

**Rebates
are Here!**

the Shuttle

Manager's Corner

Donate Your Rebate to Weavers Way Community Programs...

by Glenn Bergman, General Manager

When I ask other General Managers about their rebate program I hear a number of different replies, but one that stands out is the Hanover/Lebanon Co-op in New Hampshire. Here the over 11,000+ owners receive a check in the mail and are asked, nicely, to donate to their foundation. The interest from the foundation is used to support community projects throughout their region. Today they have thousands of dollars in this foundation.

At Weavers Way, we set up the Weavers Way Community Programs (WWCP) to administer the Co-op Farm, the Marketplace Program, future environment committee programs, and other community-based-programs, as part of the Ends goals of our community endeavors.

WWCP was set up as a member of the Mt. Airy Community Services Corp. (MACSC), a 501(c)(3) program. We wanted members to have the opportunity to donate to the WWCP on a tax deductible

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Carbon Offsetting by Members Benefits Co-op

by Steve Hebden

Weavers Way is entering into an "Affinity Marketing Agreement" with NativeEnergy. By this arrangement, Weavers Way members will be able to offset their household's CO2 through a Weavers/NativeEnergy webpage. At NativeEnergy's custom webpage, which you can access from the Weavers Way webpage, www.weaversway.coop, members can choose a method of calculating their carbon footprint and the means of offsetting that footprint, either by wind- or methane-generated renewable energy credits or a combination of the two. After members purchase their offsets, NativeEnergy will pay Weavers 15 percent of the purchase of each member during the first year following that purchase. In exchange, Weavers Way will agree to promote the NativeEnergy services through articles like this one and on our website. Go to Weavers webpage and look for the Native Energy logo and link.

In our effort to fulfill Weavers Way's stated mission to "...work to sustain a healthy planet, promote environmentally sound products and practices, encourage and support local and organic farming,

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PHOTO BY CLIFF HENGE

A Fair Day in Mt. Airy From Morris Dancing to Magnet Making, the Second Annual Mt. Airy Village Fair Turns Out the Crowds

by Cristina Adams

Pets in tutus? A man playing a didgeridoo? An organic pie-eating contest? It must have been the Mt. Airy Village Fair. On a picture-perfect sunny day in September, the village people came to eat, drink and play, gathering at the intersection of Carpenter and Greene Streets to celebrate, eat, spectate, and enjoy an afternoon with their friends and neighbors at the second annual Mt. Airy Village Fair.

What began as an idea for a large block party attracted attention and enthusiasm. Eventually, the block party evolved into a festival, featuring bake sales, folk dancing, a variety of contests, craft and jewelry booths, environmental action tables and more. And it took over several blocks in the heart of West Mt. Airy. Originally the brainchild of the folks at the independent Big Blue Marble Bookstore, the Village Fair was organized by the ad hoc Mt. Airy Village Merchants Association, a group of five local businesses that include Weavers

Way Co-op, the High Point Café, the non-profit Maternal Wellness Center, MaMa, and the Big Blue Marble Bookstore. The idea was to bring together businesses, activities and events for everyone while, at the same time, promoting the mission of working for sustainability, ecology and community.

Like last year, this year's Village Fair featured everything from the sublime to the hilarious. Indeed, there was something to please everyone — yoga classes, creative musical acts, a silent auction bake sale, a community art show and a fanciful pet parade. On the cultural side, the Germantown Country Dancers brought their brand of folk dancing to the festivities. Accompanied by a live fiddler, foursomes from this dance group performed a variety of traditional and not-so-traditional dances, including Morris, wrapper sword and long sword dances. The latter two dances involved brandishing different

(continued on page 2)

Weavers Way Co-op and Change

by Stu Katz, Board President

As I write this I'm thinking about the changes that are currently being discussed at Weavers Way.

The Board is proposing removing committees from our bylaws. In the October *Shuttle*, Glenn wrote about changing the member work rules. The creation of a second store is still actively being pursued.

It is reasonable to ask if our Co-op can handle all this change. I certainly hope it can because, in my mind, all of these issues are linked together.

Over several years, the Board has wrestled with how to monitor, support and oversee our committees. We concluded that committees must either support the general manager with operations or support the Board with governance. Having committees playing both roles was confusing, sometimes frustrating, and time consuming.

As for the work requirement, this issue arose in three different ways. I receive notices from people who leave the Co-op and a significant number do so because they cannot find the time to work. I know friends who stopped shopping for that reason. I have met people from dozens of food co-ops nationwide and their commitment, loyalty, and passion have been

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Meeting Explores Future of Co-op Committees

by Meredith Broussard

On Tuesday, September 19, the Weavers Way Cooperative Association held an open meeting on committee structure in order to discuss some possible changes in the bylaws. The Board was seeking input before drafting the changes, and they will formally propose the bylaw changes at an upcoming membership meeting.

The changes will transform the existing committee structure into a form more

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Fall General Membership Meeting

Saturday, November 10 • Summit Presbyterian Church Gym
Greene & Westview Sts.

Childcare will be available

5:30-6:30 p.m. Meet, Greet, and Eat • 6:30-9:00 p.m. Meeting

Agenda:

Approve minutes of Spring General Membership Meeting
President's Report • General Manager's Report
Vice President's Report on Possible Bylaw Language Changes
Expansion Update & Plans
Open Member Participation/Q&A/Ideas/Comments

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And of course... scads more

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Editor’s Note

by Jonathan McGoran

The big news is the Co-op’s \$100,000 rebate. The littler news is that only \$20,000 of it will be distributed as cash. Some might call this “rebate and switch,” but the Co-op needs capital, and we could either have a rebate (\$20,000 as cash and \$80,000 in members’ equity accounts) or call it profit (\$75,000 in capital and \$25,000 in taxes). Which would you prefer?

That’s what we thought. Talk of expansion has people wondering about what lies ahead. (With everyone asking “Will there be a parking lot?” I’m thinking the Co-op’s new motto should be “Think Globally; Park Locally.”) General Manager Glenn Bergman takes a long look at the future. A looong look at the future. It’s so long, that when you get to the end, you’ll know if he got the first part right. Glenn’s upbeat vision stops at the year 2030, which is good since that’s probably about when the polar ice caps will completely disappear, average temperatures will reach 120, and President Jenna Bush will invade Mexico for its climate, having misread the compass doohickey on the map (I know; everyone thought her sister would get elected first). On a positive note, the plastic water bottle controversy will be resolved since there just won’t be any water to put in them.

To avoid this scenario, people are getting serious about carbon offsets, conservation, and renewable energy. Of course, as we finally debunk the notion of a “debate” about global warming, the debate about how to pursue green energy is heating up. What some call an “innovative multi-layered marketing model,” others call a pyramid scheme. (I don’t see a problem; you get solar power and pyramid power at the same time.) New sources of renewable energy will have to found, as well. My idea is, we run generators on the back-pedaling of all those “global-warming-deniers.” Think of it, acres of stationary bikes with kleptocrats in suits and shackles pedaling backwards to produce clean electricity. Now that’s a solution.

Finally, I think the way Betsy Teutsch is using her column to promote her candidacy for the board of Co-op America is absolutely shameless. I can’t tell you how proud I am



ORGANIC PIE EATING CONTEST WINNER AFSHIN KHAIGOBADY RECEIVES A CONGRATULATORY SMOOCH FROM HIGH POINT CAFÉ PROPRIETOR MEG HAEGELE. Village Fair

(continued from page 1) kinds of swords while moving, hopping and intertwining to the music, a feat that left the audience completely rapt. Big Blue Marble held an afternoon-long sidewalk sale with selected books and CDs. Also soaking up the sun was Weavers Way’s very own communications director (and Shuttle editor), Jonathan McGoran, who writes under the nom de plume D.H. Dublin. He was parked in front of the Big Blue Marble signing copies of his newest book, Blood Poison. Other favorites included the organic



A HOST OF COMMUNITY-MINDED PETS WERE ON HAND, PARADING THEIR OWNERS FOR ALL TO ADMIRE.

pie-eating contest, which was won by pie-lover Afshin Kaighobady; a papermaking booth sponsored by Historic Rittenhouse-Town; a lemonade stand; a fire engine, which was a huge hit with the younger crowd; and numerous booths selling jewelry, crafts and paintings by local artists. The old-school Olympics featured plenty of fun (and funny) events, such as knock the bottles, the old egg on a spoon relay, a basketball toss, a cookie walk and the unforgettable giant dice roll. Without a doubt, the high humorous note of the afternoon was the pet parade and fashion show. Non-aggressive animals

of all shapes and sizes put in an appearance, as dozens of pet-owners entered their beloved pets in the two-block long parade. Making their theatrical debut were canine pals in white tutus, medieval princess costumes, even a Philadelphia Eagles jersey; some unhappy-looking cats, a guinea pig, a white parrot and even a couple of beloved stuffed animals. The highlight of the promenade, however, was the young lady on a leash pretending to be a dog. Suggestions for what people might want to see next year in a Village Fair are welcomed. Please e-mail any ideas, suggestions and images to VillageFair@erols.com.

Mt. Airy to Focus on Local in Nov.

by Brian Baughan



SHERMAN OBERSON OF JEAN-JACQUES GALLERY URGES YOU TO FOCUS ON LOCAL IN NOVEMBER.

While “buying local” most readily brings to mind locally grown produce, particularly for Weavers Way members, there is much more to the story. Customers, clients, and patrons of the arts can become better acquainted with the various components of our local economy during Mt. Airy Focus on Local Month in November, a campaign organized by Sherman Oberson in conjunction with the Mount Airy First Friday Committee (MAFF). To kick the month off, independent stores and restaurants will promote local products, arts, and services on Nov. 2 as part of a special First Friday. On that evening and throughout the month of November, Focus on Local will turn the spotlight on the local offerings that give Mt. Airy its unique and diverse character. “There is a huge wealth of locally made arts and products that we really want people to be aware of,” said Oberson, who along with running the campaign, is owner of Jean-Jacques Gallery on Germantown (continued on page 8)

Down on the Farm Mid-Autumn Cover-Up

by Dave Zelov, Co-op Farmer

We are in mid-autumn now and the farm is awash with tasty greens and root crops. It’s a time of transition here in Awbury Arboretum. The fall crops are doing well and enjoying the cool weather. As the summer crops are killed by frost, we are pulling them out and sowing the winter cover crops. Cover crops are an essential nutrient management tool in organic farming and probably the most important step in putting the farm to rest for the winter. So I thought I’d give you a little background. A cover crop is any crop grown to provide soil cover, primarily to prevent erosion by wind and water. Cover crops are sometimes classified as “green manures” if they are tilled into the soil while green or soon after flowering. Cover crops are most often used during the off season to protect the soil but can be utilized any time of year, or all year, depending on your goals. Cover crops have many benefits besides the prevention of erosion: Retain soil moisture Increase soil organic matter when in-



ABIGAIL LEVY VISITED THE FARM AND PICKED A GOURD ALMOST AS CUTE AS SHE IS.

corporated into the soil
Fix nitrogen from the atmosphere
Hold nutrients
Reduce soil compaction
Suppress weed growth
Attract beneficial insects
Generally, for winter cover in our area, farmers mix a grass such as rye, wheat or oats with a legume like clover, vetch or peas. The grass provides a large amount of biomass and comes up quickly to stabilize the soil so as not to leave it bare. The legumes, through a symbiotic relationship with a bacteria living in small nodules on the roots, take nitrogen from the atmosphere (which is made up of 78 percent nitrogen) and fix it into a form the plants can use. Other legumes include beans and alfalfa.

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Memorial for Norma Brooks

A memorial service for Norma Brooks will be held Sunday, Nov. 11th, at 1:30. at The Wellness Community of Philadelphia

The Suzanne Morgan Center at Ridgeland Chamounix Drive, West Fairmount Park

Additional information, including parking and directions is available at the store and at www.weaversway.coop



The Shuttle is published by Weavers Way Co-op and is mailed to all members.

Deadlines for each issue are the first of the preceding month.


e.g. November 1 for December issue

Statement of Policy

Articles should be under 500 words and can be submitted neatly typed, on disk, or e-mailed to jonmcgo@weaversway.coop. Be sure to include your name, phone number, and membership number. Drop them off by the deadline to the Shuttle mailbox on the second floor of the Co-op. The purpose of the Shuttle is to provide members with information as well as education about co-ops, health food practices, and other matters of interest to the members as consumers and citizens of the community.

Articles express only the views of the writers and not those of the Co-op or the board of directors, unless identified as such. Articles, letters, comments, criticisms, and suggestions are welcome and should be directed to the editor. Space limitations require that the editor has the right to edit all articles.

