

Weavers Way Thanksgiving Hours

Thanksgiving Day: Closed

Friday, November 26:

Chestnut Hill: 9 am - 8 pm

Mt Airy: 9 am - 8 pm

Ogontz: 10 am - 6 pm

FALL GENERAL MEMBERSHIP MEETING

Sunday, November 7, 2010 • 5:30-8 p.m. • Summit Presbyterian Church, 6757 Greene St.

Eat & Greet: 5:30-6 p.m. • Meeting: 6-8 p.m. • Approve Minutes from Spring 2010 General Membership Meeting

President's Welcome & Report • General Manager's Report

Speaker Katherine Gajewski, Director of Phila's Office of Sustainability, "Greenworks Phila: Progress & Opportunities for Weavers Way"

Cake & Conversation



The Shuttle

November 2010 Vol. 39 No. 11

A Community Owned Grocer Serving the Northwest Community Since 1973

Reception Honors Fresh Artists at Fall for the Arts

by Jonathan McGoran, *Shuttle* Editor

KICKING OFF the Fresh Artists' Clothesline Art Show at Weavers Way Chestnut Hill during the Chestnut Hill Fall for the Arts Festival was a reception to honor the generous and talented children of the Fresh Artists Sign Studio. These children created the images that adorn the walls of all three Weavers Way stores.

The Fresh Artists' Clothesline Art Show, was the first in which children donated their actual artwork to be sold to benefit Philadelphia public school art classrooms. Over 400 pieces of artwork were donated for the sale by students from 26 public and from private schools, as well as some homeschoolers. Over 150 pieces were purchased, raising \$800 that will go straight toward school supplies for schools that desperately need them.

In November, the Fresh Artists Sign Studio Artists will deliver those art sup-

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Pictured here at the reception to recognize the Fresh Artists Sign Studio artists are: (left to right, front) Jasmine Martinez; Kathleen Lee; Hope McQuoid; Molly McQuoid; Lizzie Law; and (rear) Bill Griffin, Principal, Hancock Elementary; Barbara Chandler Allen, Founder, Fresh Artists; Janine Boehmer; Nina Cassella; Molly M. Mariam Alamiri, Robyn Miller, Hancock Art teacher and Sign Studio adviser.

Rep. Fattah to Spearhead Urban Co-op Development Initiative

by Bob Noble, WW Board Member

ON OCTOBER 5, Congressman Chaka Fattah (D-PA), Chairman of the Congressional Urban Caucus, agreed to lead a new initiative to support urban cooperative business development throughout the United States.

Fattah, an eight-term Congressman from Philadelphia, will partner with the National Cooperative Business Association (NCBA, www.ncba.coop), a Wash-

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WW Flu Shot Clinics Back This Year

by Jonathan McGoran, *Shuttle* Editor

ONCE AGAIN Weavers Way Co-op is helping to deliver free flu shots to the community. The shots will be delivered free of charge at two events, both open to the public: Thursday, Nov. 4, 1 to 6 p.m. in Mt. Airy at Weavers Way's Community Meeting space, 555 Carpenter Lane; and tentatively Wednesday, Nov. 10 in West Oak Lane at Weavers Way Ogontz, 2129 72nd Ave. Last year's one-day/one-location event was a big success; over the course of five hours, 157 doses of vaccine for seasonal flu (not H1N1 swine flu) were administered by Co-op members, all medical professionals, who volunteered their time to help with this effort.

The Philadelphia Department of Public Health provided the vaccine free of charge last year and is doing so again this year.



Lillie Rizack (administering the injection) and Christine Smith (right) were among the health professionals who volunteered at last year's Weavers Way flu shot event.

"We had people from all over Northwest Philadelphia," said Weavers Way Human Resources Manager Jon Roesser, who organized the event. "The event was just another way the Co-op benefits the whole community."

Village Fair Has Big Crowds, Bigger Fun Despite Early Rain



The crowds were undaunted by early rain at the Mt. Airy Village Fair, and hundreds turned out for music, activities, food and a very special performance of the Weavers Way Co-op Shopping Basket Drill Team. Visit www.weaversway.coop to see a video.

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Editor’s Note



by Jonathan McGoran,
Shuttle Editor

EACH NOVEMBER we pause to reflect on the things for which we are thankful. Among those things this year is us—the members of Weavers Way. In October, West Mt. Airy Neighbors (WMAN) celebrated its fiftieth anniversary with a gala event honoring fifty good neighbors. No, I was not one of them (apparently some people think I play my music too loud), but I was impressed by how many of the honorees were members of Weavers Way.

Making me even more grateful this November, however, is the simple fact that it is November, and that means Co-op Month is over. Not that it wasn’t fun—it was a great Co-op Month. But with fun fests and fairs just about every weekend, frankly, I’m a little “Co-op Monthed” out.

To be honest, not all of those events were specifically for Co-op Month, but we gave them that “Co-op Month” spin. Re-use is the truest form of recycling, right?

We had a Co-op Month Farm Fest, a Co-op Month Art Fest, and a Co-op Month Fall Fest. We kicked things off with a Co-op Month Village Fair (which wasn’t even during Co-op Month) and we built up to a Co-op Month Taste Fair. Heck, we tried to have a “Co-op Month WMAN Fifty Good Neighbors gala event,” but they wouldn’t go for it. Not very cooperative.

Finally, we wrapped things up on the very last day of Co-op Month, when, in keeping with Co-op Month tradition, all the kids dressed up in their Co-op Month costumes.

As fun as it was, though, I am still glad October is over, so we can relax and look forward to gathering with our friends and family for the traditional “Post Co-op Month” turkey feast.

The Shuttle is published by Weavers Way Co-op. Deadlines for each issue are the first of the preceding month, e.g. December 1 for the January issue.

For information about advertising, contact advertising@weaversway.coop, or call 215-843-2350, ext. 135

Statement of Policy

Articles should be under 500 words and can be submitted neatly typed, on disk, or by e-mail to editor@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 Mt. Airy 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 have 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 submitted electronically, or camera-ready with prior arrangement, and should be 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

Harvest of Fun at Second NW Farm Fest

by Rachel Milenbach, WWCP Executive Director



photos by Rachel Milenbach

In addition to pumpkin painting, live music, farm tours and lots of food, the Second Annual Northwest FarmFest offered hay bales to climb on and hayrides to enjoy.

THE WEATHER cooperated perfectly, and hundreds of people came from all directions—on foot, by baby buggy, bike, and car to celebrate the fall harvest at Weavers Way Farm. Located on the Northwest tract of Awbury Arboretum, the farm was the ideal site for hayrides, pumpkin painting, face painting, and live music. The Weavers Way farmers gave tours of the farm and little kids happily played on bales of straw. The Tookany/Tacony-Frankford Watershed Partnership, Ogontz Avenue

Revitalization Corporation, and Weavers Way Co-op hosted information tables.

WWCP highlighted our programs with a Marketplace sale, hosted by Marketplace Coordinator Carly Chelder and Parkway NW High School for Peace and Social Justice students and staff, and a farm stand with produce from the Stenton Family Manor Hope Garden, compliments of farm educator Adam Forbes. Mt. Airy Bike Collective members Nina Berryman and Roseanna Speller brought the

new bike blender. The power of pedaling operates the blender, creating a smoothie of the bicycler’s choice.

Re-named the Northwest FarmFest, the event was organized by members of the Weavers Way Farm Committee, and staff from Weavers Way Community Programs and Awbury Arboretum. Donations above and beyond this year’s expenses will be allocated for next year’s FarmFest, and planning will begin next spring.

~ rachel@weaversway.coop.

Scarecrows and More at Morris Arboretum Fall Fest

by Jonathan McGoran, *Shuttle* Editor

IN WHAT has become an annual tradition, Weavers Way was on hand with a smorgasbord of apple varieties at the Morris Arboretum Fall Festival. While the apples were a big hit as always, and while the kids enjoyed activities like face painting, the star attraction was the scarecrows.

The Arboretum supplied all the materials, including the scarecrow frames, hay and a vast selection of clothing to craft a super scarecrow. The competition was fierce to produce the best scarecrow.

Visitors also took advantage of the opportunity to enjoy a bird’s eye view of the trees and the changing colors of the leaves by strolling the Out on a Limb canopy walk. The 450 foot long walkway is 50 feet off the ground and the star attraction of the Arboretum-wide Tree Adventure exhibit.



photo by Elizabeth Corbett

Enjoying the festivities and the company of these scarecrows are (l to r) Gia Booker, and her cousins, brothers Ben and Jack.

Farm Book Club Explores Economics of Agriculture

by Nina Berryman, Henry Got Crops! CSA Co-Manager

IN MY three years of farming with Weavers Way, every season seems to go by faster. At the tail end of the season, our carrots, parsnips, and kale are all a little sweeter. At this point only the really cold-hardy crops are still in the field, like leeks, celeriac, rutabagas, and purple-top turnips. Our hoop houses are all planted with greens for winter harvests and our empty beds are seeded with cover crops.

One of the many changes we made to our apprenticeship this year was to start

a sort of book club. The idea behind this was to set aside a little bit of time, not in the fields, to sit down and discuss some of the larger issues surrounding our work as farmers. The following is an article I wrote after one of our book club gatherings in the early fall:

Recently, a group of 12 or so met around my dining room table to discuss a few chapters in Michael Pollan’s *The Omnivore’s Dilemma*. The chapters I suggested reading were “A Plague of Cheap

Corn,” “The Sage of Purdue,” and “The Naylor Curve.” The chapters summarize how we as a country came to be in our current situation of continued overproduction of corn despite the continued falling prices for corn. A key player in this paradox is the role of government subsidies—originally created to support farmers, now having more of the opposite effect. For me, the most interesting part of the evening’s conversation was when someone made the

(continued on page 8)

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Hooked Sustainable Seafood with Paul Greenberg

By Noel Bielaczyc, Meat, Fish and Poultry Dept.

IT SEEMS like these days you can't open the food section of a newspaper without seeing an article about the frightfully bleak situation of wild Atlantic bluefin tuna. Or conversely, how a new super premium "sustainable farm-raised" bluefin can save the species—at least for those who can pay \$50+ per pound for it! For those familiar with the plight of the wild bluefin (or any wild fish stock), this may seem an unlikely solution. But finding factual, insightful literature on the topic of wild verses farm-raised is a challenge, with very few authors willing to take on these complex, mystifying, and politically loaded questions. The new book *Four Fish: The Future of the Last Wild Food* by Paul Greenberg gets as close to the bottom of this pressing issue as any current publication.

I was recently given a copy of *Four Fish* and found it a delight to read. (Granted, I am a fishmonger and deeply interested in fish!) The text is friendly and conversational, yet chock full of good information and facts without being technical or dry. The "four fish" (Atlantic salmon, sea bass, cod and bluefin tuna) all share one unique characteristic beside the



Enjoying a sustainable seafood dinner with Paul Greenberg are (l to r) Dale Kinley, Paul Greenberg's book, and Noel Bielaczyc.

past and present exploitation of their wild forms: They have all been domesticated to some extent for human consumption. Greenberg examines the cases of these four well-known and hugely popular food fish to illuminate the central question of the book: Can humans maintain the viability of wild fish stocks, or will we inevitably transform our coasts into corrals for a handful of fish we deem suitable to farm-raise? Perhaps more importantly, could we do this in a way that would be sustainable and actually take pressure off wild fish? The implications of this argument are radical and broad, but certainly not the stuff of science fiction. We have already begun moving in this direction, eating far more farm-raised fish today than we did even a decade ago. In spite of our huge appetites, dysfunctional management schemes and

(continued on page 17)

November Grocery News

by Chris Switky, Mt. Airy Grocery Manager

HOWDY, SHOPPERS. Now that the chill of fall is truly upon us, let's talk about soups and other warm food options, both new and old, at WW-MA (that's Weavers Way Mount Airy).

The toast of the bulk department this season is the bulk soup mix selection that we get directly from Brule Valley soups in northern Wisconsin. We have three flavors: 32 bean & 8 vegetable, wild rice and vegetable, and spicy southwest vegetable. You guessed it: there are lots of beans and vegetables in these soups, plus a few spices, and that's it. They come with cooking instructions right in the bag; boil water, add soup mix, cook for a while, play chef and add other ingredients if you are so inspired! Best of all, you're adding the water at home, instead of buying soup in a can or box and therefore paying for fuel to transport water from food manufacturers to distributors to grocery stores. Water is heavy, and fuel is expensive, both monetarily and ecologically.

