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The Shuttle

August 2010 Vol. 39 No. 7

A Community Owned Grocer Serving the Northwest Community Since 1973

Equity Program Adds to Success in Chestnut Hill

by Jonathan McGoran, Shuttle Editor

OUR CHESTNUT Hill store has been a big success so far: brisk sales, rave reviews, and a whopping 800 new members since May 1. Another big success has been our *We Love You More* Equity Campaign. As of July 18, 50 members have participated, each investing \$400 in equity this year, and each receiving a \$100 discount card that they can redeem at the cash register to pay for groceries. That's over \$20,000 in equity that Weavers Way can use to reduce debt and the costs of our expansion.

If you haven't participated in this program and would like more information, visit www.weaversway.coop or e-mail contact@weaversway.coop.

Farm To City Makes A Move

by Gabrielle Mahler

ALAS, THE Thursday weekly farmers market on Carpenter and Greene streets is no more, but have no fear—it has not disappeared. It has just moved to a better location on Germantown Avenue.

Valley Green Bank and the Lutheran Theological Seminary, among other local organizations, have teamed up with Farm to City to establish this new, and we hope, more prosperous location on the 7200 block of Germantown Avenue. It will still run weekly, but on Tuesdays, from 3-7 p.m. Located across from the Wawa in a plaza on the Seminary grounds, there is ample room to wander around and park. There are also more vendors at this location.

Besides the two vendors already participating at its original location,

(continued on page 7)



photo by Gabrielle Mahler

Weavers Way Farm Manager David Zelov and Farm Educator Adam Forbes (background) at Weavers Way's farmstand at the new Mt. Airy Farmers Market, as hungry shoppers approach to stock up on neighborhood-grown produce.

Bumper Crop of Interns



photo by Ebony Debreast

Among the interns helping out at Weavers Way this summer are four from Martin Luther King High School's Work Ready Program. Pictured outside Weavers Way Ogontz are (l to r) Eric Fortune, Kylil Randolph, Stacie White, and Lexus Medley.

Education Committee Revamping Film Series

by Larry Schofer

DOES YOUR community group want to sponsor a film or event that would appeal to Weavers Way members? Do you need help organizing the event?

Are you a filmmaker? Do you know a local filmmaker? Should Weavers Way sponsor a showing?

After three successful years, the Weavers Way film series has come to a crossroads. The education committee has sponsored some very successful productions, drawing as many as 125 people, as at last summer's films on the lawn at the Allen's Lane Art Center. We also have experienced wide fluctuations in attendance.

It is hard to invite speakers to comment on a film when we cannot predict attendance. It may be that we need more advice on which films to present. Some of our most successful programs have occurred when there was a special connection between the audience and the film being shown. When we showed "New Cops," by a local filmmaker, acquaintanc-

es showed up. When we showed "Thirst," in partnership with the Women's International League for Peace and Freedom, a core of members and friends gave us a basic audience for the showing.

A film on the "Camden 28" drew a big crowd because some local people appeared in the film, but on the other hand, we showed some outstanding films on civil liberties with a local civil rights attorney as commentator, but hardly anyone appeared.

All of these programs stem from the general idea that our cooperative is more than a food store. Lots of activities add value, and the education committee has worked to bring some of these. We have helped to coordinate the very successful workshop series, and we have done these films for three years. We sponsored a great concert last winter, and we are looking forward to more music activities.

(continued on page 5)

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Editor’s Note



by Jonathan McGoran

The United Nations has declared that 2012 will be the Year of the Co-op, and while we are all very excited about it, I am frankly a little nervous.

In many ways it is the perfect time for such recognition: Co-ops are uniquely suited to tackle the big problems facing the world – things like climate change, food security, wealth inequity – problems with externalized costs that for-profit corporations must ignore in order to maximize profits for their shareholders. No doubt, the world would benefit from a little more in the way of cooperation. But while the timing might be perfect in some ways, in other ways, it might be a little too perfect.