Ad rates are available upon request, in the advertising mailbox on the second floor, or at www.weaversway.coop. All ads must be camera-ready and submitted with payment. Products or services advertised in this paper should not in any way be construed to be endorsed by Weavers Way Co-op.



The Shuttle is printed on 100% recycled paper

Hidden Treasures in the Deli

by Margie Felton, Deli Manager

Last week, a deli cooperator, while straightening the deli case, expressed surprise at some of the items we sell in this area. She suggested that we feature an article each month in the *Shuttle* highlighting an unusual or hard-to-find deli item. She gave me permission to steal her exact words and call the articles “Hidden Treasures,” so here is Hidden Treasure No. 1.

Peppadews

A few years ago a businessman and farmer in South Africa discovered an unusual bush with small bright red fruit growing in his yard. The fruit tasted like a cross between a cherry tomato and a miniature red pepper. The farmer saved the seeds and began cultivating the seedlings. He developed a secret recipe with which to process the fruit and named his product peppadews.

Peppadews are available in the deli cheese case below the olives, as well as in jars on the rack next to the deli meat case.

Thanksgiving In The Deli

Don't forget the Weavers Way deli when planning your holiday menu. The deli has a variety of interesting cheeses and crackers as well as chutneys and other cheese accompaniments. Tofu turkeys will be available from Fresh Tofu, Inc. To

Stuffed Sweet Piquanté Peppers

Serves 3

Ingredients:

- 5 1/4 oz Boursin cheese
- 1 Tbs crème fraîche
- 9 whole PEPPADEW™ Sweet Piquanté Peppers
- 3 slices of lemon
- 1 avocado sliced

Instructions:

Mix the cheese and the crème fraîche together thoroughly. Place the mixture in an icing bag to stuff the Sweet Piquanté Peppers. Serve with a twist of lemon and sliced avocado Then drizzle with a little PEPPADEW™ Sweet Piquanté Pepper juice for a delicious starter.



order, just fill out a pre-order slip. We will also carry a large assortment of local and imported cookies, breads and other baked goods.

Pet Store News

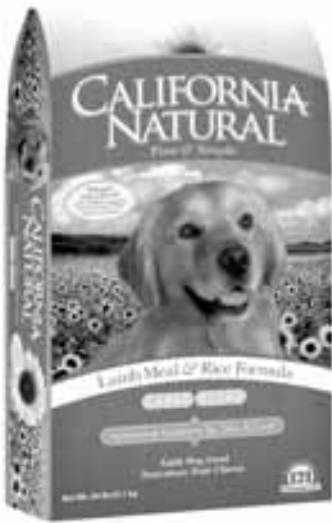
by Kirsten Bernal

Everything is going especially well here at the pet store. I am having a great time keeping up the store and meeting members and their pets. This week I learned that not only does the Co-op offer a great sense of community for its members but for their pets as well, after meeting Toby, an adorable puppy, who has an unfortunate taste for our pricey bully sticks. I discovered that he is acquainted with Marley, whose adoring owner/member can't buy enough of the very same bully sticks to satisfy his best friend's appetite. Then there is Max, who lives upstairs and is my favorite shopper. On nice days he may be found wandering the pet store searching for a satisfying treat. Settling on his favorite pig's ear, he heads out the door to enjoy his reward. We think it would be a great idea for Max to have his own member number I love meeting so many members and learning about your pets. I am so grateful for all the positive feedback I've received and hope to continue to provide you with the best.

This month I'd like to address some changes to the pet store inventory and highlight some of the best products we are stocking. The greater scrutiny being given to pet products and their manufacturers has definitely led me to become more discerning and consider what best serves the members and their pets. I meet people who love their animals and want the best for them. In this way, I've learned a great deal about what is most important to our members, making decisions concerning the inventory easier. It is this experience, coupled with the overall values that the Co-op inspires, that define and direct our product line. With this in mind, I have decided to discontinue the Purina Pro Plan canine formulas and Dog Chow. They are

not big sellers and eliminating them will open up much-needed space that can be filled by higher quality products. My hope is that members who are currently using this food will consider switching. Two great alternatives are California Natural and Innova, both produced by Natura. These lines offer two great advantages over Purina: overall quality and, in the case of California Natural, lower cost. Both are made with the best human-grade ingredients. California Natural is a great choice for pets with sensitive stomachs or allergies. Their motto is “less is more.” The formulas are simple, made of a few minimally processed ingredients. They are formulated using one protein source, chicken, lamb, or herring. Formulas are also available in puppy and reduced-calorie. Innova's approach is to utilize ingredients from all five food groups for balance and health including five sources of protein, whole grains, fresh fruit, and “state of the art vitamins and minerals.” Like California Natural, Innova is made without processed flours, glutens, and fillers. The same cannot be said for Purina which contains brewers rice, corn gluten, and animal digest. Innova offers an extensive variety of formulas including puppy, adult, senior, EVO (a grain-free formula in small and large bites), and large breed. California Natural has the advantage of being less expensive than the Pro Plan. For a 20-pound bag, Pro Plan chicken formula is \$1.34/lb. compared to California Natural at \$1.06/lb. The lamb formula costs \$1.31 for Pro Plan and \$1.07 for California Natural. While Innova costs a bit more than the Pro Plan, shoppers can be assured that they are getting so much more for their money and their pets health. I feed my

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Produce News

Thanks for November

by Jean Mackenzie, Produce Manager

This is the Month

In the retail world, as Christmas is to toys, Thanksgiving is to food. Maybe more so, since plenty of people do not celebrate Christmas, or if they do, they don't buy toys. Thanksgiving appeals to almost anyone who has ever had reason to be grateful, which, of course, is most of us. Is gratitude a universal spiritual principle? Should be.

Thanksgiving means a special meal. For most of us, that meal comprises a few specific foods, and your produce department had better have them. Two years ago, we couldn't get Brussels sprouts the week before Thanksgiving, and I thought I'd have to change my name, don a disguise, and take a job as a night clerk at the Holiday Inn. Thank heavens, I don't have to order the turkeys (sorry, Dale). For weeks I've been scanning weather patterns and market reports to see if we're going to encounter any shortages this year.

Your Vegetarian or Vegan Thanksgiving

Really, it's not *all* about the turkey. Vegetarians and vegans can overeat to absurd extremes on Thanksgiving Day as easily as carnivores. However, since they're not consuming all that tryptophan and animal fat, they're a lot less likely to fall asleep in front of the football game, and more likely to be awake and available for post-meal clean-up. For this reason, I strongly recommend inviting a few vegetarians and vegans even if – especially if – you're not one yourself.

So, what to serve your vegetarians and vegans?

News from Upstairs

by Martha Fuller

Thanksgiving

Are you set with all your kitchen needs? What might you need? Come upstairs and see us. We have lots of wonderful cooking tools, gadgets and gizmos. We have turkey lacers, brining bags, meat thermometers, turkey thermometers, basters, cheesecloth, parchment papers, knife sharpeners, baking dishes, tasty coffee, coffee filters, tea, leftover containers. Shall I continue? Better yet, visit the second floor and see for yourself. And do let us know, via your feedback, if we have what you wanted, or if not, what we should get. As we continue to improve our stock items, we value your thoughts.

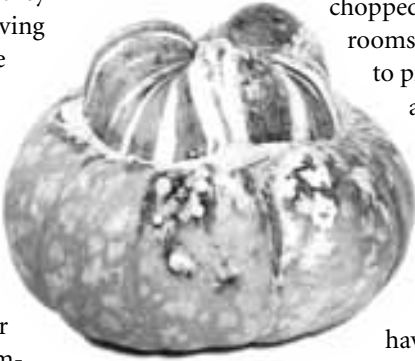
New Second Floor Staff

When you are shopping next on the second floor, you may meet our newest staff members — Jan and Cara. You'll recognize Cara from her work as one of our fine cashiers. Some of you will know Jan and her family as long-time Weavers Way members. We know you will help to welcome them to our staff and will look forward to working with them as we do

Equal Exchange Coffee

Perhaps you coffee drinkers will have already purchased the newest addition to our Equal Exchange Fairly Traded bulk coffees, the Organic Co-op Blend. The roast is a Vienna Roast. Their description of it is this: “A complex, sweet and spicy

Personally, I could make a complete meal out of mashed Yukon Gold potatoes, or sweet potatoes with red onions. But you probably want to concentrate on recipes that include winter squash, chopped walnuts, and mushrooms, especially portobellos, to provide vegan or vegetarian entrées. I received a recipe for winter squash lasagna that looks delicious, and I already have on hand a recipe for orange ginger spaghetti squash. I also have several wonderful recipes to give out – please ask in the produce department if you don't see them. And if you have a crowd-pleaser, please type it up, make some copies, and bring it to me.



Everybody, Join In

Here's my favorite Thanksgiving song. My kids learned it at Oak Lane Day School, under the gifted Marlis Kraft-Zemel. It's a round, and if you want to learn the tune, there's a good chance I'll sing it for you, at least until the rest of the staff rush to stop me.

Turkeys United

*We gather together as birds of a feather,
Oh, Turkeys United we stand
If you would be thinner, skip
Thanksgiving dinner,
We turkeys think that would be grand*

*Why don't you try it? Go on a diet
Munch on some succulent carrots and peas.
Why don't you try it? Go on a diet
Order a pizza with spinach and cheese.*

*Turkeys United No people invited.
Turkeys United No people, please.*

aroma with zesty acidity, layers of velvety smooth chocolate and subtle notes of blackberry. From small farmer co-ops in Africa and Latin America.” How great to celebrate cooperation between co-ops: For every pound of Organic Co-op Blend that we buy, Equal Exchange will donate an additional 25 cents to support development projects managed by their farmer partners.

As our deep discount CAP coffee for the month of October, it sold very, very well

To make room for this coffee, we have discontinued Organic Bolivian beans — while this was a tasty coffee, it was a slow seller.

This Column

What interests you? What profiles of second floor products would you like for this column? Let us know - we want to cover items of interest for you.

Cookbooks Wanted

I am collecting cookbooks to make a permanent library at the Coop. Especially interested in ethnic cooking, American cooking, baking, vegetarian, holiday actually, anything you want to pass along. Please contact Claudia at craab2@verizon.net or call 215 842 0896. I'll pick up the books or you can drop them at my house (same block as the coop) once I approve them to be sure we don't get many copies of the same ones.

Meeting on Committees
(continued from page 1)

amenable to policy governance, a leadership model now being adopted by co-op boards around the country.

Nineteen people attended the meeting, which was chaired by Board President Stuart Katz. Katz opened with a question: “What would be the worst outcome of changing committee structure, or doing away with committee structure?” He referred to his August article in the *Shuttle* about impending changes, and gave a handout explaining policy governance.

Katz gave out a flow chart and tried to explain why policy governance is of benefit to Co-op members. Under this system, a group articulates its policies and goals in writing. In the case of Weavers Way, written policies would outline the expectations that the members and the Board have for the General Manager; the General Manager would have freedom to manage the store inside the guidelines set out by the policies. The questions that would be answered in the written policies, according to Katz, include: “What do we want to accomplish? What do we want to happen, and what don’t we want to happen? We state in writing, ‘These things cannot occur.’”

In the past, store management was a responsibility of the Board. Now, as a multi-million-dollar enterprise, management is a responsibility of the General Manager and the store staff. In a policy governance model, the Board communicates with the General Manager and the committees, and the Board is responsible for relaying the committees’ recommendations to the General Manager. “These policies will allow the Board not to micro-manage the Co-op, and to think more creatively and strategically,” explained Board Vice President Nancy Weinman.

Policy governance has been a watchword since the financial crisis hit five years

ago. In the aftermath, the accountability committee looked at the organizational structure that led to the financial crisis, and they identified issues of accountability. “Policy governance helps to assign accountability in a formal, structured manner,” Katz explained. “Absence of accountability is what led to the financial crisis.”

The meeting slowed as the group reviewed excerpts from the Weavers Way corporate bylaws and the Board policy manual. The bylaws were originally written in 1973, and Katz pointed out that some of them speak to an organization that no longer exists.

Article VII of the bylaws established seven standing committees: “Committees are established to provide a means for Weavers Way members to participate directly in furthering our co-op’s mission,” the document reads. “The Co-op shall have the following standing committees: Education, Operations Support, Membership, Merchandising Support, Environment, Diversity/Outreach, Finance and Leadership. Committee chairpersons shall be elected by the committee members at the first meeting following the Spring Membership Meeting and shall serve for one year or until a successor has been elected and assumes office.”

“The problem is, some of these roles have ceased to exist,” explained Katz. “Leadership and Merchandising: are they advising the Board, or the General Manager? Are they carrying out operational responsibilities? If we want something done, do we charge a committee to do it, or do we charge Glenn [Bergman]? Telling the General Manager how to do a job violates the spirit of the policy governance model.”