Speaking of "soup in cans," we've added two more flavors of Wolfgang Puck

canned organic soups: French onion, and old-fashioned potato. We also have a 50-count package of Eden sushi nori on the dried seaweed rack to the left of the canned soups; \$28.35 for 50 sheets of nori.

In the cookie section, we've added Aunt Gussie's chocolate chip almond cookies. They're gluten-free and sugar-free, in response to shoppers' requests.



In the freezer, please check out the latest addition to our veggie burger line: Asherah's Gourmet Veggie Burgers, in both original and chipotle flavors. Asherah's Gourmet is a small local company in Doylestown, PA. These delicious burgers have mostly organic ingredients, and they're gluten-free, dairy-free, and soy-free. Staff tried them and gave good reviews.

A few months ago, I mentioned in this column that shoppers can bring in their own containers for staff to fill with bulk items here at WW-MA. I am pleased to say that we have had some takers on this of-

(continued on page 10)

Ogontz Sales Doubled Following Grand Reopening

by Jennifer Kulb, Weaver Way Ogontz store manager

THANK YOU to the West Oak Lane community and beyond for supporting Weavers Way Co-op Ogontz. Since our reopening on Sept. 7 after some renovations, we have seen an increase in sales of almost 100 percent compared to previous years. This success has been due in large part to the many volunteers and cooperators who have given their time to help with the day-to-day operations of the store. A special thanks to Ruby Long, Elizabeth Caldwell, Richard Gillian, George, and many others who bring so much energy and passion to their volunteer work. This team effort also includes all of the Co-op employees at Mt. Airy and Chestnut Hill

who provide all the fresh meats, seafood, prepared foods, baked goods, and more. They work tirelessly to make sure that the Ogontz store is consistently stocked for shoppers convenience. Thank you to the farmers who bring beautiful produce to the farmers market every Tuesday out front of the store. We have an opportunity to buy fresh and organic produce for the store at affordable prices because of the farmers' market. Every community deserves an alternative market that offers shoppers choices and good prices. West Oak Lane has spoken; we hear you and we love you for it.

Floral Tips from Ginger



photo by Ginger Arthur

For an easy, textural, colorful and professional looking floral arrangement you can do at home, combine Leucadendron and Protea with Alstromeria in a clear vase lined with seeded Eucalyptus to hide the stems.

Fresh Thanksgiving Turkey Ordering Goes Online:

Go to www.weaversway.coop



To save time and avoid mistakes by copying information from paper order forms into a database, we have developed an online form for ordering Thanksgiving turkeys. Just go to the Weavers Way home page (www.weaversway.coop) and click on the "Turkey Order" button. The form is easy is to fill out, and you will be charged when you pick up your turkey at our stores. Please do not leave orders on voicemail, unless you are physically unable to get to one of our stores. If you do not have access to a computer, we will be glad to help you when you come in. Our Chestnut Hill store will also have a large supply of turkeys, if you prefer not to preorder.

Thank you.

Meat, Seafood & Poultry Thanksgiving Menu

Koch's all natural bone-in turkey breast 4-10 lbs \$5.30/lb

Koch's all natural boneless turkey breast 4-5 lbs \$6.60/lb

Martins Sausage - *Holiday Special*
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Weavers Way Auditor Reports on Fiscal Year 2010 Results

by Ned Case, Finance Committee Member and former Board member

THE AUDITOR for Weavers Way, Bob Boland of the firm of Maillie, Falconiero and Company, presented his report for the Fiscal Year ending June 30, 2010, to the Finance Committee and the Board of Weavers Way on September 1 and 7, respectively.

The auditor reviewed the financial statements prepared by the Weavers Way’s finance staff and recommended some adjustments which is normal in an audit process. The auditor informed the Board that the Co-op’s financial statements: “present fairly, in all material respects, the financial position of Weavers Way Cooperative Association ... and the results of (its) operations and (its) cash flows ...”

Such an opinion is a “clean” or “unqualified” opinion, that is, the auditor has no reservations about his opinion.

For its fiscal year ending June 30, 2010, Weavers Way had net retail grocery sales of \$9,347,689, the largest sales year in the Co-op’s history. Net income after interest expense and taxes was \$349,637. Net income included non-recurring grants of \$629,339 that the Commonwealth of Pennsylvania and The Merchants Fund of Philadelphia awarded to support construction at the Chestnut Hill site. The Co-op had anticipated a net loss without the grant income. Because the net income result was due to non-recurring income, the Board voted not to announce a member rebate for 2010.

Chris Hill, Treasurer of the Co-op and a Board member, commented, “Our financial statements this year were complex because of the expansion. We anticipated a net loss this year. It was rewarding to see positive net income due to the large grants and to the excellent results at the new store.” The Chestnut Hill store contributed \$770,907 to sales in 2010 in the seven weeks it was open, according to Susan Beetle, Finance Manager.

An audit firm provides an independent review of financial statements together with a formal opinion of its findings. Bob Boland, a Certified Public Accountant, is a partner of Maillie, Falconiero. Audits follow standards set by the accounting profession and involve tests of financial records, cash transactions, and internal controls. The audit for Weavers Way began in July and was completed by the end of August this year. The Co-op posts its audited financial statements in the member area on its web site.

Summary Financial Results

(amounts below are in thousands of dollars)

	2010	2009
Net sales	\$9,347.7	\$8,460.7
Cost of Goods Sold	<u>\$5,967.3</u>	<u>\$5,520.3</u>
Gross Profit	\$3,380.3	\$2,940.4
Other Revenue	\$58.0	\$95.0
Operating Expenses	<u>\$3,276.9</u>	<u>\$2,959.9</u>
Operating Income	\$161.5	\$75.5
Interest Expense	(\$116.6)	(\$29.9)
Grant Income	\$629.3	\$24.2
Expansion Expense	(\$229.2)	(\$30.8)
All other Income/(Expense)	\$0.1	(\$2.8)
Provision for Income Taxes	<u>(\$95.5)</u>	<u>(\$25.7)</u>
Net Income	\$349.6	\$10.5

Selected Balance Sheet Data at June 30:

Cash	\$949.2	\$760.6
Property and Equipment	\$5,673.5	\$4,237.4
Debt	\$5,668.0	\$3,275.8
Equity	\$2,097.3	\$1,668.6



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What Are Board Members Thinking?

Board Retreat a Chance to Look to the Future

by **Stu Katz, Vice President, Weavers Way Co-op Board of Directors**
In this column, Stu Katz shares his individual thoughts and ideas and is not speaking on behalf of the Board.

WHAT MAKES Weavers Way special? How does Weavers Way contribute to making our community, our region, and our world a better place? Why does Weavers Way exist, and as a result of who we are and what we do, what outcomes do we hope and expect to occur? These are all huge questions. Being a six-year member of the Board and a 20+ year member of the Co-op, can I presume to answer them?

With the completion of the Chestnut Hill expansion, the Board came together on Saturday, September 25, for a retreat. During those seven or so hours, we took stock of where we are now and thought about our past and our future. We tried to discover and re-discover our essential history and explore where the future might take us. We began a process to help us decide what is most important to us and how to make our vision for the future come about.

We created a timeline that stretched from 1970 to 2050. Our inexact and incomplete history began with a buying club of 12 families in the basement of Summit church in 1970. By 1975 we had reached \$400,000 in sales. By 1985, our revenue was \$1.9 million. By 1990, we had 2,300 member families and \$2.6 million dollars in revenue. In 2000, the Farm and Marketplace programs began operating. At the time of the financial crisis in 2002, we had 3,300 members and \$5 million in revenue. In 2003, Glenn was hired as GM. In 2004, we completed our strategic plan. In 2006, we had our first farm bike tour. In 2009, we had 3,300 members and \$8.5 million in revenue. At the Oct. 5 board meeting, Glenn detailed next year's budget of \$14.3 million across three stores, two farms, 75 staff and more than 4,300 member families.

We envisioned the opening of Creek-side Co-op in Elkins Park as well as South Philly and Kensington co-ops by 2013. WW would take the lead on developing a virtual shopping experience that would make us famous. I jokingly predicted a virtual experience so robust that two friends could have a conversation and block other shoppers from getting to the apples. We dreamed that a WW store in Manayunk, East Falls or Roxborough would be on the way in 2014. By 2017, the first WW Co-op housing entity would come on-line as would a solar Electric Farm in 2019. By 2020, WW would be responsible for at

least 100 acres of Philadelphia farmland and we would have been instrumental in getting 600 Pennsylvania co-ops up and running. Hundreds, if not thousands, of Philadelphians would make a living through local agriculture. By 2025, WW would have 20,000 members, and the WW co-op investment fund would have assets of over \$250 million and pay 5.25 percent interest. This fund would be a major player in regional and national co-op development. By 2030, WW would have a candidate elected to City Council. By 2035 we would have our 25th store and do more than 200 million in revenue. After that we began colonizing other planets.

Throughout the retreat, the concept of cooperative development seemed to be the thread though our past and future. Many people at WW have worked hard to support various co-op development efforts, and while there have been obstacles, these new co-ops have a real chance of being successful in the very short term. These new co-ops not only will enrich their communities, but will also build capacity to support local food, local businesses, and local control. They could provide the size and presence to help food co-ops compete and strive.

When, as a board, we think about the big questions associated with Weavers Way, our work is really exciting. We know we have fiduciary responsibilities as directors, and I believe we have effective methods in place to carry them out. As our membership has grown and diversified, we also know we have to find new and better ways to hear and represent our members as well as educate all of us to the challenges and opportunities of the future.

The ends statement accompany of this article guides all of the work of the Board and the GM. Almost everything we do has at its core the goal of achieving one or more of these aspirational statements. By design, we judge our success by whether we make progress towards achieving these goals.

As strange as it may seem, these Ends statements really do excite, motivate and inspire us. Glenn will soon be convening a strategic planning committee to help him plan and think through these Ends statements and how to develop strategic plans over the next few years to make meaningful progress towards achieving them.

Section 1: Ends

Adopted 3/2/04, Last Revised 10/6/09

Weavers Way Cooperative Association exists to provide commercial and community services for the greater good of its members and community, to champion the cooperative model and to strengthen the local economy.

As a result of all we do:

- E1.** There will be a thriving and sustainable local economy providing meaningful jobs, goods and services to our members and the community.
- E2.** Our community will have access to high quality, reasonably priced food, with an emphasis on local, minimally processed and ethically produced goods.
- E3.** There will be active collaborative relationships with a wide variety of organizations in the community to achieve common goals.
- E4.** Members and shoppers will be informed about cooperative principles and values, relevant environmental, food and consumer issues, and the co-op's long-term vision.
- E5.** Members and shoppers will actively participate in the life of the co-op and community.
- E6.** The local environment will be protected and restored.
- E7.** Weavers Way will have a welcoming culture that values diversity, inclusiveness and respect.

As we took a breath from the recent expansion, the retreat was a moment to think about our past, and dream and plan for our future. At times like these, when our economy, politics, and culture seem so broken, it's remarkable that places like WW and hundreds of like-minded co-ops exist all over the USA. On Saturday, Sep-

tember 26, the Board gave itself a day to remember who we are, where we have come from, and what we might become. If you have an interest in thinking about this future, please let Glenn or the Board know.

~ katzstu@comcast.net

Vernon House

a resident owned and operated

Cooperative Community in Mt. Airy

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Sylvia G. Brown, MSS, LSW, PhD, JD

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Sliding Scale

Manager’s Corner

by Glenn Bergman, Weavers Way General Manager

The Importance of Member Loans and Member Equity

WHEN I started expansion planning a few years ago, I remember many of the co-ops I spoke to about their financing brought up the importance of member financing, both through increased equity investments and member loans. I was told that member loans and equity payments can be helpful in gauging support from the community. An investment can be seen as a vote in favor of the expansion and in support of the project. Today, I want to speak to members who live in Chestnut Hill and use the store, to ask you to support our expansion by making an investment, both in equity and making a member loan. To date, we have had such support from more residents of the Mt. Airy area than Chestnut Hill.

I am concerned that the member investment from Chestnut Hill is not taking place because we are not doing something right, or we are not really needed in Chestnut Hill. Perhaps people think we have enough loans in place. To date we have raised \$615,000 in member loans stretched over five to ten years at an average interest rate of about three percent (member lenders can choose their own interest rate, from zero percent to four percent.) That is no small amount, and the terms have been excellent for the Co-op, but I had hoped we would have raised closer to \$1 million by this time, especially because of the

costs of construction, and in light of the positive comments I have heard.