Forgive me if I seem a little negative about this, but think about it: the entire world is dedicating a whole year to appreciating co-ops. That is exactly the type of thing one would expect to happen when hell froze over. The way the climate has been behaving the past few years, I think we have to consider that a distinct possibility; as hot as it has been up here, who knows how cold it could be getting down there? (*“Hell – You’ll go for your sins, but you’ll stay for the skiing!”*).

And to those climate change skeptics who were so buoyed by this past winter’s record snowfall, I have to ask: Is it hot enough for you?

There is also the date. We finally get an international Year of the Co-op and they give us 2012? Really? The more I think about it, the more I think maybe the Mayans were right about 2012, or at least that the cheesy movie producers who misinterpreted the Mayan calendars were right. That would be just typical: the world ends in a fiery cataclysm and who gets the blame? Co-ops.

Maybe I am being overly pessimistic, but it has often been said that the road to hell is paved with good intentions. Well, to that I say, “Hello, ‘Year of the Co-op.’”

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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 Co-op. The purpose of the *Shuttle* is to provide members with information as well as education about co-ops, health food practices, and other matters of interest to the members as consumers and citizens of the community.

Articles express only the views of the writers and not those of the Co-op or the board of directors, unless identified as such. Articles, letters, comments, criticisms, and suggestions are welcome and should be directed to the editor. Space limitations require that the editor has the right to edit all articles. Ad rates are available upon request, in the advertising mailbox on the second floor, or at www.weaversway.coop. All ads must be 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.



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Butcher Now on Staff at WW Chestnut Hill

by Ken Weiss

WEAVERS WAY is proud to introduce Mike Sullivan, who recently joined the staff at Weavers Way as our first on-site butcher, Chestnut Hill. Meat and seafood manager Marykate Brown is thrilled to have Mike aboard. He has added vibrancy, creativity, knowledge and experience.

Marykate has been with Weavers Way since the Chestnut Hill store opened. Her seafood strategy so far has been to follow the lead of the Mt. Airy store and, most important, to speak with customers. For example, she’d like to know about how to please customers who keep kosher homes. What do Hillers tend to choose among seafoods? She led me to the fish case, saying that salmon is flying off the shelves and that people love the scallops and the Cajun catfish fillets. The whole Pocono trout looked fantastic.

But what has Marykate most excited is Mike. Previously, Weavers Way would get packaged meat products from sources such as Natural Acres and Esposito. Now, with a butcher, we have a wonderful new provider, Meyer Natural Angus, which raises beef cattle on a 40,000-acre ranch in the Blackfoot River Valley of Western Montana, and also sources from a network of over 400 family ranches. Meyers never uses hormones or antibiotics all-vegetarian feed, choice or prime grading, and sustainability. According to their product literature, Meyer is the only major beef company to be “Certified

Humane.” What does this mean for Weavers Way? It’s a real game-changer. With the ability to butcher cuts of meat, we can customize selections for our patrons. We also have a meat grinder. Marykate showed me some examples of beef patties, including some with an herbal rub. Eager to have me hear from Mike, she pushed us outside for a tête-à-tête at the backyard picnic table.

Mike started butchering at 15, learning from his father and uncles. He is much more skilled and knowledgeable than his boyish appearance may indicate.

This young man aims to please. He was very happy about the Meyer products as well as the ability of Weavers Way to take direction from customers. Mike had too many ideas for us to cover in one shot. I recommend that you stop by the meat counter often and see what Mike has created. In addition to the traditional beef cuts, Mike recommended beef and chicken kebobs and specialty items such as



photo by Ken Weiss

Weavers Way Chestnut Hill butcher, Mike Sullivan

pork “pinwheels” (rolled with spinach and cheese) and stuffed pork chops. His meat rubs are no secret—they’re from Penzeys just up the street.

Mike wants to know what you want and how you want it, whether it is strip steaks, lamb, and other cuts, or oven-ready dishes that are breaded, rubbed or marinated. He loves his work and you will too.