Savvy members may notice that the Farm Committee is not in the bylaws. In practice, the Farm Committee is obviously crucial to the functioning of the Co-op. As far as the Co-op’s legal organizational structure, however, the Farm Committee

doesn’t exist, because the Board doesn’t have the power to create new committees on an ad hoc basis.

This is the type of inconsistency that the proposed changes will address. Under the new system, the Board would have the power to make and dissolve committees as needed. Under the current model, the Co-op only has the seven standing committees, and does not have the power to change or eliminate any of these. The proposed changes would transform the standing committees into ad hoc committees. Katz’s opinion is that this change will strengthen the relationship between the Board, the General Manager, and the committees. He hopes it will also increase accountability and “make things more workable.”

This change represents a paradigm shift, pointed out Shelly Bricklin of the Operations Committee. As things stand now, committees serve an advisory and recommendation role at the Co-op; under the new system, that would remain unchanged.

“There wouldn’t be any practical difference,” offered Larry Schofer of the Education Committee. “Now, committees have to turn to the Board or the General Manager to get anything accomplished.”

In the old days of Weavers Way, the Board ran the store. There was a tasting committee, there were deli reports. Any Board member could go in and tell the staff to rearrange the food; “We had Board members telling the deli how to arrange the cheese,” Katz remembered. “That was fine in the formative years,” he said, but with a much larger staff and a much larger store, the Board should be focused on running the Co-op rather than running the store.

Laura Holbert of the Diversity and Outreach Committee raised a contrarian view. “There’s been a cultural shift in the past five years since the financial crisis,” she said. “I agree, committees don’t have a lot of power, they are mostly advisory; but they serve as a pressure valve for some issues and let members feel they are involved. Committees allow others to be involved and bring to the Board issues that are important to them. It seems like a change to be done to make it easier to go forward with new store.”

The Board members emphasized that expansion and bylaw changes are separate issues. “To take [the committee structure] out of the bylaws doesn’t mean to abolish it; all committees will remain, as long as they’re functional and productive,” said Katz. “The way that committees are formed, advertised, and used won’t be in the bylaws.”

Why is this change necessary at all? The Board has fiduciary responsibilities to the members and to the state, explained Katz. The change would reduce friction between the committees and the Board and the General Manager; it would make things more streamlined, allow the Board to function better, and improve chain of accountability.

Katz had a final suggestion as the meeting adjourned at 9 p.m.: “Let’s have the bylaws reflect the way we operate.”

Journalist Meredith Broussard moved to Mt. Airy this summer and is a new member of the Co-op. She is the editor of two anthologies, *The Dictionary of Failed Relationships* and *The Encyclopedia of Exes*. Her website is www.failedrelationships.com.

PLYMOUTH MEETING FRIENDS SCHOOL

Pre-Kindergarten - 6th Grade

2007 - 2008 Admission Open Houses

Saturday, November 3 2-4pm

Wednesday, January 23 9:30-11:30am

Thursday, April 10 9:3-11:30am

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Philadelphia, PA 19119

Trouble Completing Your Hours?

Are you homebound or a stay-at-home mom or dad?

We have some opportunities to do work from home. These opportunities are temporary and on a case by case basis. This work may or may not be during your regular work cycle and we will extend your membership if needed. We would like to know who is available to assist us. Please contact the Membership Department by phone at 215-843-2350 ext 303, or via email member@weaversway.coop. If you have contacted us in the past, please contact us again and say so in your message.

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Home Visits Medicare Accepted

Pet Store Update
(continued from page 3)

cats Innova and the benefits are clear to me in their overall health and well-being. I have received similar feedback from members concerning Innova products. In addition to dry kibble and canned food, we stock dog biscuits and feline formulas for both California Natural and Innova. It is hard to beat quality and value, but I also like the idea of supporting Natura, a smaller independent company as opposed to Purina, which is owned by Nestle. I have samples of all the California Natural and Innova formulas and am happy to pass them along to anyone interested in trying them.

These are just two alternatives among many we offer in the pet store. I would be happy to discuss any specific concerns or special needs you (or your pet) might have so that you can make an informed decision. As always, Purina Pro Plan may be pre-ordered and we will continue to stock the Purina feline formulas as they are popular sellers.

As for what's new, I am excited to have been able to expand Merrick canned dog food to include all 17 flavors available. New flavors include Brauts-n-tots, Wild Buffalo Grill, Harvest Moon and Working Dog Stew. This gourmet line of cat and dog food has been featured in Gourmet magazine and is sure to delight your pet's tastebuds! The feedback from shoppers has been very good. The dry kibble has also been selling well and I hope to bring in larger bags soon.

Another great product I'd like to highlight comes from Pet Aromatics. We are currently stocking several of their Dog Bath Shampoo and Conditioner in One and scented candles. These are great products that are 100 percent earth-derived and chemical free. The company is based in Huntington Beach, Ca. and is definitely one of integrity committed to the health and welfare of dogs and the environment. Pet Aromatics donates a portion of their profits to animal rights and protection agencies and has very strong views against animal testing, dedicating a good deal of energy to education and awareness of this barbaric practice. If you have an interest in this issue, their website is definitely worth checking out as it contains a detailed list of resources at www.petaromatics.com. The shampoo-and-conditioner-in-one contains only vegetable-based cleansers, aids in naturally repelling fleas and ticks, and is free of SLS, DEA, TEA, alcohol, pesticides, phosphates, detergents,

and dyes. The candles are made of soy-bean wax, hand-poured and contain lead-free wicks. They not only freshen the air (or your pet!) with scents that are calming, soothing or invigorating, but also act as a natural insect repellant. Scents for both the shampoo and the candles include Canine Coconut, Honeysuckle Hound, and Dewdrop Doggie. I don't have a stinky dog at home but I love these candles! The scent is mild, the candles are long-lasting and I feel good about supporting this company.

Another reputable company, also based in California, is Cloud Star. We stock the shampoo and conditioner as well as several of the biscuits. This company began when a couple adopted a shelter dog and found that she not only had many food allergies but was a finicky eater as well. They started to make healthful treats and biscuits at home and eventually for animal-shelter bake sales. They were so successful that they decided to begin producing natural pet products for a larger market. Their goal has been to provide tasty, wholesome products for pets. Cloud Star supports humane education programs across the U.S. and donates a portion of their profits to animal shelters. They are also dedicated to the environment by using recycled products and soy-based ink whenever possible. We now stock several flavors of Cloud Stars Buddy Biscuits which are great for training. We've also recently begun carrying a new organic version of the Buddy Biscuits and Tricky Trainers equally convenient for rewarding your pet.

Dogswell jerky treats have been a popular item since we first began carrying them. They are cage-free duck or chicken breasts containing no by-products, hormones, or antibiotics and come in three varieties; Mellow Mut, Breathies, and Happy Hips. This San Francisco-based company also makes Biscuits With Benefits with the same great advantages as the jerky treats but in a small biscuit great for training. Find these beneath the Buddy Biscuits near the back of the store.

Lastly, a word about those irksome "peel here" stickers that have not been peeling here! We are aware of the problem and have been investigating the cause. We have discovered that there is, indeed, a difference in the adhesive of the newer labels that are not removable, making that whole "peel here" thing a bit tricky. I have successfully sorted the good labels from the bad and should have them in use by the time this article is printed. Thanks so much for your patience and thank you for shopping at the pet store!



A TRUCK FULL OF THANKSGIVING TURKEYS, INCLUDING (L-R) CO-OP STAFFERS SEAN BOLTON, DYLAN FALCONE AND JOSH GIBLIN

Co-op Turkeys Fresh from the Farm

by Dale Kinley

This year we are going direct to the farm to get naturally raised turkeys for Thanksgiving. The Esbenshade turkey farm is 60 acres of prime farm land in Paradise, Lancaster County, Pa. Family-owned since 1858, it is the oldest turkey farm in the U.S.

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Thanksgiving turkey pick-up days are Tuesday and Wednesday, Nov. 20 and 21, from 9 a.m. to 8 p.m.
At Christmas, we will again be going direct to the farmer. Koch's turkey farm is in Allentown, Pa. The turkeys are naturally raised, without antibiotics or hormones. More details will be available in the December issue of the *Shuttle*.
To order, fill out the form in the store or call 215-843-2350, ext. 104 and leave order on voicemail.



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AMONG THE MANY STUDENTS EDUCATED AND ENTERTAINED BY DAVID SILLER AT THE FARM AND THE STORE THIS YEAR ARE THESE FIRST-GRADERS FROM DIANA GOMEZ’S CLASS AT GERMANTOWN FRIENDS SCHOOL.

Down on the Farm

(continued from page 2)

fa. Here at Weavers Way Farm, we are using a mixture of oats, vetch and peas, or a mixture of winter rye, vetch and peas. The oats will winter kill (be killed by frost) and are used in beds that will be used for early spring production. This allows us to plant in those beds earlier since we won’t have to wait for grass stubble to decompose after tilling under. We also needn’t be concerned with grasses re-growing in recently seeded carrots or radishes. The disadvantage is

that it will not provide as much biomass since it will not grow in the spring as will the rye. The rye mixture will be used in areas where we are planting in later spring or where we will cover in plastic mulch. Peas and vetch are included in both mixes for nitrogen fixation. The peas will winter kill but the vetch will re-grow in the spring and provide soil cover where the oats have died.

We are hoping to keep the raised beds (that David and I worked so many back-breaking hours to form) intact over the winter. For this reason we are not tilling the

whole field under. We are simply removing the crop plants and loosening the soil with hoes and rakes, then seeding cover crops on the top of the bed. We are actually trying to keep tillage to a minimum, which has many benefits, not the least of which is leaving all that weed seed deep under the surface where it belongs (more on that in another column). Since we are sowing the cover crop on the surface of the bed and not in the walkways, we are mulching them with fallen leaves so as not to leave them bare. Come spring, we can use all those leaves for



mulching the crops to keep weed pressure down and add organic matter to the soil.


In addition to planting the cover crops, we are also pulling up irrigation lines, cleaning out the sheds, planting our garlic crop and preparing a bed for the spring planting of brambles. Yes, that’s right — the farm will be growing tasty raspberries and blackberries next year for your picking and eating enjoyment.

On a sadder note, the farm is mourning the loss of Norma Brooks, our founder. Norma and friends established the farm as a memorial to her late husband Mort, and worked tirelessly for the first six years of the farms existence to grow fresh produce and bring the farm educational program to local schools. Norma stayed very involved this year, even though her health was declining. I remember first starting here last January and, at the first farm committee meeting, seeing Norma’s face light up talking about a new group of students coming out to the farm. And her excitement to learn that the Pennsylvania School for the Deaf would be joining us again this year. David and I would not be farming here today if not for Norma’s vision and dedication to an urban farm for Weavers Way.

PHOTOS BY SOL LEVY

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A Year of Effort Only the Beginning at Ned Wolfe Park

by Ronda Throne-Murray

The Friends of Ned Wolf Park are still busy rehabilitating, fundraising and planting the park. We will be celebrating the successes of this community project as the autumn season and the one-year anniversary are upon us. Here's the news.

You may have seen our booth at the Mt. Airy Village Fair. With fantastic weather and a lot of interesting activities, we had a great time. It was nice to find out that many people have been following our story in *The Shuttle* and are aware of the renovation of Ned Wolf Park. We were able to inform many neighbors where the park is and all about initial improvements, such as the new sign, as well as what the community has planned and will be doing to make this public space safe, beautiful and useable for the neighborhood.

Our raffle had some rather coveted prizes. The most popular seemed to be the "Park Crew House-Call" where members of the park's work crew come to your yard and put in a combined eight hours. Another popular prize was a one-year membership to the Please Touch Museum. Our greatest pleasure of the raffle was awarding this one-year membership to Amara Malik, who cheered, squealed, and jumped up and down. Other winners, notified by phone, were more sedate. Other prizes awarded were a tree feeding by Savatree, an acupuncture appointment with Susan Bloch, and tickets to the Philadelphia Orchestra, the University of Pennsylvania Museum, and the Please Touch Museum. We appreciate all our donors, those who bought raffle tickets and those who donated prizes. Many more contributions will be

needed to achieve success of this community project.

While we enjoy meeting the neighbors and receiving the many compliments for our work to date, it is important to note that the park is only a third of the way through the renovation plan. It still needs more garden plantings, furnishings (such as benches and trashcans approved for public use), signage, tree trimming, concrete work (for a ramp and sidewalk repairs), wooden retaining wall repairs, and additional lighting to make it useful and safe for the greater community. We still have to raise another \$10,000 from donations to meet these renovation goals by summer 2008.