So, if you use the Chestnut Hill store and you have not raised your equity to \$400 (remember we give you a \$100 gift certificate for paying \$400 into your equity account), or have not made a loan, this would be a great time to do it. For one thing, I would sleep better, but also, you will be demonstrating the importance of Weavers Way to your community.

Member Loan Program: How It Works

As an owner of the Co-op, you are eligible to make a loan to your business. Here are the guidelines:

- Loans must be \$2,500 or greater
- You get to decide the maturity of the loan (6-10 years)
- Interest rates are 0 to 4 percent you decide
- You must be a resident of Pennsylvania
- Must be an active member
- Interest is “simple” interest and it is not compounded
- The loan is not a “secured” loan
- You should read the loan document and make sure you have asked any questions you have concerning the loan and business.

I welcome the opportunity to speak to you about a loan, or to come to your home to discuss the loan campaign and how it works with you and your neighbors. It is most important that you understand how important your investment is to your local business.

Member Equity: We Love You More!

As you know, a full share of equity in the co-op is \$400, but we allow members to stretch that out for 14 years at \$30 annual payments. We are the only co-op that I know of that allows members to stretch it out this long. This is good for the member owners, but it is not ideal for the fiscal welfare of the co-op. Our cash flow is good, but to pay down the loans we have at high interest rates, we need to get full \$400 equity payments in as soon as possible. A few months ago, we began offering members paying \$400 in equity a \$100 coupon that can be redeemed at any Weavers Way store. The equity must remain in the Co-op for five years, but the savings to our debt (at seven percent run rate) and lower administrative costs (from not having to collect \$30 annual payments) is enough for us to provide an incentive to you. Since we started this “We love you more” equity campaign, it has added over \$43,000 in equity to the membership base. This is important to us since it improves our equity ratio and also helps

us speed the payment of debt service. My single strategic goal is to pay down debt as quickly as I can on the higher interest loans that we have so the Co-op can save the money for operations and community use.


So, if there is anything I can leave you with it is to make the \$400 equity payment (enjoy the \$100 coupon to shop at the stores) and to also take out a loan at 4 percent for \$2,500 or more. I welcome any questions you may have and am happy to spend time reviewing the financial projections with you.

Why Keep Ogontz Open if It Loses Money?

I often get this question, “Why keep the Ogontz store open if it loses money?” I would like to give you a few reasons to keep the store open, from a management standpoint and as the person who has to take full responsibility for the operations.

1. The community came to us and asked us to try opening a store in their neighborhood. It was their opinion that this store would help sell houses in their neighborhood.
2. The store is near our farm and we sell product from the Stenton Manor farm and the Weavers Way Children’s Garden.
3. Customers continue to thank us every day for what we have done.

(continued on page 10)



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Locavore Banquet – Local Food, Lots of Talent

by Beverly Milestone Maisey

ON A balmy evening this past August, Transition Cheltenham hosted its very first Locavore Banquet. Curtis Hall in Wyncote was jam packed with people from Montgomery, Bucks, and Delaware counties. Everyone was invited to bring with them a dish they had prepared from ingredients grown or produced within 100 miles of their homes. Along with the many varieties of salads and vegetable stews, participants feasted on locally raised beef hamburgers and chicken salad, as well as wild edible plants cooked to perfection. And who can forget the desserts, pies and fruit salads and cookies and cheesecake? The line was so long at the entree table, that some people opted to eat dessert first. Even the drinks were from local ingredients, like lemon grass lemonade, and verbena and mint tea.

Representatives from Glenside Farmer's Market, CSA-Kol Ami, Robinson Park Community Garden, CreekSide Co-op, Bucks County Local Foods Delivery, Streamside Farm, Food Storage and the Transition Cheltenham Local Government sub-committee took two minutes each to introduce their organizations, after which each hosted a table where diners could sit, talk, and ask questions to learn more about each group.

The noise level grew rapidly as more and more people joined the tables, their plates laden with local delectables. Around the room were displays showing locally grown and milled wheat flour, car-dried fruits and vegetables, canning and storing food, as well as brochures from all the invited groups.

After eating and conversing, guests were invited outside to participate in several music circles and a storytelling circle. The session closed with all voices joined together in a tune-fest version of "This Land is Your Land." Guests stayed long into the night on the expansive lawns of Curtis Hall, listening to the music that continued playing.

Transition Cheltenham is a group of neighbors intent on building a strong, healthy, sustainable community using renewable, non-polluting resource. By accessing the wisdom, talents and strengths of our neighbors, we seek to inspire, support, connect, train and empower one another,



photo courtesy of Beverly Milestone Maisey

The Locavore Banquet featured a sumptuous spread of local foods, as well as music, storytelling and fascinating conversation

other, to produce local food, clean energy, goods and services to make our community resilient and energy efficient.

For a comprehensive guide on where to purchase local food please go to <http://www.directquest.com/TransitionTowns/Resources/LocalFoodGuide.htm>.

To learn more about Transition Cheltenham, please go to <http://www.directquest.com/TransitionTowns/AboutUs.htm>.

Fresh Artists

(continued from page 1)

plies to a severely under-resourced public school as the tangible fulfillment of their philanthropy. Weavers Way and the Fresh Artists are grateful for the support of the donors who made this pilot project possible, including Chestnut Hill Rotary Club, Electrical Wizardry, Inc., Valley Green Bank, and Carol Tyler, as well as the many volunteers who helped out at the show.

A limited number of T-shirts from the event are available at Weavers Way Chestnut Hill for a donation of \$20. For more information, visit www.freshartists.org

ECO TIP

Toilet paper and paper towel are made from trees, so choose those made from recycled paper, such as Seventh Generation and others.

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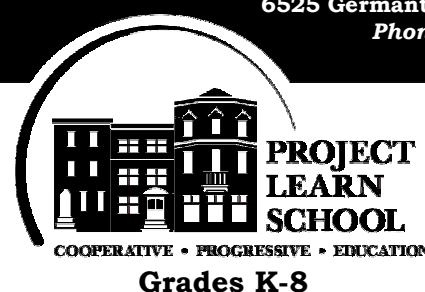
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Economics of Agriculture

(continued from page 2)

connection between the original purpose of the government’s intervention as a stabilizer and supporter of farmers and the role of the CSA members.

The price of corn has been falling since the 1970s and currently the price of a bushel of corn is about one dollar less than the true cost of growing it (p. 48); yet farmers are still planting more and more corn. Pollan succinctly explains the chain of events that led to this situation when he writes, “government farm programs once designed to limit production and support prices (and therefore farmers) were quietly rejiggered to increase production and drive down prices...instead of supporting farmers...the government began supporting corn at the expense of farmers.”

To explain this further, Pollan backs up to the simple principles of supply and demand, and explains how agriculture doesn’t follow these basic rules of economics. Production on a farm is linked directly to nature, not consumers’ interest in purchasing. So even if broccoli suddenly becomes really popular, if it is a bad year for broccoli, farmers can’t just pop it out of a factory to meet consumers’ demand. On the other hand, if it is a good year for broccoli, the market then becomes flooded with it, driving prices down; and people can only consume so much broccoli, regardless of how cheap, plentiful, or popular it is. So a good year for a farmer can be almost as financially stressful as a bad year.

To bring stability to the agricultural market, the Old Testament told people

to create grain reserves so food could be available in bad years, and excess food could be taken off the market in good years (p. 49). In the 1930s, with the New Deal farm programs, the government set up policies to do the same. The government picked a price for corn, based on the cost of production, and when the market was flooded with corn and the price fell below that set number, farmers could store their grain instead of putting it on the market. The farmer would use their corn as collateral, take a loan out from the government, and then when the prices came back up, the farmer would sell the corn and pay back the loan. If prices stayed low, the farmer could keep the money from the government and give the corn to the government, which was stored in the “Ever-Normal Granary” (p. 49).

Starting in the 1950s this policy began to change slowly with pressure from politicians who didn’t think the agricultural sector of the economy should keep getting this special treatment. Then, in the 1970s the price of corn skyrocketed due to 30 million tons being taken off the American market and sold to Russia, plus bad weather in the farm belt (p. 51). The high price of corn in turn affected the price of meat and consumers began to revolt. Earl “Rusty” Butz was Nixon’s second secretary of agriculture at the time and he tried to bring the market back to order by dismantling the New Deal policies. He encouraged farmers to “get big or get out” and plant “fence row to fence row” in an attempt to be more productive (p. 52). He also changed the government loan

program to a system of direct payments. This encouraged farmers to sell their corn at any price, since the government would pay them the difference if the price of corn was lower than the target price they had set. This way, farmers continued to flood the market with corn even if prices were falling. In the old system, farmers were encouraged to store it until the price of corn rose again, thereby limiting the amount of corn on the market and helping to stabilize the price. The new system may not have been *quite* so detrimental for the farmer if it weren’t for the fact that the government keeps lowering the target price of corn on which the direct payment system is based.

These policies have resulted in increased farmer debt year after year, so farmers keep increasing their corn production to stay afloat; but the more corn that goes on the market, the lower prices fall and the worse the situation becomes.

The farmer interviewed by Pollan summarizes: “the free market has never worked in agriculture and it never will. The economics of a family farm are very different than a firm’s: When prices fall, the firm can lay off people, idle factories, and make fewer widgets. Eventually the market finds a new balance between supply and demand. But the demand for food isn’t elastic; people don’t eat more just because food is cheap. And laying

off farmers doesn’t help to reduce supply. You can fire me, but you can’t fire my land, because some other farmer who needs more cash flow or thinks he’s more efficient than I am will come and farm it. Even if I go out of business this land will keep producing corn.”

While we grow more than just corn, and we aren’t receiving any subsidies from the government, there are many parts of this story that apply to what we are doing on the Henry Got Crops! CSA.

Our shareholders act as our local, neighborhood government that keeps the cash flow steady in good years and in bad. By paying for CSA shares at the beginning of the season, our shareholders ensure that we as farmers can survive financially from one year to the next, despite bad (or good) weather. Luckily for the shareholder, we plant a diversity of crops, so a bad year for lettuce will likely be a good year for peppers. In addition, shareholders benefit in that they get more vegetables in a good year but don’t have to pay any more for that increase in quantity. So from year to year, any “losses” should be balanced out with “wins,” which is one of the benefits of being a returning CSA member.



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Co-op Development Initiative

(continued from page 1)

ington-based federation of cooperatives from all sectors of the economy, and Co-operationWorks! (CW, www.cooperation-works.coop), a national trade association of cooperative development centers and individuals.

The agreement was reached during a meeting between Fattah, Cindy Bass, his senior political analyst and a delegation of cooperative advocates from Philadelphia and Pittsburgh. The delegation included Lisa Stolarski, Chair of CW Urban Circle; Bob Noble, Weavers Way board member and cooperative business development consultant; Teresa Mansell, Program Director of Childspace Cooperative Development, Inc., the non-profit arm of a network of childcare worker co-ops; Lance Haver, Director of the Mayor's Office of Consumer Affairs; Rev. Rodney Rogers, Pastor of Christ of Calvary Covenant Church in West Philadelphia; and Esteban Kelly, staff at Mariposa Food Co-op and board member of U.S. Federation of Worker Cooperatives. Adam Schwartz, NCBA Vice President of Public Affairs and Member Services, was absent from the delegation due to a last minute change of venue from Washington to Philadelphia.

Rep. Fattah, Pennsylvania's senior member of the House Appropriations Committee, said, "Cooperatives provide an excellent means for economic development and community enrichment. This new initiative is catching on in our cities and urban areas. The cooperative movement is a perfect fit with the agenda of the bipartisan Congressional Urban Caucus and I am pleased to provide this effort with a strong voice in Congress. These cooperatives will create jobs and wealth

by helping new local businesses that are owned and controlled by their members."

"Our office has a record of working with the successful and well-established cooperatives in Northwest Philadelphia, such as Weavers Way food co-op," Bass said. "I will be assisting the Congressman as we help to advance urban cooperatives and boost our national economy."

Details of the new initiative are under discussion. As outlined by representatives of NCBA and CW, they will include seeking funds for technical assistance for urban cooperatives across the United States, financial assistance for cooperative business start-ups, and pilot programs in Philadelphia and other cities. Small Business Administration policies currently prohibit participation by cooperatives in federal small business loan guarantee programs.