Spotlight on Prep Food in CH

by Ken Weiss

WEAVERS WAY now has three stores, and each has distinctive benefits. While our Ogontz store offers a full selection of groceries, it also offers a superfast checkout for quick trips. Our Mt. Airy store has a second floor department with housewares, clothing, greeting cards, supplements, and more, and an extensive pet supply store across the street. Our newest store, in Chestnut Hill, has an extensive bulk section, a butcher, and an extensive prepared food section, with grab ‘n’ go, and a hot and cold salad bar. Many of you know Bonnie Shuman, who has been in charge of prepared foods in Mt. Airy, but was relegated to the basement. Now, in plain view, her mysteries are revealed in Chestnut Hill, Bonnie manages a vast domain, including all prepared selections, the hot and cold bar, and the deli and cheese cases.

Bonnie is modest, but anyone who has tasted her cooking is an instant fan. She comes by her talent, in part, coming from a “food family.”

“It’s kind of in my blood,” she explains. When asked about her inspiration, without hesitation she answered, “My Mom.”

Lingering in front of the hot and cold bar, Bonnie said that the items change daily, so we should check frequently (Most days, specials are also posted on Weavers Way’s Facebook page). Recent standouts include moussaka, enchiladas, wood-smoked-chicken salad, and marinated mozzarella. Often items will be listed as “vegetarian” or “vegan.” Another prepared foods specialty is made-to-order sandwiches.

Plenty of New Local Product at Chestnut Hill

by Ken Weiss

I’VE ALWAYS been astounded by the things you can find in the nooks and crannies of Weavers Way. But with expanded real estate in Chestnut Hill comes a delightful spectacle of choices. Everything is out in the open and ready for you. I’m tempted to say don’t go in there hungry, but that would spoil your fun. I had a chance to go behind the scenes to see how grocery decisions are made. Brittany Baird, our bubbly and knowledgeable grocery manager, showed me around. She came on-board in advance of the store opening. Brittany was eager to spotlight a few types of food items that are new to Weavers Way or expanded from the Mt. Airy store.

Fruitwood Orchards Honey from New Jersey

Check out these honey varieties from Fruitwood Orchards: wild raspberry, tupelo, cranberry, pine barren, wildflower, and orange. These honeys have been local best sellers but are new to Weavers Way, Brittany said. Product selection is aided by advice from the National Cooperative Grocers Association (NCGA). So, what’s all the buzz about? According to the Fruitwood Orchards website, it’s honey is pure, raw, and unfiltered. It contains all the vitamins, minerals, enzymes, and pollens you



look for in a natural product. When you see Fruitwood Orchards honeys on the shelf, note that the darker the color, the stronger the flavor.

Raw Milk

We have had raw (unpasteurized) milk by special order in the Mt. Airy store. But now we have it in the dairy case in Chestnut Hill in half-gallon jugs. Did you know that raw milk can be sold to consumers in Pennsylvania by permit only? The Dept. of Agriculture has thresholds for bacteria counts and other health measures. Raw-milk advocates point out that many beneficial components of milk are destroyed by the high temperatures involved in pasteurization. These compo-

Hooked

Limestone Springs Rainbow Trout

by Noel Bielaczyc, Mt. Airy Meat, Fish and Poultry Department

WHEN PEOPLE in Philadelphia talk about local foods, they’re usually referring to fruits, vegetables, dairy, and meat. It’s true; we are fortunate to live in a region with rich and intact foodways that provide an amazing array of local agricultural products. But many people forget to consider that fish and seafood can be just as “local” as the heirloom tomato or sweet corn in your shopping basket.

New Jersey’s coastline provides us with sea scallops, clams, bluefish, flounders, striped bass, and occasionally swordfish and tuna. Maryland and Delaware harvest blue crabs and cultivate oysters in the Chesapeake Bay. Both sources are about 100 miles away, and give us access to exceptional, fresh seafood. So it may come as a surprise that the most “local” fish we get at Weavers Way travels less than 75 miles from just outside Myerstown, Pa.