You will have one more chance to "get dirty with you neighbors" this year. We will have another major planting day. Help is needed; we could use people who can do some light-duty turning of the ground and putting in plants and bulbs on Nov. 10. We will start at 10 a.m., and end the day with a celebration.

Everyone is invited to join us for our first-anniversary celebration of cider and snacks at 4 p.m. on Nov. 10 (whether you worked that day or not). We would love to have you come out and meet some of the more than 100 households who contributed to this project and become part of the community's park supporters.



VOUNTEER MIKE MCCLEARY LOOKS ON AS KARLY WHITAKER BUYS A RAFFLE AT THE NED WOLFE PARK TABLE AT THE MT. AIRY VILLAGE FAIR

PHOTO BY RONDA THRONE-MURRAY

There are a limited quantity of our handmade, custom-designed tees and sweatshirts available. If you want to promote us by wearing our unique shirts and donate to the community's park project, tee shirts are \$22 and sweats are \$28; I may still have your size if you contact me soon.

In order to help keep this project moving ahead, I hope you will continue to support us all by giving a fall gift, by purchasing a shirt, and attending our events.

If you would like to purchase a shirt, or join our group of fabulous volunteers to help in park renovations, fundraising letter campaigns, gardening, etc. contact Ronda Throne-Murray at (215) 848-4222 or at rondazmail@verizon.net.

To make a tax-deductible donation as dozens of neighbors have, please send your check to WMAN (with "Ned Wolf Park" in the memo section), 6703 Germantown Ave., Ste.# 200, Phila, PA 19119.

We look forward to seeing you in the park.

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Anton Goldschneider

Focus on Local

(continued from page 1)

Ave. To create customer awareness, Focus on Local is providing business partners with specially made labels that identify all locally made items.

A key objective of the plan, says Ober-son, is to broaden the perception of what comprises the Mt. Airy business commu-nity. “We’re trying to expand the idea of local,” he said, “not just the businesses along Germantown Ave. and around Weavers Way but also those on other streets like Emlen and Mount Pleasant.” In addition, the campaign will also feature home-based ventures and other small businesses. Oberson hopes more inde-pendent outfits will enter their listings in the MAFF’s business directory, which soon will be published on the organiza-tion’s website.

The initiative’s reach goes beyond at-tracting local customers. Like the success-ful Buy Local Philly campaign, from which MAFF drew much of its inspira-tion, Focus on Local seeks to present the “big picture” of local economy and the far-reaching benefits of collaborative community-based endeavors.

Additional information about the Fo-cus on Local campaign can be found at www.mtairyfirstfriday.com. For more in-formation on buying locally, visit buylo-calphilly.com.

Ten Reasons to Support Independent Businesses in Mt. Airy

1. Keep Money in the Neighborhood

For every \$100 spent at a locally owned business, \$45 goes back into the community – and our tax base. For every \$100 Spent at a chain store, only \$14 comes back.* Many Mt. Airy businesses also use local suppliers and purchase local goods and services, further helping to improve the local economy.

2. Embrace What Makes Mt. Airy Different

Mt. Airy is a unique neighborhood. Where we shop; where we eat and hang out – all of it makes Mt. Airy home. Chain stores are getting more aggressive in Philadelphia and changing the character of our city. One-of-a-kind independent business-es are real. If we wanted to live somewhere that looked like everywhere else, we wouldn’t be living in Mt. Airy.

3. Get Better Service

Local businesses often hire people who have a better un-derstanding of the products they’re selling. Independent busi-nesses like those in Mt. Airy take the time to get to know their customers and their needs.

4. Buy What You Want, Not What Someone Wants You to Buy

A marketplace of many small businesses means lower prices over the long term. Most locally owned Mt. Airy busi-nesses choose products based on what their customers love and need – not a national sales plan. This guarantees a diverse range of product choices.

5. Create More Good Jobs

Combined, small local businesses are one of the largest employers nationally and in Philadelphia. Local businesses offer greater loyalty to their employees.

6. Help Out The Planet

Independent businesses make purchases requiring less transportation. They usually set up shop in established com-mercial corridors and in-town instead of developing on the fringe. This means less sprawl, congestion, habitat loss, and pol-lution. Many independent Mt. Airy businesses take this a step further and make “green” and healthier choices.

7. Support Community Groups

Nonprofits receive an average of 350 percent more sup-port from local business owners than they do from non-locally owned businesses. Mt. Airy-based businesses are more likely to sponsor local community events.

8. Invest in the Community

Most small businesses in Mt. Airy are owned by people who live here, work here, and are invested in the future of Mt. Airy.

9. Put Your Taxes to Good Use

Local, neighborhood businesses need comparatively less in-frastructure investment and make more efficient use of public services compared to nationally owned stores entering the community.

10. Show Pride in Mt. Airy

In an increasingly homogenized world, people are more likely to invest in or move to communities like Mt. Airy that preserve one-of-a-kind businesses and unique attitudes. Help keep Mt. Airy’s diversity and distinct style!

* Sources: “The Economic Impact of Locally Owned Businesses Vs. Chains: A case study in MidCoast Maine,” The Institute for Self Reliance and Friends of MidCoast Maine, September 2003; and “Economic Impact Analysis: A Case Study, Civic Economics,” December 2002: <http://www.buylocalphilly.com>

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Many New Faces at Weavers Way

by Rick Spalek

If you haven't noticed, we have been on a hiring binge lately, bringing on nine new staff members in the last three to four months. First, we have had some departures: Bob Maier left for Portugal to teach English; Davy Knittle left for Wesleyan College and is already working in a deli to make some spending money; Shannon Baxter has decided to work closer to home; and Kristoff Stone moved to a competitor and can be found at Whole Foods in Fairmount.

Our New Staff

Melissa Williams is new to the Co-op. She will be cashiering part time, and during the day works for Wordsworth Academy.

Adam Pierce is a neighbor of the Co-op, the grandson of a long-time paid co-operator, and a student at Roxborough High. He is working on the floor Tuesdays and Saturdays.

Cara Raboteau has been an assistant teacher at Greene Street Friends, and works for the Mural Arts program. She will be cashiering and working in our sec-

ond floor wellness department.

Gabby Rossi is a new member. She works for a law firm during the day, and will be our store cleaner two nights a week. I guarantee you will see a difference in our overall cleanliness.

Jan Brotman grew up going to the Co-op, and is a natural addition to our staff. She will also be on the second floor, as well as helping with special events. If you have an event that would be good for Weavers Way, you can reach her at ext. 320 on our voicemail system.

Luis Cruz has come to us from the Natural Food Market in Ardmore which closed their doors in August. He is a trained chef, former restaurant owner, and brings a lot of food experience to our store. He will be working in basement, re-

ceiving, and probably everywhere else.

Adjua Simms-Copeland is a new member, but is not new to the Co-op world. She is a trained chef, works with a small, independent school in West Philly, and will be working in our prepared foods dept.

Julianna Bursack is also the child of a long-time Co-op member. A junior at Central High School, she will be cashiering on Wednesday and Saturday.

Paul Friesen-Carper is also a new

member. He is a seminary student at the Lutheran Seminary in Mt. Airy and will be working Tuesdays and Fridays on the floor.

Johanna Riordan also comes from a family with long-time Co-op roots. She is studying library science at Drexel, and will be working as a cashier in the evenings.

So if you see some unfamiliar faces, feel free to say hello. Thanks

Co-op and Change

(continued from page 1)

equal to our own. Commitment doesn't derive from packing black-eyed peas, or working the deli but from shared values, concerns and a vision of the future. I also know that expansion is essential for our co-op and we cannot take the financial risk maintaining the work rules we have today in a new community.

Finally, for the last six weeks Glenn and the Board have been actively evaluating the potential of opening a second store. Our preliminary analysis showed we needed a fair amount of additional data in order to proceed. We are securing that data now. However, the process has taught us a great deal and made me confident

that we have the internal and external resources to make sound organizational and business decisions. There will be thousands of plans and decisions to make between now and the opening of a second store, but with our strong leadership, and our commitment to move forward prudently but firmly, we can meet this challenge and grow the Co-op to another community in ways that solidify our mission and expand our principles on a larger stage.

On Nov. 10, at our next General Membership Meeting at Summit Church, we will discuss all these issues. Please try to come. Your questions and concerns, whether in agreement or disagreement with my thoughts, are essential. I hope you'll be there.

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Native Energy
(continued from page 1)

and try to act with environmental consciousness in all our endeavors,” we have begun to access and reduce our carbon footprint. For electricity that the Co-op uses and cannot eliminate, we have chosen to purchase, through NativeEnergy, carbon offsets generated by manure digesters located on the Wanner Pride-N-Joy family dairy farm in Narvon near Lancaster, Pa. Our initial offset purchases were with Community Wind, which, you may know by the inserts in your electric bills, is associated with Peco and Iberdola, a private, worldwide electric utility and the largest renewable energy operator in the world. In comparison, NativeEnergy’s services are GHG (Green House Gas) equivalent but significantly cheaper. In addition, NativeEnergy is community focused — it helps “build projects that create sustainable economic benefits for Native Americans and Alaskan Native Villages, and that help family farmers compete with agribusiness.”

NativeEnergy (<http://www.nativeenergy.com/welcome.html>) is a national marketer of renewable energy credits — or green tags — and carbon offsets, offering individuals and organizations a means to compensate for their global warming pollution. NativeEnergy’s business strategy to combat global warming brings upfront financing to renewable projects for their future green tag output. This enables construction of renewable energy projects such as wind farms on tribal or family lands, or methane digesters on family

dairy farms, which directly reduce our reliance on fossil fuels.

Here is a short list of organizations partnering or purchasing offsets through NativeEnergy:

- Co-op America
- Chesapeake Bay Foundation
- Annie’s Homegrown
- NRDC
- Colgate University
- Sustainable Pittsburgh
- Ben & Jerry’s
- Stonyfield Farm
- Albertson’s
- Green Mountain Coffee Roasters

Also of note: In April of 2007, Hillary Clinton’s presidential campaign announced that it would mark Earth Day by becoming carbon neutral, offsetting through NativeEnergy, all carbon emissions produced by the campaign and doing its part in the fight against global climate change.

In January of 2006, Warner Bros. Pictures made *Syriana* the first major motion picture to be “climate neutral” by offsetting, through NativeEnergy, 100 percent of carbon dioxide emissions generated by the production during filming — an estimated 2,040 tons — with investments in renewable energy.

To find out more about
NativeEnergy, visit
www.weaversway.coop
and click on Native Energy

United Natural Foods Harnesses the Sun
Freezer warehouse switches to solar power

from an article by Sustainable Food News

United Natural Foods, Inc. (UNFI) recently switched on its new four-acre, one-megawatt, solar electric system at its distribution center in Rocklin, Calif., the company’s largest facility.

The rooftop system uses more than 7,000 Sharp 170 solar photovoltaic panels, two SatCon 500 kW inverters and a Unirac S-5 mounting system for a non-penetrating and low-profile installation.

The system covers nearly four acres (175,000 square feet) of the massive freezer warehouse (487,000 square feet), which is the headquarters for the UNFI’s Western Region.

“Our organization remains keenly focused on our environmental responsibilities and it is especially gratifying to work towards protecting the environment in Rocklin and the surrounding community,” said Michael Funk, UNFI president and chief executive officer.

Built by American Capital Energy (ACE), the system is expected to generate about 1.5 million kilowatt hours of electricity each year and reduce CO₂ emissions by 19 metric tons annually - about the equivalent of powering 226 average American households for a year. The solar project’s clean air impacts will be the equivalent of removing 63 cars from the road, or 460 tons of greenhouse gas emissions each year.



MICHAEL FUNK AND ACE’S TOM HUNTON, NEXT TO UNFI’S NEW 4-ACRE SOLAR ELECTRIC SYSTEM

Lisa Madsen, UNFI project coordinator, told Sustainable Food News that the new system will only provide a percentage of the total energy used to power the facility but could not say how much.

The solar power system is the fourth largest solar array in California and the sixth largest in the United States, UNFI said. The system qualifies UNFI for a \$2.1 million solar rebate from Pacific Gas and Electric.

Based in Dayville, Ct., UNFI is a major supplier to many co-ops, including Weavers Way, and is the primary supplier to the nation’s largest natural and organic retailer, Whole Foods Market Inc.

Besides the Rocklin facility, UNFI maintains distribution centers in its Western Region in Fontana, Calif.; Auburn, Wash.; and Aurora, Colo.

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New Solar Financing: Innovative Solution or Pyramid Scheme?

by Brian Baughan

Faced with the impending climate disaster brought on by our dependence on fossil fuels, a growing number of us are eager for an effective solution based on increasing efficiency and using alternative energy sources. Some people have made the full conversion to CFL bulbs, traded gas-guzzlers for hybrid cars, and even forsaken driving altogether. But what about the massive amount of dirty energy the majority of us are still using to power our homes?