Stolarski said, "A successful authorization of an urban cooperative development program could pass Congress in 2011 and could potentially be appropriated as early as 2012, the year declared by the United Nations as the International Year of Cooperatives."

Schwartz said, "The NCBA looks forward to working with Congressman Fattah and the co-op community in developing an urban cooperative development program."

According to a recent study, there are over 29,000 co-ops in the U.S. employing over 2 million workers, paying \$75 billion in wages, with \$650 billion in sales, and \$3 trillion in assets.

Modern-day cooperative businesses trace their origin back to 1844 in Rochdale, England, when a group of weavers



photo by Cindy Bass

The Oct. 5 delegation from left to right: Bob Noble, Teresa Mansell, Rep. Chaka Fattah, Lisa Stolarski, Esteban Kelly, Pastor Rodney Rogers. Not in photo: Lance Haver, Adam Schwartz

and other skilled workers established a member-owned and member-controlled retail food store. Their "Rochdale Principles," which included the distribution of surplus on the basis of patronage, and cooperative governance on the basis of one member/one vote, have been replicated widely.

Over the years, cooperatively structured businesses of various types have been established in many countries around the world, from small consumer retail food co-ops and worker-owned entrepreneurial ventures to large agricultural purchasing and marketing co-ops; from housing co-

ops to credit unions.

For many years, the federal government has supported rural cooperative development, in part through the U.S. Department of Agriculture Rural Cooperative Development Grant program. Now the cooperative movement has begun a campaign to obtain federal dollars in support of urban cooperative development.

Lining up bipartisan support from both houses of Congress is crucial to the success of this initiative. If any Weavers Way members would like to help, please contact Bob Noble, bobnoble@kdc.coop.

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Manager’s Corner

(continued from page 6)

- 4. We need to learn how to make this kind of small neighborhood store successful, as long as we could afford it. If the Co-op in Mt. Airy could do \$3 million in a store of a similar size, we should be able to hit \$400,000 in Ogontz.
- 5. We get a large amount of positive local and regional approval for the store. In fact, this store was instrumental in getting the Co-op approved for a number of grants from the state and the City. The store also helped us get a long-term low interest loan from The Reinvestment Fund, an organization that understands our mission to buy local, educate our community, and support many other community organizations.
- 6. Your Board and other members have asked me, over the seven years I have been at the Co-op, to work to diversify the membership. Ogontz, I believe, helps us to accomplish these requests.

Yes, we have a lot to learn, but is it worth a loss? I think it has been. Will it be worth it in the future? That will depend on whether we can continue to afford the loss and if we continue to learn from the operation.

So far in two years we have lost about \$70,000. It is not necessarily a bad idea to lose money in one area of operations, if the operations can sustain the loss. For now it can...my goal is to reduce this loss and bring it to a break-even point.

I welcome the opportunity to hear from you about the store in Ogontz after you have gone over and met our manager, Jenn Kulb, and toured the store and neighborhood. Tell me what you think. I know the members who are residents of West Oak Lane love the store.

A prospectus for the loan is available to you upon request (gbergman@weaversway.coop)

Grocery News

(continued from page 3)



their favorite bulk items. A bit more info on this:

Please be assured that we will tare (not tear!) your container, meaning that we will adjust the scale so that when we weigh and price your bulk item, you’ll be paying for the weight of the food only, not the weight of the container. You can leave your container, with a note as to what you’d like, on the basement preorder shelves. Please include your member number and phone number, so we can let you know when it’s ready to pick up.

Of course, you’re also encouraged to bring bags or containers from home for any of the nuts in bulk nut bins or spices in the bulk spice jars. Our grocery staff will gladly help you “tare the scales” so that you’ll get accurate weights and prices. At WW-CH (that’s Chestnut Hill) there’s a great bulk display. Most of the dry bulk items (rice, beans, lentils, granolas, flours, etc) are in gravity bins, and the spices are in jars much like in Mount Airy. Again, you can bring reusable containers from home. The staff there will be glad to help you with weighing and pricing.

~ christopher@weaversway.coop

fer. My fellow staffer Stephen Liu (meet him in the deli) has gotten oats and nutri-yeast in jars he brought in from home; a few other shoppers have left us containers to be filled with

Mt. Airy Art Garage in New Digs

by Alexandra Passage, MAAG board member

It’s HARD to believe that the Mt. Airy Art Garage (MAAG) will be turning one year old this November. In one short year we have managed to obtain nonprofit status, find a permanent space, hold fundraisers, and create a neighborhood buzz about our art center dream. As we celebrate this momentous birthday, we fondly look back at our humble beginnings in the Weavers Way garage on Carpenter Lane.

With the generosity of the Weavers Way Co-op, we were able to hold our first art market in the heart of December – and the record snowfall of 2009! But thanks to all who braved the blizzards and trudged through the snow; it was your support that gave us the motivation and confidence that our vision could actually happen. And here we are, a year later, with our doors set to poetically open this December! We invite all those who saw us on Carpenter Lane to visit us at 11 W. Mt. Airy Ave. and see what we have grown into.

We couldn’t have gotten where we are without the support of the Weavers Way community and the close-knit residents of Mt. Airy, Chestnut Hill, and Germantown. You can show your continued support by donating to our Building Fund; proceeds will go towards the build-



photo by Kim Brown

The Mt. Airy Art Garage moving crew moving into their new space (from left to right): Linda Slodki, Arleen Olshan, Loraine Dunn, Kathy Dollard, Alix Passage, and Michael Passage.

out of our new space, including construction, lighting, plumbing and studio space. We also welcome volunteers to help with events, publicity and space organization, so we can open on time! Thank you for your continued inspiration and encouragement. Without You there is no Us!

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Good Food Builds Healthy Community

by Kristi Littell, Wissahickon Charter School Co-CEO

AT THE end of August, we at Wissahickon Charter School welcomed our staff back to school for a week of professional development. On the first day of the week, we always have a day of community building. In previous years we’ve had city-wide scavenger hunts or welcomed Outward Bound for programs. This year, as we launched a new food program in our cafeteria, we decided it would be fun to connect around food. Our team of 70 employees split into small groups with an assignment to prepare an item for a pot-luck lunch.

To get things rolling, each small group was told to make an appetizer, entrée or dessert. The only stipulations were that it needed to cost \$30 or less, had to to serve a large crowd, and be something that everyone in the group could eat. We wanted people working together on something that everyone could enjoy. If one member of the group was lactose intolerant or didn’t eat pork or ate only raw food or was a vegan or kept kosher (you get the picture), that set the parameters for what would be prepared. The groups then sat together and talked about food.

As menu items were determined, lists were quickly scrawled out, and then it seemed that the whole staff of Wissahickon Charter School descended en masse on Weavers Way. For some folks it was their first time at the Co-op; others of us are long-time members. Either way, for all of us, it was total fun, running around the



Kindergarten Asst. Teacher Gail Szczesniak and Co-CEO Kristi Littell shop for the ingredients for Vegetarian Chili.

store, guessing at what each other’s groups were preparing. And as we searched for our ingredients, we learned more about each other (“My mom taught me you have to smell a cantaloupe to see if it’s ripe but you thump a honeydew,” “You put dill in chili? I grew up in chili country but for us dill means a pickle!” etc.).

Once our boxes were overflowing with ingredients, we piled into cars and

each group went to the home of a staff member to strap on aprons and get down to business. I had six people with me in my small Germantown kitchen. Two hours and two massive batches of vegetarian chili later, we joined our colleagues back in the school cafeteria for a feast. The table was absolutely beautiful. Bruschetta with local tomatoes, homemade cupcakes with delectable frostings, enchiladas, fruit and garden salads, gorgeous vegan choco-

late cakes topped with local jam and fresh fruit, our fabulous chili (if I do say so myself), and more.

We sat down together and ate and talked and laughed and ate more. It was the perfect start to this year as we work to do right by our students by bringing them healthier meals. This year we’re trying to show them that it’s not a good meal unless everyone has a place at the table.

Wissahickon Charter School is a K-8 public charter school with a mission that focuses on the environment as an integrating theme for instruction, as well as parental involvement, service learning, and peace and conflict resolution. To find out more about enrollment or how you can get involved, contact Kristi Littell, Co-CEO, at 267-338-1020 or littell@wissahickon-charter.org.

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Turkey Roasting Timetable

(325° F oven temperature)

Unstuffed		Stuffed	
4–8 lbs	1.5–3.25 hours	6–8 lbs	2.5–3.5 hours
8–12 lbs	2.75–3 hours	8–12 lbs	3–3.5 hours
12–14 lbs	3–3.75 hours	12–14 lbs	3.5–4 hours
14–18 lbs	3.75–4.25 hours	14–18 lbs	4–4.25 hours
18–20 lbs	4.25–4.5 hours	18–20 lbs	4.25–4.75 hours
20–24 lbs	4.25–5 hours	20–24 lbs	4.75–5.25 hours

It is safe to cook a turkey from the frozen state. The cooking time will take at least 50 percent longer than recommended for a fully thawed turkey. Remember to remove the giblet packages. Remove carefully with tongs or a fork.

USDA Meat and Poultry Hotline
1-888-MPHotline (1-888-674-6854)
TTY: 1-800-256-7072
10:00 a.m. to 4:00 p.m. Eastern time, Monday through Friday
E-mail: mp hotline.fsis@usda.gov

Turkey Roasting Tips

- Remove the giblets from turkey cavities after thawing. Cook separately.
- Set oven temperature no lower than 325° F.
- Place turkey or turkey breast on lower rack in a shallow roasting pan.
- For even cooking, bake stuffing in a separate casserole dish, versus in the bird. Use a food thermometer to check the internal temperature of the stuffing. The center should reach 165° F.
- If you choose to stuff your turkey, the ingredients can be prepared ahead of time. Separate wet and dry ingredients, and chill wet ingredients (butter/margarine, cooked celery and onions, broth, etc.) until ready to prepare. Mix wet and dry ingredients together just before filling the turkey cavities. Fill the cavities loosely. Cook the turkey immediately. Use a food thermometer to make sure the center of the stuffing reaches 165° F.
- Whole turkeys should be cooked to 180° F. To check for doneness, insert a food thermometer in the thickest part of the inner thigh without touching the bone.
- Turkey breasts should be cooked to 170° F. Insert a food thermometer in the thickest part of the breast to check for doneness.
- Let the turkey stand for 20 minutes before carving to allow juices to set. The turkey will carve more easily.



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omfort food

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	\$7.95/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	\$8.95/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.
Herb roasted boneless turkey breast-fully cooked and seasoned . .	\$14.95 lb.
Trio of roasted squash, delicata, butternut and kabocha.	\$8.95 lb.

Mt. Airy will have a limited version of the above menu that will be posted in the store.



Please check out our bakery section for a selection pies, breads and rolls. Feel free to talk to one of our chefs if there is something you don't see on this menu and we will gladly customize your order.

Prepared Foods items are only available for ordering and pick-up in Chestnut Hill.

Weavers Way Chestnut Hill
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Pies can be pre-ordered in Mt. Airy and Chestnut Hill.

Under the Oak

	8 or 10 Inch
Pumpkin Pie	\$22.00/\$24.50
Key Lime Pie	\$22.00/\$24.50
Apple Pie (10 in)	\$25.00
Sweet Potato, Pecan Top Pie (10 in)	\$27.00
Peanut Butter Chocolate Truffle Pie (10 in)	\$30.00
Sour Cream Apple Pie, Walnut Top	\$28.50/\$32.50

My House

	6 or 12 Inch
Apple Pie	\$6.50/\$13.00
(crum, caramel, walnut, pear cranberry)	
Pumpkin Pie	\$6.50/\$13.00
Pecan Pie	\$6.50/\$13.00

TO PLACE AN ORDER

Please fill out a pre-order form, located in the Bakery Department in Chestnut Hill and above the dumbwaiter in Mt. Airy. Be sure to include Flavor and Listed Price, as well as your member number and phone number. Phone orders are NOT recommended.

Under the Oak Order Deadline is Tuesday, November 16

My House Order Deadline is Friday, November 19

Pickups will be Tuesday and Wednesday, November 23 or 24.



thanksgiving menu





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The November Garden

by Mark Goodman, the Neighborhood Gardener

NOT SO fast, gardeners! Don't put those garden tools away just yet, because early November is an ideal time to transplant perennials and shrubs.

If your hostas, black-eyed Susans, Siberian irises, day lilies, bee balms, and ferns are trying to occupy all your gardening real estate, now is a perfect time to get them under control by dividing and transplanting them.