Limestone Springs trout hatchery and fishing preserve is situated in Lebanon County, along what was once the Union Canal, a historic man-made connection between the Susquehanna and Schuylkill rivers. Supplied with a staggering 12,000-gallons/ minute of artesian spring water from a 19th century limestone quarry, Aqua-life Inc. hatches, raises

and processes 500,000 pounds of rainbow trout annually. Moving from raceway to raceway, it takes about 20 months from egg to a market-size 14-inch trout. Good aquaculture practices and high quality feed yield a healthy, nutritious product while minimizing waste and pollution. It’s worth noting that the overwhelming majority of farm-raised rainbow trout is from Idaho, Washington, and California. From a locavores perspective, having sustainably raised fish right in your backyard is a boon. Not only does shipping require minimal fossil fuels, but you get the freshest, most delicious trout this side of the Mississippi, days after it’s harvested! Unless you’re catching it yourself, this is as good as it gets.

Don’t be intimidated by the eyes looking at you through the package... This is a great way to confirm the fishes’ freshness if nothing else. But fear not, because these fish have been skillfully deboned from the inside out, making them perfect for many cooking applications. Try them quickly pan fried in olive oil with capers and lemon, or stuffed with wild rice and baked. For those who prefer cooking outside in hot weather, the following recipe is directed to you. Happy cooking!

Summer Produce

by A.J. D’Angelo-Masko, Mt. Airy Produce Department

AS IF to compensate for the frigid, snow-filled days of this past winter, we find ourselves in the midst of a scorching summer that seems determined to even the score. Some of us may find relief from the heat by the side of a pool, at the edge of the ocean, or in the confines of a walk-in produce refrigerator, as the case may be. In any event, the essential question remains: “What should we eat?” Well, I’m glad you asked. With a host of summer fruits and vegetables making their way to our shelves from a variety of local sources, I have some delicious answers.

First, we are pleased to offer an array of stone fruit from Beechwood Orchards and Three Springs Farm, both in nearby Adams County, Pa. By utilizing Integrated Pest Management (IPM), these growers deliver fresh peaches, plums, and nectarines with little or no chemical residue. You can expect to find these items in

the produce department throughout the month of August. (For more information on IPM, please visit: <http://www.epa.gov/opp00001/factsheets/ipm.htm>)

Despite the departure of Bob Maier, our much admired former Local Produce Buyer, the fruits (and vegetables) of his

labor remain. One of his most important discoveries was the Sunny Harvest consortium, which operates out of Chester and Lancaster counties. Sunny Harvest operates both farm markets and Commu-

nity Supported Agriculture programs and you may have already seen their beautiful zucchini, yellow squash, and string beans on sale at Weavers Way. We look forward to stocking more of their produce as the summer progresses.

As the warm weather continues, our very own Weavers Way Farms are reaching new heights in productivity and

(continued on page 4)

Planked PA Trout

Obtain an untreated cedar plank, shingle at least ¼ inch thick.

Submerge and soak for 1-2 hours in pan of water.If it is not properly soaked, it may burn too quickly. Soak it well!

Remove plank, pat dry, and place on grill over a medium-sized fire—not a huge fire.

While preheating, take trout, rinse, pat dry, and flatten on cutting board. Season with kosher salt and pepper inside and out.

In a bowl mix olive oil, maple syrup or honey, and citrus juice. Add herbs and seasonings of your choice. This will serve as a basting liquid or glaze for your fish.

When plank is hot, place fish on it skin side down and baste. Cover and ventilate. Check occasionally to baste and make sure plank isn’t burning. Spritz or brush the plank with water to stop flash ups.

Fish should roast, partially covered for approximately ten minutes per inch thick of flesh, depending on heat of the fire.T he fish will appear evenly white and opaque when done and should flake easily. Serve directly from plank (careful not to burn down the deck... planks can be burning underneath!)This method can be used for many other fish like wild salmon, butterflied fresh sardines, catfish fillets, mackerel, and even scallops. Planks can also be used for vegetables, tempeh, or mushrooms.



August Hidden Treasure in the Deli

After taking a break during the transition of opening the new store, I am back to writing deli news and finding hidden treasures.

This month’s hidden treasure was pointed out to me by a Co-op member. We were working together in the basement and she shared one of her cooking secrets. She adds a few spoonfuls of Tallarico’s hoagie spread to her ground turkey when making meatloaf or meatballs. She adds her other favorite ingredients; onions, etc. ...but says the hoagie spread adds just the right touch of flavor and spice.