While a select few have shelled out as much as \$40,000 to install solar panels on their homes, individuals who are not willing or able to meet such expenses have waited for a better solution to materialize. According to Cheri Black, a Mt. Airy resident for over 35 years and a Weavers Way member since the Co-op's founding, the wait is over, thanks to Citizenre. This new company, which claims it will bring solar to the masses, has barreled into the energy industry, gaining 23,168 customers (latest total as of Oct. 10, 2007). However, there are many skeptics.

Founded in 2005 and based in Delaware, Citizenre offers astonishing incentives with a contract arrangement not unlike a wireless service deal. No one is required to purchase Citizenre's photovoltaic (PV) panels or pay for their installation. There are no maintenance fees, and once customers agree to sign a contract — expedited through a modest \$500 security deposit — they can lock in their energy bill at the same rate for as long as 25 years.

Black encountered Citizenre after years of searching for the right energy so-

lution. She had petitioned the government for tax rebates, written legislators to support alternative energy for homes, and even suffered through summer days without air conditioning to conserve energy. She was so sold on Citizenre that she signed up to become one of the company's Ecopreneurs, independent associates who work to win the company's new customers. When associates and customers find new customers, they receive referral rebates, and with enough of these credits, customers potentially could shave their bill down to \$0 by the time their PV panels are installed and operational.

The question of when, exactly, that sweet day will arrive is what concerns Citizenre's skeptics. There are many reasons for doubt. Foremost among the concerns is that the Citizenre PV manufacturing plant, which representatives say will be the largest of its kind in the world and will produce panels at unprecedented low costs, has not yet been constructed. (Black says that the factory's location will be announced within several months after two Northeastern states, yet to be identified, complete their bidding war. The estimates she has received say a factory can be up and running by spring 2008, at which point the company will begin performing energy evaluations on customers' homes.)

There are other disconcerting facts about Citizenre, according to Ron Celantano, a Weavers Way Co-op member and long-time designer and installer of PV systems. He says that the low manufacturing costs projected by Citizenre, as well as the speed at which it promises to install

the PV panels, is perplexing for long-established outfits like his Celantano Energy Services and other solar energy providers. Certainly, Celantano would love for a plan like this to energize the fledgling solar industry. He also concedes that Citizenre's aggressive marketing has stirred up much consumer interest. However, the skeptics would like to see more hard-and-fast numbers other than the \$650 million in investment loans reported by the company (the sources of the investments have not yet been disclosed). Two high-profile financial firms untroubled by the company's secrecy are Brown Rudnick Berlack Israels LLP and Structured Growth Partners, who recently came forward as the company's finance team. They stand by Citizenre's business plan as a feasible business model.

There is also the Citizenre marketing approach to consider. Proponents call the model an innovative form of "multi-level marketing" that dramatically cuts costs; naysayers liken it to a pyramid scheme. As Black and other "Ecopreneurs" would argue, Citizenre stands apart from any nefarious scheme because it has not solicited money from customers or associates. Celantano counters that since the numbers indicate that eventually somebody will have to cover the operation's exorbitant costs and promised rebates, the burden will fall on customers who enter the venture later down the line. In reality, he believes that at this point the free market is just not ready to provide a cheap solution.

Although their confidence in Citizenre remains strong, Black and many of the 1,454 current associates are still open to other approaches to utilizing solar energy. Recognizing the urgency of the energy crisis, she sees no qualms with referring clients elsewhere if they can purchase PV panels now rather than renting them later. She also continues to press for more alternative energy incentives and rebates in her advocacy work with the national Step It Up 2007 campaign and the growing number of other advocacy efforts.

Advocacy remains a central part of Celantano's work. He regularly makes trips to Harrisburg to argue positions for the solar community, and will remain vocal as Gov. Edward G. Rendell continues to push for legislation on his recently introduced \$850-million Energy Independence Fund, which will provide seed money or loans to alternative-energy manufacturers, as well as fund energy efficiency operations. As the administrator of the Sustainable Development Fund Solar PV Grant Program, Celantano also supports pursuing grant assistance to acquiring solar energy.

Weavers Way has recently taken this approach, submitting a grant to the Pennsylvania Department of Environmental Protection for PV panels. As Co-op members wait for the decision on the grant application, and Citizenre's customers wait for the arrival of their solar panels, the debate will continue on how best to make the dramatic — yet critical — shift toward cleaner energy.

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Volunteers Conduct Wissahickon Algae and Shade Study

by Joy Young, Philadelphia Water Department Office of Watersheds Aquatic Biologist

The Wissahickon Watershed Partnership joined with volunteers, including the Friends of the Wissahickon (FOW), to conduct an algae survey in the Wissahickon Creek this summer. Algae growth is a reflection of environmental conditions and is a great indicator of water quality. Data gathering is done with a simple “kit” that fits into a regular sized backpack and is checked out from a centralized location. When the volunteers are done, the kit is returned to be used by the next group.

We need algae for a healthy Wissahickon Creek. Algae provides food and forage areas for fish and invertebrates, and increases water quality by taking up nitrogen and producing oxygen. As with almost everything, moderation is the key. Too much algae and too little shade can be bad for the stream ecosystem. Too much algae (nuisance algae) develops when the plants overrun a section of the stream.

Previous algae studies of the Wisahickon Creek have concluded that nearly all sites sampled were nutrient enriched and biologically impaired. One objective of this study is to compare our findings with previous studies to look at changes in



A THICK MAT OF WISSAHICKON ALGAE

algae presence over time.

We have received an amazing amount of support and interest from volunteers eager to take on the role of field biologists in order to proactively help their beloved creek. Although this program is still in its infancy, based on the positive results we have acquired thus far, we may be able to extend the scope of the study and timeline into next summer.

We all share the goal of seeing a healthy, life-sustaining Wissahickon Creek. This algae study, conducted entirely by volunteers, brings us one step closer to understanding urban impacts on the creek, and what we need to do to succeed in our goal. The study was made possible by sponsorship through the Philadelphia Water Department Office of Watersheds. If you have any questions or would like to participate in the future, please contact Joy Young at joy.young@phila.gov or Kevin Groves, FOW Volunteer Coordinator, at 215-247-0417 or groves@fow.org.

November Garden Notes

by Mark Goodman

Winter Protection

You may notice that over the winter, some plants are wrapped in burlap to protect them from winter cold and wind. Which plants need this protection?

The most vulnerable plants are those not quite hardy enough for this temperate zone. We are on the cusp between hardiness zones five and six, but to be safe, gardeners should treat it as zone five. This means that plants such as camellias, fig trees, and free-standing (with no protection from a building) Japanese aucubas and crape myrtles — especially if just planted in fall — need some protection.

You can wrap the plants in thin burlap between the beginning and middle of November. Heavy burlap (like a coffee bean bag) may get too heavy if it gets wet and then freezes. Use twist ties threaded into the holes in the burlap to hold it in place. Rolls of horticultural burlap are available at garden centers such as Primex in Glenside and Laurel Hill Gardens in Chestnut Hill. Killian's Hardware in Chestnut Hill has it, too.

For evergreen plants, such as hollies and cherry laurels, that are hardy for this zone but are damaged by winter winds (wind burn), use an anti-dessicant to keep the leaves from drying out. The most common commercial product is Wilt-Pruf, a white biodegradable liquid that you can spray onto the evergreen leaves. Do it now.

Leaf Raking

Metal spring rakes are best for leaf-

raking in beds and uneven surfaces. Plastic rakes are better on level grassy surfaces. Heavy metal earth rakes are not for leaves, unless you want to push large quantities of leaves over hard surfaces. Gardens with many leaves or large areas of evergreen ground covers — pachysandra, ivy, vinca — can benefit from electric leaf blowers. They are cheaper and quieter than gas-powered blowers, and there's no gasoline to worry about or smell.

Leaf Disposal

If you are going to bag leaves, consider using big paper leaf bags, which are biodegradable. They are available at hardware stores and garden centers, but are much cheaper if you buy them at Cheltenham township libraries in Elkins Park, Glenside, Cheltenham Village (Rowland Ave.), and LaMott.

Thoughts While Raking Leaves

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The Skinny on Fat

by Peter Samuel

Some Co-op shoppers may be in a quandary when perusing the vegetable oils. “Which one should I buy and why?” A few of you may be asking “Where do they keep the lard?” And many have probably been convinced that olive oil is perfect for everything (see sidebar on page 14). The Co-op offers five kinds of olive oil including one that is sold in a gallon tin and another that is “organic,” but there are other oils too such as: canola, corn, grape seed, peanut, safflower, sesame and walnut. Who uses those? (see chart)

“Dad, you’ve got to stop buying canola,” my daughter said authoritatively the other day. “Don’t you know you should only use olive oil?”

“What? No, canola is good,” I countered. I knew there has been a lot of publicity lately about the magic of olive oil, but I was pretty sure that canola (also known as ‘rape seed’) was recommended by four out of five doctors.

Then she began rummaging through the cupboard scanning nutrition labels for ‘partially hydrogenated oils.’ “Trans fats are really bad ” she reminded me. Luckily she found nothing. Whew

I knew vegetable oils have been around for a long time. Southern Europeans began to produce olive oil by 3000 B.C., and the Chinese and Japanese made soy oil as early as 2000 B.C. Before that, we assume people used only fat from animals. More recently, with improved extraction techniques, people are gathering oil from cotton, watermelon, grape and lots of other seeds that used to be considered waste products.

I’m not sure what my daughter has been studying in chemistry class, but once I started looking into the subject of fats and oils I realized that I would need to learn a new language. Trying to unravel the mysteries of fatty acids, tri-glycerides,

saturated fats, hydrogenation and linolenic acids is quite a challenge.

What I have learned, though, is that even as adults we need fat in our diet, preferably the equivalent of a tablespoon or two of oil a day, to stay healthy. Kids need even more. Fat helps a body grow and develop, and helps us absorb essential vitamins. Fats are also the building blocks of hormones. They insulate the nervous system. Oils are the biggest single food source of vitamin E in the American diet. But keep in mind, all oils, no matter what their level of saturated or unsaturated fats, have 120 calories per tablespoon. And you should be aware that total fat intake should be between 20 and 35 percent of total calories, and less than 7 percent of calories should come from saturated fats.

Here is some Fat info:

Unsaturated fats (these come in mono and poly, which has something to do with the number of hydrogen atoms on their chemical chain – mono is better for you): Soluble at room temperature. These are found in plant foods and fish and are good for heart health. The best of the unsaturated fats are found in olive oil, canola oil, peanut oil, albacore tuna, and salmon.

Saturated fats: For the most part solid at room temperature - these fats are found in meat and other animal products, such as butter, cheese, and milk. Saturated fats are also found in palm and coconut oils, which are often used in commercial baked goods. Eating too much saturated fat can raise blood cholesterol levels and increase the risk of

(continued on page 14)



Oil	Description	Use	Type of Fat	Smoke Point
Canola Oil	A light golden-colored oil. Little taste	All purpose, use for everything.	Monounsaturated	400 degrees
Corn Oil	Yellow color. Made from the germ of the corn kernel	Frying, salad dressings	Polyunsaturated	450 degrees
Grapeseed Oil	Light, medium-yellow. A by-product of wine making.	Excellent for frying and sautéing. Also good in salad dressings.	Polyunsaturated	395 degrees
Olive Oil	Lots of variations – light to deep green	Use for everything – see other chart	Monounsaturated	Extra Virgin-320 Virgin-420 Light-470
Peanut Oil	Pale yellow, slight scent and flavor – good for Asian cooking	Frying, cooking, salad dressings	Monounsaturated	450 degrees
Safflower Oil	Golden color with a light texture	General all purpose	Polyunsaturated	450 degrees
Sesame Oil	Two types – light and mild and dark and more flavorful	Cooking, salad dressings – Asian dishes	Polyunsaturated	410 degrees
Walnut Oil	Medium yellow with a nutty flavor and aroma. Very perishable.	Sauté, pan fry, sear, deep fry, stir fry.	Monounsaturated	400 degrees

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The Skinny on Fats
(continued from page 13)

heart disease.

Trans fats: These fats are created by pumping hydrogen into fatty acids which causes a transfer of atoms across the chemical chain (or something like that – sorry for my poor grasp of chemistry kids). Trans fats are found in some foods that you buy at the store such as snack foods, baked goods, and fried foods. The hydrogenation causes the oil to have a higher melting point and a longer shelf life. Fully hydrogenated oil is solid at room temperature, whereas partially hydrogenated oils range from liquid to creamy to solid. When you see “hydrogenated” or “partially hydrogenated” oils on an ingredient list, the food contains trans fats.