You can use a spade fork to loosen the perimeter the plants. This will cut down on root or tuber damage. Then take a sharp square-edged spade or a heavy knife to cut the mass into smaller portions. If you don't have room to transplant all of them, pot them and offer them to friends, family, and neighbors. If you have to keep the pots over the winter, surround and cover them with leaves, and they'll be ready to grow in spring.

For shrubs, have your new hole already dug, a little deeper and wider than the root ball will be.

Add some water to the hole to make the walls more permeable for the roots.



Again, use a spade fork initially to loosen the shrub around its perimeter. Backfill with some soil, mixed with about a spadeful of peat - sand mix (50-50), and set the shrub into the new hole with the base of its trunk set slightly higher than ground level to allow for some sinking. Backfill the rest of the space with soil, breaking down the walls slightly as you do so. Tamp lightly to avoid smothering the roots.

Prune the shrub if you had to cut some of the roots. This will compensate for root loss. Keep the newly transplanted shrub

watered (two or three times a week) for the next two weeks or so, mulch the plant, and you will be rewarded with a healthy transplanted shrub in the spring.

Speaking of watering (which we did a lot of during the dry summer), remember to water newly planted evergreen shrubs until Thanksgiving. Your neighbors may think that you are compulsive or eccentric.

However, you can explain that the reason you are watering while wearing a

winter coat is that evergreen shrubs need a reservoir of water to keep from dehydrating through their leaves in winter winds.

Leaves. Since the city again will not collect loose leaves from the street this fall, try shredding fallen leaves with a lawn mower and either composting the shreds or raking them on tree and shrub beds.

While you're at it, remember to pick up one leaf, look at it, and drink in the beauty of its colors.

Have a good November, as we put our gardens to sleep for one more winter.

~ earthcraft@comcast.net

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Co-op Quilt: Our Movement’s Living History

by Patricia Cumbie

ANN HOYT never envisioned that the stash of co-op T-shirts languishing in her dresser drawer had the potential to raise thousands of dollars or be a catalyst for cooperation around the country. As a director of the Urban Cooperative Initiative in Madison, WI she’d acquired quite a few of them on her travels around the country.

In the spring of 1997, Hoyt was searching for something to auction as a co-op education fundraiser. The Howard Bowers Fund had been in existence for five years and her fundraising methods were getting “tired” Hoyt explained. Someone suggested she make a quilt out of all the co-op t-shirts she’d gathered over the years and auction that at the annual Consumer Co-op Managers Conference (CCMA).

“I didn’t have time to sew, and I lack design sense,” said Hoyt. Undaunted, she enlisted the help of a few women she knew. Anne Hopkins, a quilter who is manager of Good Food Co-op in Lexington, KY flew in to Madison, where Hoyt lives, to sew the quilt. The quilt’s designer is Anya Firszt, general manager of Willy St. Co-op in Madison. The three of them spent four days sewing and putting it together.

“It was a wonderful experience. We laughed, told co-op stories. My husband fed us and a few friends stopped by to help,” said Hoyt. However, they did not totally complete the quilt in those four days. Keiko Sakuma-Neubauer from



photo by Jonathan McGoran

Now on display at WW Chestnut Hill, this co-op quilt is one of three traveling the country

Kokua Country Foods Co-op in Honolulu hemmed the binding, finishing the quilt the night before the first auction in 1999.

Naturally, this quilt bearing the T-shirt logos of 54 co-ops caused a sensation the night it was unveiled. From the reaction of the crowd, the quilt’s creators knew they had a piece of living history that had to be shared. “We knew this would be a nice thing to share, not kept in some stale lobby somewhere,” said Anya Firszt. Auctioning the quilt for the privilege of displaying it, has given rise to the quilt traveling the country, shown at a number of food co-

ops along the way.

“When I watch people look at the quilt, they look carefully to see what is in it, what they remember about co-ops. I have stories for each of those T-shirts,” Hoyt said. One particular square on that

quilt came about as a suggestion from Hoyt. She had visited the Brattleboro Food Co-op in Vermont and saw a huge mobile of origami Peace Cranes they had erected one year. “I was astounded, it was beautiful, marvelous,” Hoyt said. She suggested making a T-shirt to commemorate the art. They did, and it’s on the quilt in the lower right-hand corner of the photo.

The quilt also has its own ironic legend. “I’ve had so many people ask me, Anya, how could you work on the quilt and not even have your own store in it?” said Firszt. Willy St. Co-op was not left out for long though, as two more “co-op quilts” were added to the auction and co-op circuit when Davis Food Co-op made one and then Hyde Park Co-op made a quilt in honor of the 70th Anniversary of their beginning in 1932.

Since their creation, the quilts have raised over \$165,000 for the Howard Bowers Fund, a co-op education endowment.

They have also become an object of pride within the new-wave cooperative movement.



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Crispy Skin Arctic Char

Serves 2 people

2 Arctic char fillets, skin on (6 oz each)

1 tsp. olive oil + 1 tsp. butter

Kosher salt and cracked pepper

Preheat oven the 400° F. (This would be a great time to roast potatoes, beets and carrots to accompany your fish.)

Heat butter and oil in a cast iron skillet over medium high heat. Dry char fillets with a paper towel and season generously on both skin and meat sides. When pan is near smoking, place fish in, flesh side down. Leave undisturbed for 3-4 min. or until fish is nicely browned. Gently flip onto skin side and cook for 1 minute. Remove from heat and finish in hot oven. Fish is done when firm and just barely opaque inside. This should less than 5 minutes depending on the thickness. Skin should be crispy, flavorful and highly edible. Serve simply with roast vegetables. Fresh sorrel makes an amazing compliment as a puree, creamy sauce or salad. Enjoy!



Sustainable Seafood

(continued from page 3)

wasteful aquaculture techniques, Greenberg believes there’s a future for both wild and farm-raised fish.

Dale and I both started reading *Four Fish* independently and were thrilled when we learned of our shared experience. So it seemed preordained that Paul Greenberg would be the special guest at a sustainable seafood benefit dinner held at Fork two weeks later, the proceeds of which would go to The Monterey Bay Aquarium’s Seafood Watch—a set of guidelines we reference daily. We made plans to attend and I rushed to finish the book. At dinner, the menu reflected a great sensibility to both taste and the issues raised in *Four Fish*. The dishes featured fresh wild sardines, cultured oysters, Kona kampachi, and Arctic char (both sustainable farm-raised fish). All were excellent choices and deftly prepared. During the last course, Paul

Greenberg stopped by our table to chat and answer any questions we had. He was equally pleasant and informative in person. We discussed our small role in the seafood trade here at Weavers Way, and our efforts to promote sustainable choices as well as our shared love for fishing. “Folks like you are on the front line of this issue, and educating your customers is an important task. Keep up the good work!” After signing my book and Dale’s menu, Paul wished us luck.

Invigorated by this affirmation, we’re working to bring you the freshest, wisest seafood choices and the most up-to-date information about them. Keep a lookout for fall’s seasonal items, like wild striped bass, mackerel, and new bivalve sign-up sheets. It is a great time to try new fish and branch out from your regulars! Check out the recipe above, based on the Sustainable Seafood Dinner with Paul Greenberg and be sure to pick up a copy of *Four Fish*. Happy cooking!

~ seafood@weaversway.coop

What Do We Mean by “Local?”

Weavers Way defines “Local” and “Regional” as follows:

LOCAL: Grown or raised within 150 miles of Philadelphia. Milk and cheese isn’t exactly grown OR raised, but it’s included in this category

LOCALLY PRODUCED: Manufactured - or cooked or otherwise created—within 50 miles of Philadelphia

REGIONAL: Grown or made within 300 miles of Philadelphia

BUY FRESH, BUY LOCAL: When you see this sticker on produce, it means that the item was grown locally, AND that we are satisfied that it was grown and harvested in ways that do not adversely impact the environment or the humans involved in its production.



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Photo by Henry School Mom:
Laurie Beck Peterson

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New Documentary Brings a Human Face to the Coal Debate

Sara Zia Ebrahimi

RECENT FILMS of national and international significance, such as *An Inconvenient Truth*, have brought home to Americans our world’s environmental state of emergency. The new documentary *Deep Down* also reaches for the national, and even international audience, but puts a human face on the consequences of our environmental impact. The film premieres in Philadelphia at a free screening on November 17 as part of the Philadelphia Community Cinema series (www.communitycinema.org), an outreach and engagement program of Independent Television Service (ITVS). The screening will be held at WHY?’s Public Media Commons, 150 N. 6th St.

Deep Down follows Appalachian neighbors Beverly May and Terry Ratliff. The two grew up like kin on opposite sides of a mountain ridge in eastern Kentucky. Now in their fifties, the two find themselves in the midst of a debate dividing their community and the world: who controls, consumes, and benefits from our planet’s shrinking supply of natural resources?

While Beverly organizes her neighbors and leads a legal fight to stop Miller Brothers Coal Company from advancing into her hollow, Terry considers signing away the mining rights to his backyard—a decision that could destroy not only the two friends’ homes, but the peace and environment surrounding their community. The two friends soon find themselves caught in the middle of a contentious battle over energy and the wealth and environmental destruction it represents.

Any exploration of power production in America will lead to Appalachia, a region that has supplied our nation with coal for over a century. As America’s energy consumption rises, the extraction and burning of coal to meet these demands has dramatically altered the Appalachian landscape, economy, and culture. The Tennessee Valley Authority, for example, is assessing the potential of mining an estimated 82 million tons of coal from the Royal Blue Wildlife Management Area. (By comparison, only 3 million tons were



from the film *Deep Down*

Residents in Eastern Kentucky survey the results of mountain top removal by coal companies in their community.

mined in the entire state in 2002.) In Appalachia, coal is the number one industry, with an enormous influence on local economies and people. At the same time, few Americans know about mountaintop removal mining nor have any knowledge that their own demand for power is directly impacting the mountains, water, and sky. As we increase our energy usage, we also become more and more removed not only from the natural places that have provided this energy, but also from the human beings whose lives we dramatically alter by consuming those resources. The crossroads we find ourselves facing as a nation is one that pervades our land and sky, and it can only be addressed by

the cumulative efforts of millions of tiny personal changes. Therein lies the potential for a human story, like the stories in Appalachia, to make a million tiny changes by reconnecting us as humans to the suffering we have caused and our own power to prevent it in the future.

Simultaneously, Appalachia as a region deserves our attention as a place of history, complexity, and change. Four more than a century Appalachian scholars and journalists have attempted to eradicate the persisting stereotypes of the Appalachian “hillbilly.” In a society where ridiculing of a person’s way of speaking or their poverty is normally considered unac-

ceptable, mainstream television programs and films continue to portray stereotyped and homogeneous images of Appalachia, if they portray them at all. As our advisor Dr. Chad Berry of Berea College so eloquently puts it, “There is not an Appalachian culture, there are Appalachian cultures.” Similarly, we take pride ourselves as Americans in being a diverse society but often neglect the rural poor in the study and depiction of that diversity. It is time for us to look back to this “forgotten” region, to allow its people to teach us and to teach each other about these cultures that the mainstream media have almost entirely overlooked.

By asking us to trace the power lines from our homes to people far removed from our daily lives, *Deep Down* inspires Americans to preserve Appalachia and our shared legacy. For more information about *Deep Down* and the Philadelphia screening, visit www.communitycinema.org.

Sara Zia Ebrahimi is a consultant who specializes in event promotion and management for organizations working for social change through arts and culture, including Independent Television Service’s (ITVS) Community Cinema program. She also is the founder of the Flickering Light Film Screening Series here in Mt. Airy, and recently won an award for the series’ business plan at the Enterprising Women Business Plan Competition at the Mt. Airy based Business Center. The Flickering Light is taking a season off this fall for some regrouping and planning but will return in 2011.

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Looking Forward to our Greatest National Holiday

Thanksgiving Favorites and Experiments

by Helen Webb, Weavers Way Food Co-operative Member

THERE’S ALMOST a universal glow we bask in as a nation at the approach of Thanksgiving, our great harvest festival when we celebrate the abundance of our lands. It is the favorite holiday of many because it is national and agricultural, the common holiday when all of us, regardless of political or religious thinking, join together to participate in the festivities as a community.

At Thanksgiving, we work for days, often invite relatives, friends, or neighbors to join in, and prepare feasts of foods that we love, dishes that we may seldom eat at other times of the year—squashes and pumpkins and turkey and fish and waterfowl. Not to mention desserts; it’s a veritable tradition to pass on favorite cornbread, pie, cobbler, or pudding recipes.