At the Co-op we sell the spread on the shelf above the hot soups. In the prepared foods department we add it to our hoagies for extra zing. If you like a little heat, give it a try.



~ Margie Felton , Deli Manager

Mt. Airy Grocery News

by Chris Switky, Mt. Airy Grocery Manager

HOWDY, SHOPPERS. I’d like to begin this column with some information about the fresh eggs that are carried at Weavers Way Mt Airy. In the dairy case, we have two types of eggs from Westfield Farms: large white eggs, and extra large organically produced brown eggs. Both of these eggs are from “cage-free” operations, but the chickens at these facilities are kept indoors, in conditions that are sufficiently crowded that their beaks must be trimmed, so that they don’t peck at one another and cause injury or death. This propensity towards pecking is brought on by the stress of the crowded living conditions. Even eggs that are certified organically produced can come from chickens that are kept under these conditions.

We do carry two types of pastured eggs, at both Mt. Airy and Chestnut Hill. At Mt. Airy, they’re displayed in the meat and fish display case, on the upper right shelf. You’ll find two brands of eggs there: Natural Meadows (in various styles of reused cartons), and Meadow Run.

It wasn’t until recently that I learned about actual living conditions of the chickens’at Westfield. I had been happily purchasing the organic brown eggs, both as the dairy manager for Mt. Airy, and as a shopper for my own kitchen. After a concerned Co-op member informed me of the situation at Westfield, I decided to buy pastured eggs for my household. They are more expensive, but they come from birds that are not confined and trimmed at the beak. And I must say, the pastured eggs are far better tasting. I’m sold and wont’s switch back.



I am looking for other sources of pastured eggs, ideally an operation that can supply us with sufficient quantities for us to stock the eggs in the dairy case, where most of the egg-buying traffic occurs. (The pastured eggs in the meat/fish case come from small farms that can only send us a few cases a week.) I should say that “we are looking”, as there are three other co-op shoppers who are interested in this

(continued on page 5)

Marketplace End of Schoolyear Summary and Acknowledgments

by Carly Chelder, Marketplace Coordinator and Sarah Brown, Marketplace Intern



photo by Rachel Milenbach

Among those celebrating the end of another great year of the Marketplace Program at the annual Ice Cream Social are (clockwise from left) Marketplace Coordinator Carly Chelder and the Carroll Family: Denise, Molly, Kelly and Gracie.

IN RESPONSE to a recent article in *The Shuttle* asking for your spring cleaning items to become Marketplace donations, a neighborhood realtor, Susan Gilfillan, teamed up with Mal Benjamin, and donated a refrigerator to the Lingelbach Elementary School Marketplace program, a table to Eastern University Academy Charter School Marketplace program, as well as other items for Weavers Way Community Programs. To them we say, thank you!

Marketplace Donation Summary

At the end of every school year, the Marketplace teams gather to make a democratic decision about where to donate their profits. Two-thirds of their Marketplace profits are donated to charities of the team’s choice and one-third is retained for WWCP operating expenses. Marketplace teams in 2009-2010 had sales just under **\$12,000**, earning over **\$3,200** in total profit! Well done, teams!

Some of this year’s recipients include Fellowship Farms, the Parkway Northwest for Peace and Social Justice High School’s International Club’s 2011 trip to Ecuador, Project H.O.M.E., The Philadelphia Affiliate of the Susan G. Komen Race for the Cure, The Hero Thrill Show, St. Christopher’s Foundation for Children, and the Louisiana Disaster Fund. Thanks

also to the folks at the Trolley Car Diner, who hosted and helped support our year-end Ice Cream Social.