There has been much controversy over food with trans fats in the last few years. The U.S. Food and Drug Administration, after a decade of urging by health experts, passed a ruling in 2003 that all packaged foods would need to label the amount of trans fat they contain by January 2006. Many companies have now eliminated them from their products.

In the realm of dietary dangers, trans fats rank very high. It has been estimated that they are responsible for some 30,000 early deaths a year in the United States. Worldwide, it might be in the millions. The oils used to cook French fries and other fast food often contain trans fats.

Commercial baked goods use it to protect against spoilage.

Unlike other fats, trans fats not only raise the level of bad cholesterol; they may also lower the level of good cholesterol. Even as little as two or three grams of trans fat a day can increase the health risk. According to a study of some 80,000 women, only a two percent increase in trans fats can increase a woman’s risk of heart disease by 93 percent. Recently, in New York City and Philadelphia, laws were passed that prohibit restaurants and commercial bakeries from cooking with trans fats. In Philadelphia, the law took effect this September. Commercial bakeries were directed to remove it from their ingredients by September 2008, but there has been a recent flurry of controversy over this, and City Council plans to revisit this requirement in an effort to exempt small bakeries from changing their recipes..

I did tell my daughter that, “most experts now agree that the healthiest all around oil to use is Canola Oil.” It has been touted as a healthy oil due to its low saturated fat and high monounsaturated fat content — the latter almost 60 percent — it also includes beneficial omega-3 fatty acids.

For those of you gaga about olive oil, here is the low down: It is made only from green olives, and is mostly “cold pressed,” rather than heated. The flavor,

Other Uses for Olive Oil:

- Olive oil can provide a closer shave when used in place of shaving cream.
- Olive oil is a safe and effective shining agent. Try it on stainless steel.
- Use it to remove eye makeup. Dab a little under the eyes and rinse off with a washcloth.
- Rub a thin coat on the base of the candle holder before inserting a candle. Dripped wax should peel away easily.
- Add 1/8 to 1/4 teaspoon to your cat’s food to help prevent hair balls.
- Apply a small amount of olive oil to nail beds to moisturize cuticles.
- Rub a thin layer over the skin after a shower or a waxing. It’s great for dry skin. (Ask a Roman.)
- If you use Q-Tip, you can apply a drop to lubricate the teeth on a zipper to make it move more freely.
- Use it to dust wooden furniture. Apply a bit of oil to a cloth and wipe.
- Lubricate your squeaky door hinges by applying a small dab to a cloth, then wipe the top of the hinges so that the oil runs down the sides

color, and consistency of olive oils vary due to different olive varieties, location, and weather. The olive oils of some small producers are treated and priced just like fine vintage wines. The best are considered “alive,” and are expensive, sold only in small quantities in dark glass bottles to limit their exposure to ‘oxidizing’ light.

Extra-Virgin Olive Oil:

All olive oils that are less than one percent acidity and produced by the first pressing of the olive fruit through the cold pressing process are called extra-virgin olive oil. These are best on salads because of their distinctive taste.

Virgin Olive Oil:

It is made from olives that are slightly riper than those used in the production of extra-virgin oil, and is produced in the same way. This oil’s acidity is a slightly

higher level of 1½ percent. This has a higher smoke point and is the better choice for sautéing.

Light & Extra Light Olive Oils:

The olive oil that you see on the supermarket shelf advertised as “light” or as “extra light” is a mixture of refined olive oils that are derived from the lowest quality olive oils. Their lightness is a factor of their color and not calorie content which is the same as all oil: 120 calories per tablespoon.

For those of you still wandering around the Co-op looking for the lard, I have been told that it is best to make your own. I won’t supply a recipe, but I read that you will need to buy some choice pig fat, and boil it for many hours. How about trying some canola instead? You’re gonna love it

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The Simplicity Dividend

Vote for Me for Co-op America’s Board!

by Betsy Teutsch

Fellow Co-op Shoppers, perhaps you are aware of Co-op America, the national organization devoted to many of the issues we hold dear at Weavers Way: community building, ethical and ecologically responsible consumption, social and economic justice, and socially responsible investing. I became aware of Co-op America a few years ago through its Green Pages, a fabulous resource for tracking down innovative environmentally responsible businesses and products. Last fall I attended the Co-op America GreenFest in D.C., and was thrilled to be at a trade show with all sorts of products and services that excite me – down to the demo of electric bicycles. (Though I still haven’t purchased one.)

In my personal life, I have been pondering where I want to put my energies. I have worked on dozens of wonderful local projects. At this mid-stage in my life, I find myself ready for a larger challenge. I have concluded that whatever the challenge may be, it needs to be collaborative – I already sit in my office all day by myself, and really want the stimulation of working with others. I belong to many environmental organizations and when I glance at each list of board members, I imagine such a position would be very interesting volunteer work. However I had no idea how people got tapped.

A few months ago I noticed a call for board nominations in a Co-op America e-mail. The position is to represent the Co-op America membership; other positions are slotted for funders and staff. “If you

know anyone, or you yourself would be interested in running, please contact us.” Hey, I did know someone! Me! Thirty seconds later, I had dashed off an e-mail with all the reasons I want to run for this position. Indeed, I made the cut and am one of four candidates on the ballot.

Most organizations cultivate board members; it’s unusual to have an actual member election. However, that’s how Co-op America works. If you are a member, you have received, or will receive shortly, a ballot in your Real Money quarterly mailing. Please vote for me and mail in your ballot. It does seem quaint, in this day and age, to have actual paper ballots, doesn’t it? I won’t know if I’ve won for many weeks. While I encourage you to join Co-op America, unfortunately you cannot do so just to vote for me, since you won’t receive a ballot in time. Bummer.

Here is my personal statement which appears in the ballot. Those of you who have read my column these past few years will recognize many of the topics I have written about. I so appreciate your support, Co-op America members. Thank you.

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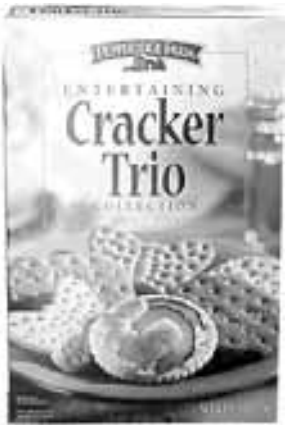


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Betsy Teutsch,

Co-op America Candidate Statement

For me, all roads lead to Co-op America! My path began through the Voluntary Simplicity movement, raising my consciousness about responsible consumption, and hence to Co-op America’s impressive Green Pages. Intrigued by microfinance, I volunteered at the Microcredit Summit V; later Co-op America introduced me to exciting ways to become a Microcredit lender myself. Through my local interfaith board work, I learned about FreeTrade coffee, also promoted by Co-op America. I was wowed by the DC GreenFest, and through blogging about socially responsible consuming and investing (www.moneychangesthings.blogspot.com) I have come to realize my personal passions and Co-op America’s mission are in complete alignment.

My entrepreneurial, marketing, and management experience running my own art business (www.kavanahcards.com) as well as my 30+ years of volunteer activism provide me with extensive skills to bring to Co-op America’s Board. As a 20+ year member of Weavers Way Co-op in Mt. Airy, Philadelphia, I understand the power of co-ops! I am delighted to now have the time and flexibility – as a self-employed, new empty-nest mom – to serve as membership representative on Co-op America’s Board. I eagerly embrace this exciting, creative challenge and opportunity to serve.



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JAMES CAMMAROTA

Manager's Corner
(continued from page 1)

basis and we wanted to support MACSC, which also has under its umbrella such groups as the Maternity Wellness program, Mt. Airy Learning Tree (MALT), and the Mt. Airy Community Computer Center. At one time, Mt. Airy Baseball was also part of MACSC.

This year, the total rebate was set at \$100,000 by the board. The cash portion of the rebate is \$20,000. That means that \$80,000 will go to member equity accounts and the remaining \$20,000 will be distributed to members as cash. I am asking that when you receive your rebate at the register or through the mail that you sign it back to WWCP, so your rebate can be used in carrying out the community programs of the Co-op. Your rebate will become a tax-deductible donation. The WWCP has set a goal of raising \$5,000 in donations out of the \$20,000 cash portion of the rebates.

This being the first year of WWCP, you might have additional questions. Please feel free to ask me in the store or by e-mail about this group. You can also leave notes in the WWCP mailbox on the second floor.

GM Glenn Bergman Takes a Look Into the Future

One shopper's vision

by Glenn Bergman, General Manager

A long term view of the Co-op because of all the efforts and work done on behalf of Weavers Way Co-op, in 10 to 20 years this is what Weavers Way might look like:

2007-08

A second location is purchased that is larger than the Co-op needs. A plan to use 10,000 square feet is completed and a joint non-profit incubator kitchen is also planned on the site with the WWCP group and the Mt. Airy Business Center. Planning for the new store begins among staff and members. The incubator kitchen works within an additional 2,500 square foot space helping local residents learn to start a food-based business while making a product in a certified kitchen and selling the product to the Co-op and other retailers. The Co-op staff works with the Weavers Way incubator staff to teach, but are not directly involved in the management of the operations. The incubator works under the WWCP board. State, city, and private funds are secured to assist with the construction and operations of the Co-op and the incubator kitchen. Community support for the Co-op and the kitchen are strong.

The Co-op has a successful year at the farm, breaking even in its second year. Funds are secured to hire a part-time executive director to run the WWCP operations and to pay for a farm educator full time. Continuing to work with area schools, the MarketPlace program expands into Germantown High School and

two other middle schools in the region. The kids raise over \$10,000 through their healthy eating program and make micro loans throughout the region, then follow the positive impact of those loans. The two programs work together to help children learn about urban farming, better nutritional decisions, and how to work together in a cooperative business model and a farm model. The managers of the farm, farm education, and the MarketPlace work together to meet the Ends goals of Weavers Way.

The Environment Committee begins a program to expand our recycling to include other products that can be recycled: batteries, paints, computers, etc. Also a community shredding program is set up on recycle days to provide people a place to shred documents. The committee helps secure grants for solar energy initiatives in the area, community composting programs, and Sustainable Mt. Airy initiatives.

2008-09

The new store opens with the incubator kitchen. Sales are budgeted at \$800 per square foot and this is accomplished within the second month. The Membership Committee, having researched other co-op membership standards, moves to have the work requirement changed to allow non-member shopping in the Co-op. The work requirement is maintained for members who want a discount at the register. Members are provided with opportunities for coupons, special member days, bulk ordering, pre-ordering, using checks, receiving the Shuttle and other benefits. The goal is to expand the co-op model throughout the community and to make the Co-op an inclusive program.

The second store has what customers have been requesting for years:

A small eat-in restaurant that is part of the store. Bonnie and her staff can be seen in the open kitchen working, talking with shoppers, and showing how to cook a product. The kitchen is set up to allow for classes.

The kitchen is also working with the farmers to put up products for sale in the store: jarring, pickling, and freezing of Weavers Way farm products.

A 20-quart ice cream machine is being used to make small batches. Our IT department works with volunteers to make Weavers Way signature chocolate and banana (fair trade organic), and other flavors. (Our IT department loves to make ice cream.)

A juice bar is part of the restaurant and provides different healthy drinks. These products are branded by Weavers Way and packaged as needed for retail at Weavers Way outlets and other local stores.

Students from high school culinary arts programs do internship rotations through the Weavers Way kitchens.

A pizza oven is used for pizzas and oven cooking.

The meat department purchases locally raised meat at a reasonable price. Plastic packaging is eliminated as much as possible. A butcher is hired to assist with training and eliminating all packaging as a goal. The Cryovac process is still used in limited areas to maintain shelf life of stored product.

All poultry is purchased locally and freshly dressed.

Fresh Seafood is sold in biodegradable paper.

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One Shopper's Vision
(continued from page 16)

Customers are paid the cost of packaging to bring in their own take-out containers. Customers are encouraged through special promotions and education material. A "carbon offset" cost is added to all packaging that is provided by the Co-op. This offset is used to fund alternative energy programs that are overseen by the WWCP Environment Committee.

A bike delivery program is established at both stores. Electric bikes with carts are used for home delivery.

Customers are given a small discount when they walk or use their bike.

The Co-op purchasing department sets a goal for each department to increase our purchases/production of perishable or local product. The Co-op continues to look for ways to make products locally without increasing energy use. The purchasing department revises the goal each year and publishes the results for the members and staff to see.

Wi-Fi area allows people to sit inside and outside the store and drink coffee and eat. Small café tables are placed outside

the new building.

An espresso bar is opened within the restaurant that allows for pastry and food sales.

The roof is a green roof that is used for sitting, harvesting herbs, and meeting space.