Who doesn’t believe they’re the ones who know the best corn muffins or bread? Growing up in Michigan, my family sweeten our Thanksgiving corn muffins or bread and make them moist; we added maple syrup or honey, but also fruits — local berries, apples, cherries, pumpkin. My Southern friends don’t consider sweet cornbread authentic; it should be unsweetened and eaten as a plain savory bread, or, in recent years, with the addition of jalapeños or sour cream—savory.

Humans have been celebrating the harvest for millennia, since before the advent of agriculture, or perhaps much earlier, by reveling in gathering the seasonal fruits, leaves, seeds, flowers, and roots of plants and expressing gratitude for their abundance. Perhaps these foods were eaten as gathered or were minimally processed. Most impressive to scientists is the extraordinary selection of corn by prehistoric agriculturalists in the Americas for more and larger kernels, leading to larger cobs and a larger plant. Today, the corn grown in the United States couldn’t grow without humans to plant it; the kernels cannot easily leave the husks.

People world-wide continue to depend on heritage corn seeds from Mesoamerica for cultivation and scientific research and development.

Corn is the principal American cereal (edible seed from the grass family, grain). It would feed the peoples of the Americas and it’s easy storage would influence the development of great city-states, cultures extraordinary for their development of writing, scientific investigation, engineering accomplishments (such as sanitation and irrigation), and artistic richness. Originally selected for and domesticated in Mesoamerica (the geographic and cultural region known today as Mexico and Central America), the cultivation of corn spread north and south throughout the Americas.

The ancient peoples of Mesoamerica were excellent plant cultivators. Crops domesticated by the ancient peoples of the Americas spread after 1500 CE to people on other continents, improving the quality and variety of their diets as well.

What would European food be like without potatoes in all their varieties, including the sweet potato? What would Hungarian food be like without paprika? From Portugal to Turkey, paprika is used in soups, stews, shellfish dishes, casseroles, and as a garnish. In Indian cuisine it gives its color and flavor to tandoori dishes. What would Italian food be without tomatoes? Bangladeshi, Indian, Southeast Asian, or Korean food without chiles? Coffee or yogurt without vanilla? Fall without pumpkins or butternut or acorn squashes? Breakfast without blueberries or noshing without avocado? What would anyone’s life be like without chocolate, a drink that ancient Mesoamericans enjoyed in savory and sweet versions? Most important in nutritional terms, though, is the

(continued on page 21)

Guadalajara Mole Rojo

Mole sauce is made from a paste of cacao, nuts, seeds, and chiles. It is traditional and highly prized for holidays in Mexico. The towns of Puebla State celebrate their town days with mole preparations, each family making their original mole sauce and welcoming family and friends as they visit a number of houses during the festival.

Each mole will have a distinct flavor. This recipe is from our stay in Guadalajara in 2005-2006 and was made from mole purchased from a Guadalajara-area market. It is a flexible recipe that works well with vegetables alone, as presented here, or with fish or poultry. Mole tends to be an acquired taste, like our other food preferences (except fruit, surely), so here’s to your newly acquired or continued long-savored tastings!

Ingredients:

450 grams or 15.8 oz. jar of mole rojo o mole negro, such as Mayordomo brand “Mole Rojo” or “Mole Negro” or other good brand

3-4 medium ripe, round tomatoes, chopped in small, discrete pieces

1 quart liquid, such as vegetable or bean broth

1 large yellow, white, or red onion, sliced thin

1 medium to large cauliflower, separated into bite-sized pieces

1 medium to large broccoli, separated into bite-sized pieces

Bunch of *flor de calabaza* flower heads, divided into thirds

400 grams or 15 ounces (your choice) of large variety of bean

1 medium-large baked potato per person to be served, squash or sweet potato for variation

Instructions:

Put potatoes into conventional oven to bake.

Prepare sauce:

Chop tomatoes and add to mole paste in large clay pot with cover.

Add broth, stir to dissolve paste, and add onion.

Cover pot, bring sauce to boil, and simmer until tomatoes and onion are cooked.

Add in order and simmer each separately until cooked: cauliflower, broccoli, and flor de calabaza.


Add beans to warm them and the mole is complete.

Slice baked potatoes length-wise in ¼ inch widths, terrace or layer on plates, and pour mole on top with lots of sauce.

Serve with warmed, hand-made tortillas.

*Green mole, another much-liked but different Mexican dish, is made from pumpkin seeds. For a recipe, see Martha Rose Shulman’s in the New York Times: <http://www.nytimes.com/2009/02/10/health/nutrition/10recipehealth.html?scp=3&sq=Recipes%20for%20Health&st=cse>

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The Simplicity Dividend

It's Easier, Being Green!

by Betsy Teutsch

I'VE LOVED writing The Simplicity Dividend since I started it in 2003, seeking to highlight ways to edit our American materialism without any decrease in quality of life. Here we are, seven years later. I found myself floundering for a topic this month. All things green are now commonplace.

Hence, this month's subject: how much has changed for the better. Good news is often eclipsed by all the bad, but reflecting on then and now, it is impressive how much has developed. We didn't yet use words or know concepts like carbon footprint, food miles, or freecycle. Promoting and organizing recycling took an enormous amount of our time and energy. It was challenging to find vegetarian products, and CFL's were considered weird. Farmers were not young, well-educated idealists; organic was still a high-end luxury concept. We'd not yet heard of hybrids, car-sharing, or the Mega Bus. Biking infrastructure was meager by today's standards.

Energy efficient appliances were hard to find and often considerably more expensive. Remember researching these questions, before the internet allowed quick searches and comparisons? Recall

the frustration of reading about a technology but not being able to locate anyone to implement it? A magical addition from the internet, social networking, has made it simple to share not just information but also material objects.

The Great Recession has brought frugality—as opposed to wastefulness—into vogue. Old, forgotten skills have been resurrected, like vegetable gardening, canning, knitting, and air drying clothes. Even saving money has returned as a normative behavior. Stores are pushing cloth bags. And if you live in Chestnut Hill, shopping at the classy Weavers Way is now part of life. For those near our beloved schlep Mt. Airy Weavers Way, there is now room to turn around. Win-win! And how about putting plastics 1-7 in the recycling bin every week? For me, that has felt almost transgressive.

What, then, is left for us to accomplish? We need to change our policies. Go to a grocery store and you'll see a sea of over-packaged, over-processed foods with folks in line double-bagging their purchases. A plastic bag ban, a soda tax, and carbon pricing are some of what it will take to bring about broader change. Philly's mass transit, considered a jewel by newer car-dependent cities, is chronically underfunded, and therefore underused. Investing in high speed trains is a no-brainer. The huge disconnect between meeting people's short-sighted wants and our long-term needs cannot go on forever. Something needs to happen. Margaret Mead's legendary small groups of people changing things, cluster by cluster, have created amazing momentum. Stay tuned!

P.S. I'm not sure what direction I should go in with The Simplicity Dividend. Let me know what you think—betsy@betsyteutsch.com

Betsy teaches blogging for Mt. Airy Learning Tree. Check out her moneychangesthings.blogspot.com

Fifty Good Members




photo by Jonathan McGoran

At its recent "Fifty Good Neighbors" event, West Mt. Airy Neighbors celebrated its Fiftieth Anniversary by honoring 50 of the special neighbors who help make Mt. Airy such a special community. We were struck by how many of those good neighbors were also members of Weavers Way Co-op, so we asked all those members in attendance—both honorees and those there to help honor them—to gather for this portrait.

Position: Pre-K Classroom Lead Teacher

Summit Children's Program in the beautiful Mount Airy section of the city is seeking a fulltime Pre-K Lead Teacher for the 3½-5½ years' old class. The successful candidate should love working with children in a developmentally based program and enjoy the outdoors. The Lead Teacher is responsible for all aspects of curriculum development and implementation and the classroom environment. The Lead Teacher supervises and interfaces with her co-workers as a team member and leader and is a lifelong learner. All candidates must have at least an Associate's Degree in ECE and extensive experience with preschool age children in a group setting. Mail resume to 6757 Greene Street Philadelphia, PA 19119, or call 215-848-4451, or E-mail to summit_kids@verizon.net, attention Shelly Brick.



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Cleaning for a Healthy Holiday Season

by D. Hassen Saker

AS FALL marches forward we're stuck between wanting to nest and being rushed to make sure everything is taken care of before the holidays. It may be a time when natural cleaning may seem too much to think about, so I'll tell you how to make it easy. Your place will feel great and you'll be happy you did it.

Use a lamb's wool duster or dry microfiber rag to get most dust off main surfaces. Lanolin in the lamb's wool attracts dust, but keep it away from sticky or greasy areas. Shake outside.

Vacuum or sweep areas, careful not to kick up the dust. Shake rugs outside.

Squirt some all-purpose soap, castile soap or dish detergent into a bucket of warm water for floors and woodwork. Use a rag to wipe windowsills, baseboards, counters, fixtures, switch plates and door-knobs. Use a good sponge or string mop for floors. Be sure to rinse frequently and re-fill your bucket when the water is dirty. If you have finicky floors like laminate or pre-finished wood, fill a spray bottle with water and white vinegar, wiping with a microfiber mop. Adding cedar wood, lavender, or peppermint essential oil to the water mixtures is a nice touch.

Use baking soda in the kitchen and bathrooms. For sinks and tubs, spray them with water first. Use a scouring sponge or terry cloth rag to scrub, rinsing well to remove the residue. You can also use it on appliances, tile and other areas where scrubbing is needed. For the toilet or the oven, spray with straight white vinegar, then sprinkle soda, let it sit as needed, and scrub clean with appropriate tool.

Spray all-purpose cleaner on counters and shower walls, using a wet rag to wipe it off. Rinse with hot water. Make your own cleaner by mixing one tablespoon



vinegar, one teaspoon borax, a squirt of castile soap—add to water in a large spray bottle.

Furniture needs just a little mist. Lightly spray a rag with a mixture of water and lemon or lavender essential oil.

Clean glass and mirrors with a mixture of equal parts water and white vinegar. Use lint-free rags to wipe clean. For grease, use an all-purpose cleaner and rag first, and finish with vinegar and water.

If you prefer to buy your cleaners, be sure to look for products that are eco-friendly and manufactured by companies that have a commitment to environmental and social ethics. Brands like Sun and Earth, Earth Friendly, Seventh Generation, and the like have good reputations for safe, non-toxic, and effective cleaning solutions. If you don't have a preference between products, lean toward those made closer to home to support your local econ-

omy and reduce gas & emissions in transportation.

D. Hassen Saker is a professional organizer, eco-consultant, and sustainable entrepreneur committed to empowering people and communities to improve their quality of living. She owns and operates the green cleaning company, Organic Home, and writes the eco-advice blog Dear Hippie (www.DearHippie.com). She also directs the indie-focused networking site, www.VolkLibre.com and sits on the Board of Directors for the Sustainable Business Network in Philadelphia.

Philomusica Chorale Concert Rescheduled

PHILOMUSICA CHORALE has postponed the October 23 concert, The Sacred Service, to Saturday, Jan. 29 and Sunday, Jan. 30, 2011. Join them for a lovely world concert premier, composed by Weavers Way member and chorale director, Gayle Wei-and.

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Thanksgiving

(continued from page 19)

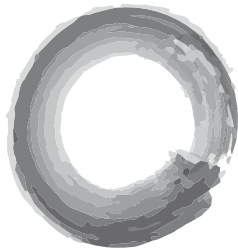
variety of common beans. With notable exceptions (soybeans and garbanzos), we owe our love of beans to the Americas.

Our American ancestors shared with us a rich heritage that we are reminded of each November, when we celebrate the harvest. Many of us come from other continents, or elsewhere in the Americas, and each of us adds to the shared harvest festival innovations that reflect our origins. May your holidays be full of community, harvest abundance, and the joy of festive favorites (with new experimentation) from this marvelous continent. Happy Thanksgiving!



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How I Contribute to World Hunger

by Sandra Folzer, Environment Committee

WHEN I read how corporations have caused increased food prices that resulted in worldwide starvation, I wanted to know if I inadvertently contributed in some way. When I support particular corporations or institutions, I have to share responsibility for their actions.