Integration of Farm Education & Marketplace at Eastern

Summer is upon us, and just as most Marketplace schools are saying goodbye to graduates and closing their doors for the summer, WWCP is beginning a new and exciting project with Eastern University Academy Charter School, a new school in the area. Students at EUACS, a Big Picture School attend school year-round, so now Marketplace can go year-round as well! This, however, is not the most exciting aspect of this new partnership. Seventh- and ninth-grade students at Eastern are participating in both WWCP’s Farm Education and Marketplace programs. Some classes, or advisories as they are called, are visiting the Weavers Way farm at Awbury Arboretum and learning about urban farming from Adam, our Farm Educator, while others participate in Marketplace, learning about how to run a small, cooperative business within their school. This partnership is in the early stages, but looks promising, and with the addition of more students to EUACS this coming fall, WWCP is looking forward to a growing partnership with this school.

Spotlight on Colette Coyne of Anna B. Day Elementary School

ALL MARKETPLACE teams are led by teacher advisers, who help the Marketplace Coordinator, Carly Chelder, organize sales and lessons and encourage students to participate in all aspects of the program. Marketplace would be impossible without these wonderful teachers and staff who donate their time, energy, and skills to the program. This month, we’d like to acknowledge Colette Coyne, a science teacher and the primary Marketplace teacher advisor at Anna Blakiston Day Elementary School, for going above and beyond the normal duties of a teacher adviser. An example of her tremendous energy and dedication to the Marketplace program is her willingness to pick-up Marketplace products from the Weavers Way warehouse and deliver them to A.B. Day School. Typically, this is a responsibility taken on by one of our great Weavers Way cooperators.



photo by Carly Chelder

Colette Coyne

Colette’s energy and excitement is not limited to one project. In addition to her roles as Marketplace adviser and teacher, Colette is very active bringing sustainability and recycling to her school. Thanks to Colette, A.B. Day Elementary School has begun to participate in the Frito Lay Brigade, a partnership between Frito Lay and TerraCycle. Students at A.B. Day collect Frito Lay bags to send to the Brigade, where the bags are “upcycled” and made into consumer products such as bags and purses. For each Frito Lay bag the students send in, the Brigade makes a small donation to the charity of their choice. (Frito Lay sells the very popular Marketplace item—SmartFood Popcorn). Our hats are off to Colette Coyne. Enjoy your summer vacation!

Summer Produce

(continued from page 3)

product diversity. Farmer Dave reports that, with the help of dedicated staff and volunteers, new items will continue to emerge and make their way to the farm display. After much anticipation, heirloom tomatoes are making their triumphant return. Ranging in color from bright yellow to dark purple, these tomatoes will enhance many summer dishes, from salads to sauces and beyond. In addition, we can

expect to see both eggplants and peppers in many varieties.

Alas, while the summer weather giveth, the summer weather also taketh away. Local lettuce and spinach, which were abundant in the spring, will not reappear until later in the year, when slightly cooler temperatures prevail. In the meantime, we encourage you to enjoy our selection of organic baby salads, which will remain available throughout the summer.

That’s all for now. May your August be fun, safe, and filled with great food!

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A Tough Job Just Got Easier

by Anton Goldschneider, Pet Store Buyer

CLEANING OUT a cat’s litter-box is work. And when it comes to work, what’s better than having the right tool for the job? Now (thanks to Martha, second floor manager at our Mt. Airy location, who first recommended this stainless steel litter scoop to me), we have a wonderful tool for you and your cats.

Made by RSVP, manufacturers of quality stainless steel kitchen accessories, the Endurance Litter Scoop offers a broad, comfortable handle, and the five-inch-wide open edge makes it easy to pick up a lot of litter with each scoop. The high sides will keep it all contained while the clean litter falls back into the box through the generous sifting slots. This will be the last litter scoop you’ll ever need to buy—leaving extra money for treats and toys! This product is located in the pet store below the pet toys, opposite the leashes and collars. It is priced at \$8.09.

Reminder to Weavers Way members: if we don’t carry a specific pet product

that you are looking for, I am happy to special order it for you. Just fill out a pre-order slip and if it’s available to us, your order will arrive at the Mt Airy Pet Store within a week of ordering (I will call you when it arrives). Submit order slips by Sunday to receive it during the week. You can also e-mail the pet department at pet-store@weaversway.coop to place special orders; remember to include your phone number and member number with your order. Product must be picked up at the Mt. Airy Pet Store.