The community room is large enough to handle groups of 50. The room can be split into two rooms with a divider to allow for two programs at the same time. The community is encouraged to use the room at no cost. Other uses are: Weavers Way committee meetings, team meetings, Weavers Way classes run by the education committee, films and discussions, MALT and the Business Center use the site for education programs, and culinary tastings are a regular part of the room's use. The membership department oversees the use of the room.

A film and book lending library managed by the education committee is located in the community room.

There is a membership desk located on the retail floor to answer any questions related to the Co-op or community events.

The store has aisles. The aisles are large enough to get delivery of products for

stocking to the shelf area, but not too large to make the store look like a box store. The store maintains some (but not too much) of the tightness that contributes to the community feel of the current location. The design committee makes sure that the new store had many of the good aspects of the old store.

Tastings are taking place all the time. Coordinated by the merchandising manager, tastings are available when you enter the store and in each department.

There is an expanded deli counter that provides an expanded product mix and makes sandwiches. We maintain our deli slicing program, but expand with full services for food production, specialty products, and cheese service.

The roof of the building is a "green roof" and our farmer and Weavers Way members provide regular classes and tours to visitors.

Rain water is held and reused in building functions. Excess rain water, when available, is used in watering plants or released to local neighbors to use along the back of Germantown Ave.

The Farm to City farm stand moves to the Weavers Way location.

A kids' shopping area is set up in 300 sq ft of the store to allow for a Please Touch-type grocery store. Run by volunteers throughout the day, parents are allowed to drop off kids for one hour as long as there are volunteers. This is a program run by the Maternity Wellness group with funding from members through WWCP.

2009-2010
Greene and Carpenter

The retail store at Greene and Carpenter will have lost about \$1 million in sales from the opening of the new store. Plans are completed for the reengineering of the space. The store is closed for two months to allow for expanding into 555 and 553 (purchased in 2008) and to renovate the old store. This provides expanded retail sections for produce, bulk foods, deli and prepared foods. There is now a customer service area staffed to handle concerns from member shoppers, such as item returns, member equity payments, and co-operator hours. Aisles are wide enough for small carts and even strollers. Employees have places to store personal belongings as

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One Shopper's Vision
(continued from page 17)

well as files for administrative tasks. All managers are now accessible to member shoppers and have offices in the main building. In addition, there are adequate rooms for Co-op committees and educational workshops which are separate from but adjacent to the retail areas. Community meetings, administrative office space, and small cooking classes are at 553. MALT classes are also conducted in the classes.

The Co-op sells 608 and 610 (a small pet area is provided in the store, but the large bulk items have moved to the new store). The new owner expands their operation into both buildings as a restaurant. Other stores open on the corner areas such as a neighborhood deli, or a holistic co-op, or women's or men's clothing shop, a hardware store, bike shop/electric bike shop, or a culinary supply store, etc.. The deli also brings more traffic to the area. The Maternity Wellness group expands next door. Their classes are larger and also increases traffic to the corner.

Sustainable Mt Airy
Working with the Sustainable Business

Network, the Buy Local Campaign, and the White Dog Foundation, Weavers Way works to increase locally produced perishable foods as a percentage of the inventory mix. To accomplish this, Weavers Way reviews all products purchased and sets goals based on demand, carbon use, and ability to be locally successful to attract start-up funds through the incubator kitchen or incubator business program.

The Weavers Way Farm at Awbury has acquired the old farm house next to the current farm. Grants allow us to have an education center in conjunction with Awbury and Philly Green to train young and old urban farmers. Our Farmer Educator begins planning for a summer farm camp for middle and high school age campers. The campers help Weavers Way run our farm, learn about farming, and also use the parkland across the street to run camp programs. The Pleasant Playground pool is used for afternoon cool off and games. Awbury and Weavers Way work together to train the community in using and maintaining green spaces throughout the Northwest region.

The MarketPlace program receives a number of grants to expand the program into three high schools. These programs are operated daily in the schools and are

run by the students, providing healthy food alternatives to the neighborhood stores and cafeteria. The student-run program is very successful and proceeds are used to maintain the program and to help each school build on their nutritional efforts. Some of the profit is given back as micro-loans to the community through the Business Center program for small business initiatives. Students in the high school program also work at the farm in the spring and sell farm product at a farm stand near their school in the spring-fall. Students learn how to operate the business, receive class credit, and recommendations for college.

The Weavers Way Farm Program, working with the Neighborhood Transformation Initiative (NTI) and Philly Green, begins to expand the farm program to empty plots in Germantown. "Local farmers" are trained to tend the plots, along with Germantown High School students, and the Weavers Way produce buyer purchases product that is planned out for the store. The income after paying for the Weavers Way farmer and Local Farmer is used to maintain the property and to keep the program in operation. The demand for urban farm food expands as Weavers Way, working at farmer's markets and

through the stores, continues to expand the market for such products.

Weavers Way, working with the Sustainable Mt. Airy working group, helps to set up community composting programs in different areas of the Northwest. Compostable material from restaurants, households, apartment houses, and institutions (schools, hospitals, and small businesses) is collected at locations or transported to a composting system. The end product is used by Weavers Way farm, sold in the store, or delivered (at a cost) by local landscapers. Program becomes a model program for the country.

2010-2015

Expansion of the cooperative model to other businesses

Expand the retail food program with support from NCGA

Expand the farm and MarketPlace program

Work with non-profits and developers to expand co-operative housing and co-housing concepts

The Co-op's locations in East Falls and on Germantown Avenue have been welcomed additions to those areas and have been models to other neighborhoods in Philadelphia that lack adequate grocery stores. In particular, it has been a trademark of the Co-op not to replicate itself from one location to another but to work with community groups in identifying products desired by local residents and in

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One Shopper's Vision
(continued from page 19)

more local public schools outside the northwest community.

Eight to ten stores throughout NW, West Philadelphia, Northern Liberties/Fishtown, and North Philadelphia area of different sizes based on economic viability are completed and working together under one operating board with neighborhood representatives from each area are completed by 2020.

Four percent return on sales, so all of this is possible.

Staff are treated well, and rewarded for their hard work.

Ten to 15 years from now, members agree it was a good idea to expand.

2020-2030

Now that there are more than 20 co-operative stores located throughout Philadelphia and surrounding suburban areas, the Philadelphia Co-operative board, representing retail, housing, and manufacturing co-operatives, sets up a regional co-operative system that takes over regional business planning. Over 51 percent of all businesses in the region are co-

operatively owned. Unemployment is below three percent, economic expansion remains one of the best examples in the country, and the regional board works with regional co-ops from other countries.

Just one person's vision. Can we make the next step? How do we move forward? What does that mean? Can we make this a bigger part of the whole?

So, what most worries us about expansion today?

Not finding the right retail space, or finding it at the right time.

Failing to attract a significant new group of consumers interested in the co-operative approach to retail.

Potential negative impact on existing store and community.

Reduced or eliminated use of member-labor results in rises in product costs.

Costs of maintaining and staffing two stores becomes burdensome.

Expansion efforts are not led by a common vision.

Process is reactive, not proactive (against potential competitors, rather than its own merits)

Lack of understanding of purchase intent/ shopping behavior at current and/or new site.

Over-commitment of capital/Under-commitment of capital.

How to apply policy governance to evaluate GM's performance during this period. How does the Board express concerns at key points once decision is made to go ahead?

High turnover/new members on Board (Consider changing term to three years?)

We'll do it too fast, and jeopardize sustainability of current store.

Afraid if we don't change, we'll lose opportunity for growth, energy.

We need to do a self-study of our readiness to expand.

We don't have detailed analysis of current location, assets and liabilities.

Expanding to second site may take priority over changes/improvements at current site.

Weavers Way co-op may lose some charm, become corporate entity, paid Board of Directors.

Expansion could be divisive issue among current membership.

Building the economic support to reward managers and staff with wages that reflect the difficult job asked of them in balancing the "triple bottom line."

Developing a clear vision of what we want, and what we need to go forward, to be able to provide direction for GM, and for GM to direct the staff.

Finding the time to reach out creatively in many ways to new communities.

Currently we don't have to advertise or actively search for new members, but will if we expand. There is a worry that, in creating such an external marketing message, current members won't recognize it, will say "that's not my co-op."

Making sure that members understand what we're doing, and what physical steps we will be taking as we do it. Members need to own the vision — any vote should be vision-based, not logistics-based. We need to articulate a thorough plan and share our current process (the more transparent it is, the better). Can we mail something out to all members asking for what their concerns are about expansion, to ask for feedback?



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A Visit to Natural Acres Farm

by Dale Kinley, Fresh Foods Manager

On Sept. 22, I traveled to Millersburg, Pa. and visited Natural Acres Farm for its annual open house. The event included carriage rides, a down-home barbecue and reflexologists. You could hear an array of speakers and their stories of the wonders of an organic diet. Natural Acres is a 500-plus-acre farm that was designated wholly organic in 1993. Its Angus cattle are pasture raised, supplemented by organically raised alfalfa. These animals get plenty of fresh air and exercise and when their time comes, they are

processed with a minimum of stress at a Certified Organic USDA-inspected facility. The highlight of the tour came from Ivan Martin, the spry, energetic “idea man” who led an interesting and story-filled tractor ride around his farm. Working from extensive notes, Ivan regaled us about his years with the “legalized drug cartel” that, he says, is ruining our food and health. He expounded extensively about his belief in “microlife” and how it enriches the soil, the crops and subsequently our eating habits and lives. Ivan was the youngest of 14 chil-

dren and bought the farm by selling off a few of his more successful business enterprises. He believes that he is working for the benefit of mankind and preaches this to anyone within earshot of his soapbox. To meet the man is to truly appreciate the richness of organic farming. Pasture-raised meats are high in essential nutrients and vitamins necessary for a healthy diet, including B vitamins, zinc and essential amino acids. Grass fed animals produce fat with CLA, which has been found to block growth of cancer. Look for Natural Acres ground beef, steaks, liver and roasts in our fresh food case.




IVAN MARTIN, OF NATURAL ACRES FARM

PHOTO COURTESY OF NATURAL ACRES

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Grocers Association to Launch Organic Anti-fraud Program for Retailers

Unannounced visits to suppliers, residue testing among the arsenal of anti-fraud tools

by Sustainable Food News

The National Cooperative Grocers Association (NCGA) has announced plans to introduce the organic food industry’s first system-wide, fraud-prevention program as early as next year to help retailers detect deceptive organic food suppliers.

“The organic market has grown, and so has the temptation for organic fraud,” said Robynn Shrader, chief executive officer for the NCGA. “This may be the result of legitimate suppliers struggling to satisfy the needs of their customers or of other parties becoming aware of the opportunity for fraudulent financial gain.”

The first step is to launch a pilot program, which will identify the “most suitable” auditing criteria to detect fraud and the party or parties “most suitable” to implement the measures.

The pilot program will also establish

the “nature of a system to oversee and ensure implementation at all levels, and the costs of implementation and determine which parties incur the costs.”

Also participating and organizing in the pilot study are NCGA members Unified Grocers; PCC Natural Markets, a Seattle-based natural food co-op with eight stores; and Hanover Co-op, which operates two stores in Hanover, N.H.

Unified Grocers is a multiple retail-owned grocery cooperative serving independent grocers in the Western U.S.

NCGA hired International Organic Accreditation Service (IOAS) to launch the pilot program and determine appropriate methods for retailers to limit incidences of fraudulently traded organic products, increasing the likelihood of early detection when it occurs within the retail supply chain.

“Safety measures our pilot program will explore can include elements such as unannounced visits to suppliers and residue testing on sample organic products,” said Ken Commins, executive director of IOAS’ U.S. offices. “The idea is that such a program would be strong and effective without creating bureaucracy or incurring significant costs.”

Commins was out of the country and did not immediately respond to a request for further comment on the program. As of press time, NCGA’s Shrader had not returned a call for comment.

IOAS will conduct testing measures with NCGA grocers and suppliers over the coming months. Based on the pilot’s findings, NCGA and IOAS plan to develop a recommended retailer-based fraud prevention program, and offer it to organic

retailers nationwide “and throughout the world” as early as mid-2008.

In April, Washington, D.C.-based Government Accountability Project (GAP), a nonprofit law firm, let whistleblowers in the organic food industry know that it’s got their back.

“GAP’s food program is expanding to provide whistleblower protections to the organic food production sector,” the group’s Jackie Ostfeld told Sustainable Food News.

She said GAP is an “office of attorneys” located on K Street in the nation’s capital. GAP provides the legal defense for whistleblowers — government and corporate employees — who witness and report “misconduct in the workplace,” said Ostfeld, a Food and Drug Safety Officer with the 30-year-old whistleblower protection group.



