or 6 dates, soaked
- vanilla stevia to taste (1 drop to a dropperful)
- 1 tsp vanilla

Drain dates; reserve soak water. • In food processor, cashews, coconut butter, honey, dates, stevia, sea salt & vanilla pumpkin pie spice (adding date soak water or raw almond milk as necessary). Process till creamy. Serve a dollop on each slice and sprinkle with pomegranate seeds.

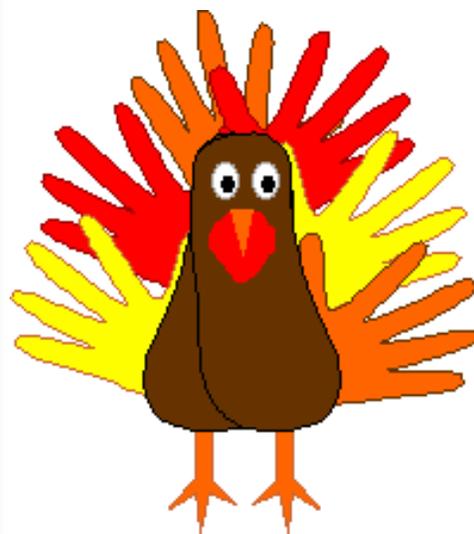


Heatherstone's Traditional Thanksgiving Beans

- 1-2 cups of black beans
- bay leaves, cumin, garlic
- 4-5 mandarin
- or 2-3 valencia oranges

Soak beans overnight • Rinse well, then start the cooking process.
• Add bay leave(s), cumin, and garlic to taste...you can add more when the beans are done! • Add mandarins or valencias along with the spices. You may want to poke the fruit with a fork (to release juices) but otherwise leave whole. • Cook until beans are done and the citrus has turned purple! Add salt if desired.

Deb suggests preparing this dish 1-2 days before the dinner because the flavors meld together and are more piquant!



View this newsletter online at
www.arenaorganics.org

send an email to
info@arenaorganics.org
to sign up for our enewsletter

**Thank you for
supporting Arena
Market & Cafe Co-op!**

Be Cooperative

Happy Thanksgiving!!!



11/11/11 FUNDRAISING DINNER AT THE CO-OP

4:30PM - 7:30PM
DINE IN OR TAKE-OUT

\$15 PER PERSON
HOMEMADE PASTA (GLUTEN & DAIRY FREE AVAILABLE), ORGANIC SALAD, GARLIC BREAD



STICK AROUND FOR LIVE MUSIC WITH
BRYN HARRIS & FRIENDS
AFTER DINNER