Recently I was appalled to learn how Monsanto donated seeds to Haiti to get them back on their feet. Good? No, bad. They were sending genetically modified seeds, which the Haitians didn't want, because then they would be forced to continue buying GM seeds at an outrageous price and would be trapped in debt. The wise Haitians rejected Monsanto's offer. Monsanto now is trying to make their GM seeds an integral part of our foreign aid program.

I need to keep my eye on the business practices of corporations because they can do so much harm. (I wanted to say "and good" but capitalism isn't about doing the right thing. It's about making a profit.)

My journey toward understanding the food crisis begins with derivatives. God help me. At least I am not alone. I heard, "Not only (world's richest man) Warren Buffett, but also Bond King Bill Gros, our Fed Chairman Ben Bernanke, the Treasury Secretary Henry Paulson, and the rest of America's leaders can't 'figure out the derivatives market.'"

Well, I tried to educate myself. Derivatives exist in mathematics and in

finance. In calculus the derivative is a measure of how a function changes as its input changes. You've got that? OK. In case you didn't, here is one formula you can play with:

$$f'(a)=\lim_{h\rightarrow 0}\frac{f(a+h)-f(a)}{h}$$

If I had more space, I would explain it to you in more detail.

Derivatives in finance are not much easier. There derivatives are agreements between two parties that have a value determined by the price of something else. It is a contract with a value linked to the expected future price movements of the asset it is linked to. Derivatives do not have a value of their own. In the old days, a farmer could sell his crop in advance to a trader for a set price, say \$10,000. With the new rules, this crop or commodity can now be sold at an inflated price to a speculator. Goldman Sachs can buy the commodity for \$10,000 and sell it for \$20,000 to Deutsche Bank, who can then sell it to Merrill Lynch for \$30,000. This is an example of how the price increases each time a derivative is sold.

Speculation caused the Depression of 1929, so the U.S. passed laws like the Commodities Exchange Act of 1936 to regulate the market. Then in the 1990s Goldman Sachs and others lobbied for abolishing regulations. President George

W. Bush gave his intelligence czar John Negroponte broad authority, in the name of national security, to excuse publicly traded companies from their usual accounting and securities disclosure obligations. Translated, this means it was legal to hide business from the public. Banks hid their derivatives by keeping them off their balance sheet. Unfortunately, regulatory agencies and Congress ignored derivatives.

The Commodity Futures Modernization Act of 2000 (passed by Congress after midnight of the last day of work) removed many of the commonsense laws established in 1936. The limits on speculation were lifted, allowing massive inflows of speculative money into the relatively small commodity markets. Instead of serving the producers and consumers of physical commodities for whom they were created, the futures markets have become a casino for big-time investors.

In 2006 Goldman Sachs and others pulled out of the real estate market and decided to buy derivatives based on food. Profits had to be found elsewhere. The investors' buying frenzy of food commodities caused the price of food to rise dramatically. Sixty-four percent of all wheat contracts were held by speculators who had no interest in wheat. They only wanted to inflate the price. At the end of 2006, wheat prices increased by 80 percent, corn by 90 percent, and rice by 320 percent. Two hundred

million people, mostly children, could no longer afford food and suffered starvation or malnourishment. There were riots in more than 30 countries. In Bangladesh, where an estimated 30 million of the country's 150 million were thrown into hunger, at least ten thousand protesters clashed with police. In Mozambique, food riots resulted in the deaths of 13 people. One woman in Ethiopia described the situation, "It was very painful. My children stopped growing. I felt like battery acid had been poured into my stomach as I starved."

Hedge fund manager Michael Masters testified before Congress, "If Wall Street concocted a scheme whereby investors bought large amounts of pharmaceutical drugs and medical devices in order to profit from the resulting increase in price, making these essential items unaffordable to sick and dying people, society would be justly outraged." This is precisely what is happening with food commodities. Masters said the rise in food price has nothing to do with supply and demand. It was our commodities system that drove up the price of food. As one wheat farmer said, "We're commoditizing everything and losing sight that it's food, that it's something people need. We're trading lives."

When a spokesman for Merrill Lynch was asked about starvation as a result of that company's speculation, he responded

(continued on page 24)

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How I Contribute to Hunger

(continued from page 23)

ed, “Huh, I didn’t know about that.” Later he declined to make a comment, as did Deutsche Bank, another speculator in food commodities. The chief of Goldman Sachs Lloyd Blankfein rewarded himself with \$53 million in 2006 and \$68 million in 2007. He met his goal of making a profit.

So what do I do? What has this got to do with me?

Suddenly, finance reform takes on more meaning. The Wall Street Reform and Consumer Protection Act, signed into law on July 21, 2010, has focused on the creation of the Consumer Financial Protection Bureau, which will bring notable improvements for U.S. consumers. But the more obscure derivatives section of the law contains reforms that will hopefully stabilize global food and energy prices. They would have to be traded on exchanges and routed through clearinghouses to make them more transparent. But the long

term effects of the Bill remain to be seen.

Tax laws are another area that affect world hunger. Derivatives are so lucrative because of their lower tax rate. Since the 2003 tax cuts, the tax rate on futures/commodity trading was 23 percent for the short-term speculator, a lower rate than that for equities, which were taxed at 35 percent. Hence, the government is basically subsidizes speculators to prefer commodities over equities.

When derivatives became so profitable, institutions increased their investments in commodities from \$13 billion in 2003 to \$317 billion in 2008. These investments include pension funds and university endowments, which means my own pension fund and my university may be aggravating world hunger in order to make a profit. I understand these kinds of investments could increase by \$1 trillion if institutional investors continue to switch into commodities futures, which could result in catastrophic increases in food prices.

To learn about my own culpability, I contacted TIAA-CREF, which holds my retirement funds. I learned that only the “Social Choice” guarantees not trading in commodities. Elsewhere, a very small

percentage of my investments could be in commodities. The representative at TIAA-CREF told me that they had divested from Sudan because of public pressure. Ideally I would like to pressure TIAA-CREF to divest from commodities, just as I hope to pressure my alma maters. Hopefully, I and others can create a groundswell to influence these institutions.

Some suggestions for change:

- Senator Wyden’s (D-OR) sponsored the Stop Tax Breaks for Oil Profiteering and Commodity Speculation bill. This bill, known as the STOP Speculating on Commodities Act, would make all commodity markets pay the same tax rates. At present, pension funds and endowments pay no taxes on profits from commodity markets due to their tax-exempt status. Ask your senators to cosponsor Wyden’s bill.
- Convince those in charge of your investments and pension funds to take your money out of commodities. Remember how effective the anti-Apartheid campaign in the 1980s was? Students, teachers, and alumni need to educate their institutions and pressure them to divest

from commodities. They need to stop gambling on hunger to make a profit. While an AIG - sponsored study in 2005 convinced many institutions that commodities would be a good investment, data now show this to be false.

- We need to demand transparency between the White House and Goldman Sachs. During negotiations concerning fraud charges, Goldman Sachs CEO Blankfein attended two events with President Obama, whose 2008 campaign received \$994,795 from Goldman employees. Blankfein also met twice with Obama’s top economic adviser Larry Summers.

There is a humorous and instructive video that explains these issues at <http://stopgamblingonhunger.com/>

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Jane Golden at MALT’s Fall Speaker Series

by Jonna Naylor,
MALT Executive Director



THE Mt. Airy Learning Tree (MALT) is thrilled to present part two of their annual fall speaker series entitled Fantastic Philadelphians on Wednesday, November 10 at 7:00 p.m.

Led by Jane Golden the dynamic Executive Director, the City of Philadelphia Mural Arts Program has created 3000 beautiful murals that grace our city’s walls. Come and learn how these works of art began, how they breathe life into communities, and why the City of Philadelphia Mural Arts Program has become an internationally sought after model of urban development.

Sponsored by Valley Green Bank, you will have a unique opportunity to meet and greet Ms. Golden at a wine and cheese reception at the bank and then walk across the street to Hagan Hall to hear her talk. All proceeds benefit MALT’s Make This Our Home campaign.

“This is a wonderful opportunity for Valley Green Bank to support MALT and their extraordinary work and at the same time bring to the community another outstanding Philadelphian” says Jay Goldstein, President and CEO of Valley Green Bank.

To register for Ms. Golden’s talk at \$19 or to attend the talk and the Valley Green Bank reception for \$40, go to www.mtairylearningtree.org or call 215-843-6333.

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Scholar to Speak at Saint Paul’s Church

by the Reverend E. Clifford Cutler

ESTHER DE Waal, a foremost scholar and writer on Benedictine and Celtic traditions, will speak on Thomas Merton and how life can unite both action and contemplation at Saint Paul’s Church, 22 E. Chestnut Hill Ave., Philadelphia on Wednesday, November 17 at 7:30 p.m. in the Dixon House Library. Esther de Waal, who currently lives in the Welsh-English borderlands, is the noted author of *Living with Contradiction* and *The Celtic Way of Prayer*. Mrs. de Waal will lead participants in the discovery of “Union: How can My Life be Outwardly and Inwardly Active as well as Contemplative?” through the life of Thomas Merton. Striking black and white photographs taken by Merton himself will illustrate her talk. All are invited. The cost for the evening is \$10 in advance or at the door. To register or for more information call Saint Paul’s at 215-242-2055 or e-mail ccutler@stpaulschestnuthill.org.

Located near the intersection of Germantown Avenue and Bethlehem Pike in Chestnut Hill, Saint Paul’s Church is convenient to the Chestnut Hill east and west Regional Rail lines, as well as the #23 bus from Germantown; the #77 from Jenkintown; the #94 and #134 from Ambler and Fort Washington; and the L Bus from Plymouth Meeting. For further directions visit www.stpaulschestnuthill.org.

Morris Arboretum Dedicates New Horticulture Center

ON OCTOBER 5, the Morris Arboretum celebrated the dedication of its new \$13 million Horticulture Center Complex, a project that has been in the planning stages for more than 25 years. The new 20,840 square foot complex will provide office space for the horticulture staff to manage its extensive responsibilities for the Morris Arboretum’s 167-acre property, in addition to enhancing research opportunities by providing additional room for preserving and studying the Arboretum’s plant collection. It will also provide suitable

storage and maintenance areas for the variety of equipment needed to care for the Morris Arboretum property.

The first new building to be built on the property since the founding of the Morris Arboretum in the early 1900s, the Horticulture Center Complex was designed and built to achieve Platinum LEED® certification. If attained, it will be the first University of Pennsylvania building to achieve this difficult standard.



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Suggestions

(continued from page 28)

cost of hurting bee populations due to some of the agricultural chemicals applied. So by choosing to save a little money by buying non-organic now, we are helping set the stage for a future with fewer almonds, especially California almonds. Of course, we can always hope that if we do destroy our ability to produce California almonds that China will pick up the slack. Or maybe we'll develop the ability to just clone bees at will so bees will be a disposable commodity like styrofoam cups. Or maybe Monsanto can develop almonds that are self pollinating and we will no longer need bees. Maybe they can get honey to reproduce itself too, or maybe some of the farmed fish can be genetically modified to produce honey while they await becoming food. Stay tuned.

s: "Hi Rachel, I had some comments about the article in the current issue of *The Shuttle* entitled "DePalma Bakery, Other Additions to Chestnut Hill Bakery." In the article it says that the DePalma bread is made with flour, water, yeast, a little salt and nothing else. I was surprised to read this, because I remembered looking excitedly at the whole wheat pizza dough, but not purchasing it because it had a variety of ingredients that I don't eat. On my most recent trip to the Co-op I curiously checked the ingredients on the first DePalma bread I grabbed and it contained dextrose, mono- and diglycerides as well as natural and artificial flavors. I realize that the Co-op tries to please a wide customer base and so eliminating ingredients like the ones mentioned above is not always of the utmost importance, but I do think it is notable that the article presents false information. I know I would like

to see more products without "manufactured" ingredients, but I just wanted to bring this discrepancy to your attention. Thank you for your time!

r: (Rachel) Thank you for writing! It was definitely not our intention to mislead anyone about the contents of the DePalma breads and rolls, and we appreciate that you took the time to double check labels before purchasing. I'm not sure exactly how the misprint occurred, but it turns out that some of the DePalma products do include dough conditioners in order to provide the texture that their customer base is looking for, based on feedback that they have gotten at their retail location. If you would like to avoid those additives, you can still buy (at our CH store) their Medium Seeded bread (in with the baguettes), the Small Long, Small Round, and Rye loaves, as well as the Signature Semi rolls, Poppy, and Sesame rolls, which can now be found on a shelf by the deli as well as next to the front cash registers. Thanks again!