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Peace High School Seeks Local Mentors

by Deepa Vasudevan

The Parkway Northwest High School for Peace and Social Justice is a public school in Mt. Airy dedicated to supporting students both inside and outside the classroom. This year we have many students who are interested in being matched with mentors in the Philadelphia community. We are currently seeking adults who want to make a positive difference in the life a teenager. A mentor is a special friend, a guide, a role model, and a person who is eager to share his or her experiences. Most importantly, a mentor is expected to be a good friend and a careful listener. The Peace Program will match each mentor with a student based on in-

terests, gender, geography, special needs and compatibility of meeting times. Meeting with a student may involve participating in a common interest, such as sports or shopping, or sharing with a student other skills or interests that you may have. Mentoring involves a commitment of at least one year, with the hope that the relationship will continue throughout the student's high school career. The Peace Program at the school will provide support to mentors through an orientation and activities you can do with your student. If interested, please contact Deepa Vasudevan, mentor coordinator, via e-mail at deepa.sriya@gmail.com or by phone at 215-248-6669.



PRODUCE MANAGER JEAN MACKENZIE (R) AND STAFFER LUIS CRUZ (L) WITH 11 VARIETIES OF APPLES AT THE MORRIS ARBORETUM FALL FESTIVAL.

Suggestion Book

(continued from page 24)

s: “Could we get whole grain Pepperidge Farm Cinnamon Swirl bread instead of the non-whole grain? Same for the cinnamon-raisin. Thank you ”

r: (Nancy) I’ll ask.

s: “Could Fair Trade chocolate chips be packaged in smaller bags (the \$2-\$3 range)?”

r: (Chris) We can re-bag chocolate chips if all the bags on display are “oversized,” ask a floor staffer. Thanks

s: “Can we have wild salmon instead of farm-raised? Is organic farm-raised as bad as traditional farm raised?

r: (Dale) We carry wild salmon during it’s season, which is May through October. Right now we have wild king salmon. Our organic salmon has no antibiotics or coloring.

s: “Wish we could buy Merrymeade

one-percent milk here (I’ve seen it at Flourtown Farmers Market). Carrying whole and two percent not logical — they are similar and two percent is not considered “lowfat” by nutritionists. Also wish Merrymeade did not use plastic bottles — studies show milk vitamins deteriorate due to exposure to light.”

r: (Chris) We do carry Merrymeade one percent milk, gallon size only due to display space limitations. I’d be interested in seeing any relevant studies on milk, vitamins, and light so I could pass them on to our friends at Merrymeade. You can leave them in my staff mailbox, or contact me at 843-2350 ext. 113.

s: “Bon Ami cleanser is non-polluting, effective, little odor, can be used to clean everything, including pots and pans. Our moms used it...”

r: (Martha) Good timing, Wendy. Someone else just asked me about this. We are searching for a supplier who carries Bon Ami. Stay tuned.

s: “Barbie calendar? ? Yuck ”

r: (Martha) While I appreciate your sentiment, as the upstairs purchaser and manager I need to and want to meet requests for products. There are dozens of other calendars. Maybe others will fit the bill for you. Thanks.

s: “Please (pretty please) Mayonaise — canola — without soy/wheat/whey (dairy, your canola mayo has soy in it). I think Spectrum makes it. Thanks ”

r: (Chris) No room to add this item at this time. It is available as a preorder, minimum three 16 oz. jars, for \$3.59 each.

s: “I find the silver corn blah. Wish you’d carry yellow corn or, even better, “butter and sugar” bicolor corn. We get wonderful “butter and sugar” corn in Rhode Island. Someone must raise it near here.”

r: (Jean) Ahhh, corn, and what we each think is the best. I’ve been asked to get white corn (“it’s the best ”), yellow corn

(“it’s the best ”), butter and sugar (“the best ”), bigger kernels (“sweetest”), corn locally (“it’s the freshest ”), corn from New York (“it’s the best ”), corn from Florida, corn from Jersey, etc. In fact the best corn is from Illinois, my home state. Actually, we’ve carried all of these varieties this season, at one point or another. Next year we’ll carry more than one kind at a time.

s: “I was sorry to see that there were NO organic grapes today. Regular grapes are loaded with pesticides. This is California grape season. We should have organic grapes.”

r: (Jean) It is grape season in California, and California grapes are not loaded with pesticides. Imported grapes regularly make the “Dirty Dozen” list of pesticide-laden produce, but California grapes are about in the middle of the pack. Plus, the price spiked, and I have no room to display them. I’ll bring them back when the price comes down and I have room. (Note: they come back Oct 4).

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Suggestions

by Norman Weiss

Greetings and thanks for writing. As usual, suggestions and responses may have been edited for clarity, brevity, and/or comedy.

Expansion talk is really heating up. We’ve even been talking to consultants who would help with the process. What should our co-op look like? Two stores, same prices, members can shop at either, work at either, find same products (smaller store being subset of larger store), what else? What will membership be? Will the work requirement stay? Or will we become like other co-ops that have three categories of shoppers: working members that pay lower prices, non-working members that get some benefits non-members don’t get (patronage rebate, vote in Co-op governance, slightly lower prices or special sales, the *Shuttle*, etc.), and non-members. In this scenario, it is likely that non-members would be able to shop at either store. With any luck, most non-members that shop regularly can be persuaded to become members. The work requirement poses some interesting issues. Many co-ops have given up on working members entirely, but our co-op has always benefited by the labor members provide in the form of lower prices and the community-building that goes on when people work together to accomplish a task. However, we also know the work requirement has been a barrier for some people.

Figuring out what our expansion will look like is going on now, and member engagement is needed, so please keep checking the *Shuttle*, the web site (weaversway.coop), store signage, and whatever else we come up with to keep members informed. Also, please talk

about this with your friends and family, while doing hours, etc. and let the Board know what you think. You can write suggestions in the Suggestion Book, send e-mails (web site has a directory), write letters to the *Shuttle*, the Board, or the staff, speak up at meetings, and talk to staff. Expansion is a large and complicated issue, it is clear to most that our store is way overcrowded and that many residents of our city’s Northwest neighborhoods leave their neighborhoods to buy food that is healthful, sustainably produced without exploitation, reasonably priced, and tasty. Expansion seems appropriate, and helps us focus on what we’re about, yet carries risk. Weighing those risks and benefit and finding a plan all of us (or most of us) are comfortable with is the task at hand.

Actually, there is one scenario of expansion where the financing has great risk but limited overall loss with possible great gain. Instead of doing what most co-ops do for financing (combination of soliciting loans from members and banks, asking members to voluntarily increase equity, and having a new member drive), I want to propose we borrow just a relatively small amount of money, like \$200,000, then invest it in a TBWF plan.

For those new to this plan, called Track Based Winnings Financing, we take the \$200,000 and give it to my friend Rob, who once supported himself by going to the track everyday instead of work. (I did this with him, then chickened out after two weeks). Rob takes the \$200,000 to Philadelphia Park and bets it on a 20-to-1 shot, which is long odds for most people, but not for Rob because of his insider connections, plus he was always “good at math” (which is what I thought during the first week of living off Rob’s picks, and why it was a viable alternative to having a job).

The benefits of a TBWF plan are compelling: the money is raised locally; there is minimal filling out of loan application forms; we don’t have to have meetings with bankers and lawyers; and we receive all our funding in one afternoon. The risk is that we might lose the \$200,000, but that won’t be a problem, because we’ll have bought TBWF loss insurance. And where would we get that? I’ve heard it is being offered by some of the same companies that sold those sub-prime mortgages to lenders that wouldn’t be able to pay. Unlike my friend Rob, the people at those companies aren’t good at math.

Suggestions and responses:

s: “Informative as Norm and Chris’ answers were in the last issue of the *Shuttle*, the tow seemed to be getting along swimmingly. What happened to all the jousting? I miss it.”

r: (Chris) You raise a very good point. “Jousting” has indeed fallen off a bit. Part of this is due to summer Fatigue. Chris and Norman’s duties in the summer (unloading trucks in the heat, keeping sorbet, ice cream and watermelon stocked) just plain tuckered them out. No energy left for contention or debate. Fighting will, hopefully, pick back up in the fall. In addition, it should be noted that Chris and Norman have come under some pressure to get along, since Weavers Way is a “cooperative”, and all. However, given their 16 year co-worker history of good-natured friction, which many shoppers expect and enjoy, they certainly will not abandon their tradition of constant argument, name-calling and sarcasm. Seeking a middle ground, they’ve decided, for the time being, to “agree to disagree”. This position offers something to fans of both harmony and friction. Thanks for writing.

s: “Give Bonnie Shuman a *big* raise and lost of kudos. Her catering trays and ready to eat food rocks. Don’t know if she

can handle more business, but she deserves the press ”

r: (Glenn) Thank you for telling us how great Bonnie’s food is and how much you love to eat her food. We have decided to give Bonnie all of the cash we have in the bank (\$800,000) based on your suggestion. I am sure she will be pleased.

s: “Steel-cut oats — Could we get them in bulk? There seems plenty of room for them with the rolled oats and steel cut oats are not processed and are yummy.”

r: (Chris) I don’t think that we can convert our stocking of steel cut oats to bulk due to constraints in our basement backstock space. Sorry Remember we do stock Arrowhead Mills steel cut oats.


s: “Sunflower seed butter is really good Replaces peanut butter for people with allergies, but it’s not a sacrifice ”

r: (Chris) Good point. We’ll look into adding sunflower butter.

s: “Could we get Envirokidz Koala Crisp cereal? Two rasons: It’s yummy and Koalas are cute.”

r: (Chris) No room to add this item to our cereal line at this time. It is available as a full-case preorder, 12 boxes for \$43.10.

(continued on page 23)




Equal Exchange

November Coffees of the Month

Organic Columbian **\$6.99/lb.**
A balanced cup with creamy body, mild acidity and subtle notes of ripe plum
Reg. \$8.50/lb.

Organic Espresso **\$10.05/lb.**
Caramel sweet flavor with a touch of blueberry, a bit of dark chocolate, vibrant body and a “kick-in-the-pants” wake-up call for a finish
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Welcome to Weavers Way Cooperative Association

Dear Neighbor,

If you are not already a member of Weavers Way Co-op, you are invited to join. Weavers Way is a member-owned, not-for-profit cooperative. Our bylaws require that in becoming a member, someone from your household attend an orientation meeting, where details of membership will be explained. Meetings are held at the Germantown Jewish Center (GJC), Lincoln Drive and Ellet Street, and at Church of the Annunciation (CA), Carpenter Lane and Lincoln Drive. Upcoming Orientation Meetings are on the following dates:

DAY	DATE	TIME	LOCATION
Wednesday	Nov. 7, 2007	6:45 p.m.	GJC
Wednesday	Dec. 5, 2007	6:45 p.m.	GJC
Saturday	Jan 5, 2008	10:30 a.m.	CA
Wednesday	Feb. 6, 2008	6:45 p.m.	GJC

Meetings start promptly and last about 1¼ hours. Latecomers cannot be admitted. Written reservations are required, so please fill out the tear-off sheet below and return it to the store. At the close of the orientation meeting, you will be expected to pay your initial \$30 annual investment (check or cash). We look forward to seeing you and welcoming you into the Co-op.

Robin Cannick, Membership Manager+

Prepared Foods Dept.

Thanksgiving Menu

Mashed sweet potatoes:	\$5.95/lb.
Mashed potatoes	\$5.95 /lb.
Green beans almandine	\$7.95 /lb.
Honey-mustard glazed Brussels sprouts	\$7.95 /lb.
Wild rice with toasted pecans and dried cherries	\$6.95 /lb.
Fresh cranberry and pear relish	\$7.95 /lb.
Gingered pumpkin soup	\$7.99 /qt.
Turkey gravy	\$6.95 /qt.
Pilgrim's grub rice salad w/pine nuts and dried fruit	\$6.95 /lb.
Green olive and toasted pinenut tapenade	\$8.95 /lb.
Marinated mushroom and fresh fennel salad	\$6.95 /lb.
Fresh oyster bisque	\$8.99 /qt.

These items will be available in the Prepared Foods section, but for larger amounts or to ensure that you get what you want, we strongly recommend ordering in advance. We are happy to make any other prepared foods dishes not listed on this menu. Just call Bonnie in the Prepared Foods Dept. to discuss special orders. There is a two-pound minimum order with the exception of the cranberry relish and the olive tapenade, which require a one pound minimum order. The soups and gravy are a one-quart minimum order. Most items will be available starting the Tuesday before Thanksgiving. One week's notice is required, though we will try to accommodate last minute orders.

PLEASE RETURN THIS PORTION TO WEAVERS WAY

Someone from my household will attend the orientation meeting on _____

Name (please print) _____

Phone Number _____

Address (including zip code) _____