s: "Can we make some room at Mt. Airy store for Supergrain gluten-free corn/quinoa pasta (I know it's in Chestnut Hill store). Can we at least try it to see how it sells. I've tried all the rice pastas; the gluten-free corn/quinoa is better because it doesn't get mushy. Thanks for anything you can do."

r: (Chris) We do carry the spaghetti version of this pasta, at Mt. Airy store, pasta section upper left.

s: "Chestnut Hill store does not carry bulk wheat bran!"

r: (Norman) Thanks for the suggestion. We have added it.

s: "When and why did W.W. stop carrying EnerG Egg Replacer? Will we carry it again please? Also, larger container of Silk Soy Creamer."

r: (Chris) Egg Replacer was a slow seller, dropped a year ago. You can preorder it, minimum of three boxes, \$5.28 per box. Large soy creamer...no room to stock it in Mt. Airy, but our Chestnut Hill store does stock it.

s: "Vegan donuts."

r: (Lindsey) I have heard similar requests from other shoppers. I will look into our options for vendors to try.

s: "Please make this 'sandwich' available again! Naan, tofu, raita, curry and pickled onions. Absolutely the best!"

r: (Margie) We still make this sandwich but only once a week in summer. Fall we'll make it more often. It is a great sandwich.

s: "Beimeister is stocked at Chestnut Hill store. It is the equivalent of Arina Goat gouda in taste, but much cheaper. So--?"

r: (Margie) As soon as I sell out of the Arina in stock at the MA store I will replace it with Beimeister. I agree it is the equivalent of Arina.

s: "We should try to get "Daiya" vegan cheese -- it is remarkable! The talk of the town (if you live in Veganville...)"

r: (Margie) Now Sue, you know I don't live in Veganville! And I heard you were the talk of the town anyway! I will order this and see if it sells. I'm going to buy it in bulk and repack it in our containers;

It seems to be about half the price of the packages. We can only get it shredded, though. Let me know what you think.

s: "Please bring back the 'frozen rock shrimp' bags. They were sweet and tasty and made a quick meal w/salad or pasta. We have a lot of frozen meats but no seafood frozen at reasonable prices."

r: (Dale) Sorry to say, this shrimp is no longer available from any of our suppliers.

s: "A 'dented' produce box at Chestnut Hill store."

r: (Mike H.) We did have a discount box at CH store but judged it too messy and it attracted flies. Instead we use what's not saleable at full price in our kitchen when possible, and also donate it to the kitchen at St. Vincent's.

s: "Please label domestic cheeses so shoppers know if they are made with growth hormone or GMOs. Thanks."

r: (Norman) Unfortunately, I don't think there is any way to determine this; most cheeses ingredients just list "milk." Plus brands change. Many of our cheeses are basically commodities and sometimes change sources without us knowing it. However, there are some consistent brands we stock, like Tillamook, that do state they don't use growth hormones. Also, organic cheeses are GMO free. Shoppers should assume food is not GMO free unless it's organic or labeled GMO free or if it is grown by one of the farmers with whom we deal directly.


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Waldorf School Craft Show

by Jonathan McGoran, *Shuttle* Editor

On Friday and Saturday, Nov. 19 and 20, the Waldorf School of Philadelphia presents the Eighth Annual Waldorf Holiday Fair And Craft Bazaar. This two-day event features juried artisan crafts, children’s activities, puppet plays, and homemade, organic food. Special features include children’s activities from 10 a.m. to 5 p.m. on Saturday, like puppet plays, crafts, jump-rope making, candle-dipping, and a kids-only shopping room. On Friday, Nov. 19, from 6 to 10 p.m. leave the kids home and enjoy a great night out with candlelit dinners, live music, and of course, shopping from 30 juried artisan vendors and an outstanding selection of handmade, natural toys and craft supplies at the Waldorf School’s store, The Fairy’s Wing.

In conjunction with the Waldorf Holiday Fair, a stunning, handmade quilt will be offered as a grand raffle prize. Tickets, priced from \$5 for one chance to \$50 for 3 books of 10, will be on sale at the Fair. Admission for the event is free on Friday and only \$5 on Saturday (children up to

14 are free with a paying adult). Proceeds benefit the scholarship program at The Waldorf School of Philadelphia.

Located at 7500 Germantown Avenue in the Mount Airy-Chestnut Hill section of the city (opposite the Trolley Car Diner), the Waldorf School of Philadelphia is an independent elementary and middle school that provides a rigorous academic curriculum which seeks to inspire creative thinking and ignite a lifelong love of learning. Call 215.248.1662 for more information, or visit www.philadelphiawaldorf.org.

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InFusion Up For Sale

by Jonathan McGoran, *Shuttle* Editor

After eight years in business as owners of Infusion, husband and wife Jason Huber and Jocie Dye have decided to and put InFusion on the market. Infusion’s staples are Fair-Trade and Organic coffees and teas, local pastries, vegan options, fairly-traded chocolates, and hormone-free milks, but it is most well known as a popular gathering place in Northwest Philadelphia. “We’ve always been obsessive about the quality of our product,” says Dye, “but the cornerstone of InFusion is about the people, arts, culture, and politics.”

Dye and Huber met while students at Central High School of Philadelphia, and after ten years , the couple traveled through Southeast Asia for six months before returning to Mt. Airy.

“It was through our travels in Asia that InFusion was conceived,” recalls Huber. Influenced by both a vibrant coffee shop culture in Denver, and recognition of the importance of a coffee and tea culture worldwide, the couple dreamed of

creating their own community hub that embraced that culture.

But as their professional priorities have shifted to education and business consulting, their focus now is on selling InFusion, and finding a similarly community-minded independent company to take it over. Until that happens, say Dye and Huber, Infusion is maintaining a full calendar of events, while a new ad campaign highlights the integral role their customers played as InFusion evolved from “just” a coffee shop to a community gathering place and key driver in Mt. Airy’s Germantown Avenue renaissance.

“Even with competing demands on our time and energy, we continue to improve our menu offerings, and to make ourselves available to the community,” says Dye. “InFusion is too important to Mt. Airy and to us personally to do it any other way.”

Anyone interested in finding out more about the sale of InFusion, should contact Jocie@InFusionCoffeeandTea.com or call the store at 215.248.1718 and ask for Jocie

ACUPUNCTURE PHILADELPHIA

8419 GERMANTOWN AVE, CHESTNUT HILL, PA 19118

MARGARET KINNEVY, RN, LAC
BOARD CERTIFIED, NCCAOM

267.934.4682
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Suggestions

by Norman Weiss
Purchasing Manager

GREETINGS AND thanks for writing. As usual, suggestions and responses may have been edited for brevity, clarity, and or comedy. Recently a shopper asked us to label which domestic cheeses are made with milk containing growth hormones. It is not really possible to investigate this; most cheese lists “milk” as an ingredient, and some of our cheeses are commodity cheeses, i.e., the brands vary based on what our suppliers have purchased. In addition, cheese manufacturers might buy different milk at different times. Since use of growth hormone in milk-producing cows is unregulated in terms of labeling in the U.S., unless a cheese (or actually any cow’s milk product) is organic

or labeled to indicate growth hormones were not used, consumers should assume growth hormone was used.

Suggestions & Responses:

s: “Why are the nuts more expensive at Chestnut Hill?”
r: (Norman) Our pricing policy for our three stores is that in general the exact same item is the same price at all three stores. However, there are some exceptions: department managers have some freedom to change prices to clear something out or have a small promotion if they got a special deal or similar reasons. Also, our Ogontz store has lower produce prices to try to attract more shoppers. In addition, sometimes mistakes creep in. But with the nuts, it is probably that Chestnut Hill has a larger selection of organic nuts than Mt. Airy, so you may not be comparing the exact same item. If it is the exact same item, please tell me (ext. 103). Incidentally, the price between organic nuts and non-organic nuts has narrowed some, especially for almonds, down to around \$2/lb. That may or may not seem like a large difference, depending on one’s income level and how many almonds you consume in a week, but keep in mind, non-organic almonds also carry the unseen heavy

(continued on page 26)

Mt. Airy 559 Carpenter Lane, 215-843-2350 Open Every Day 9 - 8	Chestnut Hill 8424 Germantown Ave., 215-843-2350 Monday-Saturday 7 - 8, Sunday 9 - 8
Ogontz 2129 72nd Ave., 215-276-0706 Monday-Saturday 10 - 6	Follow us on Facebook and Twitter

What is Weavers Way Co-op?



Weavers Way is a Food Co-op, a grocery store that is owned by its members—the people who shop here.

Because our owners are our shoppers, we don’t try to make a profit selling unhealthful food at high prices. Instead, we sell the food our shoppers want us to sell—healthful, natural, and local foods, some grown and prepared right in our own neighborhoods. We buy local, we support fair trade, and we are committed to our community, because we are owned by our community. The dollars you spend here stay here, either invested in the co-op and the community, or distributed right back to the members who support us.

Although we are owned by our members—and membership is important to what we do—we are very much open to the public: everyone is welcome to shop, and everyone is welcome to join.

You can learn more about Weavers Way at www.weaversway.coop, contact Membership Coordinator, Kirsten Bernal at member@weaversway.coop, or better yet, stop in for a shop, or just to look around, at our stores in West Mt. Airy, West Oak Lane, and Chestnut Hill.



Equal Exchange Fair Trade

November Coffees of the Month



Bulk
EE Organic French Roast
reg. \$11.20 **sale \$7.99/lb.**
EE Organic French Roast Decaf
reg. \$13.68 **sale \$12.68/lb.**
Bagged 12 oz.
Tanzanian Jubilee
reg. \$8.03 **sale \$7.03/lb.**



We love our banks, but we love you more.

We love our banks. Really, we do. We couldn’t have opened our new store without our banks, and we don’t mind paying them interest. But we’d rather pay you, our members.

As part of our effort to pay down debt, we are offering our members a \$100 discount card if they add \$400 to their equity account. Every member is eligible. Whether you already have \$30 in equity or \$400, investing another \$400 gets you an \$100 discount card. Now.

We’ve done the math, and it definitely works to our advantage. We think it works to yours, as well.

For more information, visit: www.weaversway.coop or call membership at 215-843-2350 ext. 119.



photo by Lawrence Goldfarb

First-time equity payments made since April 1, 2010, and payments made as part of the “30 in thirty” equity campaign may be applied towards the \$400 investment as part of this campaign. To qualify, applicable equity investments must remain in equity account for a minimum of five years.

Are You a Working Member? Tell Us Why!



We know you get a 5% discount, we know you get a stronger sense of community and ownership in your co-op, we know you meet old friends and forge friendships that last a lifetime, but we want to hear it in YOUR words!

Tell us in 50 words or less why being a working member of Weavers Way is important to you. The best responses will win a Weavers Way Logo Fleece! (‘cuz they’re warm and fuzzy, get it?)

Winners will be announced at the Fall General Membership Meeting, November 7.



Welcome to Weavers Way Cooperative Association



We encourage all new or prospective members to attend an orientation meeting, where they can learn all about our co-op, our stores and our member work program. If you have not already joined, you can do so at the meeting, and you will also learn more about Weavers Way and all that your co-op has to offer, including member benefits and our Working Member program.

Orientation dates are listed below and are also posted on our website at www.weaversway.coop. Please complete the form below and return it to any of our stores, so we will know which meeting you will attend. Meetings last approximately forty-five minutes to an hour and will include a brief store tour. We look forward to seeing you there!

Weavers Way Ogontz Store/West Oak Lane
2129 72nd Ave. (intersection of Ogontz Ave., Walnut Lane & 72nd Ave.)
Tuesday, November 9 @ 6:45 p.m

Weavers Way Co-op Offices/Mt. Airy
555 W. Carpenter Lane
Saturday, November 20 @ 10:45 a.m.

Chestnut Hill Center for Enrichment/Chestnut Hill
8431 Germantown Ave. (parking entrance on E. Highland Ave.)
Tuesday, November 23 @ 6:45 p.m

PLEASE PRINT CLEARLY

Name _____ Orientation Date _____

Address: _____

City _____ State _____ Zip _____

Phone number _____ E-mail _____

Please return this form to a cashier, mail to Weavers Way Co-op, Attn: Membership Department, 559 Carpenter Lane, Phila. PA, 19119 or fax to 215-843-6945, Attn. Membership Department. You can also call 215-843-2350, ext. 118 or e-mail outreach@weaversway.coop.