Coming soon to the Pet Store; Organic Chicken Feed. A full line of different types of chicken feed will be available to help keep your chickens healthy and your eggs tasty.

Feel free to e-mail me with any questions or call me either at the pet store 215-843-6704 or leave a message at 215-843-2350 ext. 301.

Mt. Airy Grocery News

(continued from page 3)

issue and helping with the search. Stay tuned.

Other news: light corn syrup is back, Wholesome brand, \$5.09 for an 11 oz. bottle, found near the molasses and honey selection. We also have Epler’s maple syrup, grade A, in glass pints and quarts. This is a delicious syrup from northern Pennsylvania and it’s significantly less expensive than other brands: \$12.69 per pint, \$21.64 per quart. Give it a try.

If you’re looking to cut down on packaging, please be aware that you can preorder any quantity of the bulk items sold at WW-MA and arrange to have the items packed in your reusable containers

from home. Contact me, Chris, at 215-843-2350 ext. 113, or via email at christopher@weaversway.coop. Or you can fill out a preorder slip and tape it to a container, leave the container on the preorder shelves in the basement.

Finally, a summer beverage suggestion: this is my mother’s “recipe”. She’s a Co-op shopper and serves this refreshing drink when we enjoy dinner together on a warm evening. Two ingredients: cold Santa Cruz apricot nectar, and cold Vintage plain seltzer in cans (not plastic bottles). Pour in a glass. Mix to taste.

As always, thanks for reading. Now that WW-CH is open, WW-MA is less crowded, but I still look forward to bumping into you...in the grocery aisles.

christopher@weaversway.coop

Learn to Sing Better and Smarter!

by Larry Schofer, Educaton Committee Chair

Do YOU like to sing? Do you like Western and country music? Would you like to have more fun singing with others?

The Weavers Way Education Committee is sponsoring a two-day workshop, “Harmony Singing – Learn to Make Harmonies Through Country Music” on Saturday and Sunday, September 25 and 26, 10 a.m. to 4 p.m. each day.

Led by the highly experienced mother-daughter team of Val Mindel and Emily Miller and accompanied by guitarist-fiddler Jesse Milnes, the workshop will be focused on teaching people how to sing in harmony and specifically how to make up their own harmonies. Here is how the group describes what they do:

“Our repertoire consists of traditional music and early country music and we use songs in those genres as vehicles for teaching harmony. In a one-day workshop, we cover the basic structures of harmony singing and teach about six songs. We often split people up into smaller groups to practice singing in a smaller setting if time allows. In a two-day workshop, we delve into more-complicated harmony ideas the second day (harmony problem-solving, etc.) and spend more time working on singing in small groups. We can usually teach another five or six songs the second day.”

I once spent a week learning about country music from Val Mindel. It was one of the best experiences I have ever had in my many visits to music camps and music seminars.

Val Mindel, Emily Miller, and Jesse Milnes combine almost 100 years of American traditional music between them. Val and her daughter Emily have been singing together for all of Emily’s life, and they have been teaching together for the last 12 years, giving harmony workshops across the U.S. and abroad. Their specialty is the tight harmony prevalent in early country music. Jesse, an extraordinary fiddler, guitarist, and singer and son of West Virginia musician and folklorist Gerry Milnes, has also been making music all his life. He and Emily perform as a duo and are part of the Sweetback Sisters, a popular country band heard on such national venues as Mountain Stage and A Prairie Home Companion. Jesse joined Val and Emily on their 2007 album, “In the Valley” (www.valandemmy.com). The Sweetback Sisters’ new album, “Chicken

Ain’t Chicken” (www.thesweetbacksis-ters.com), was released in 2009 on Signature Sounds. Val has played with a number of bands, including the West Coast’s Any Old Time String Band, and is frequently on staff at music camps across the country, including the Augusta Heritage Center and Puget Sound Guitar Workshop.

The workshop will be held on Saturday and Sunday, September 25 and 26, 10 a.m. to 4 p.m. People may register for Saturday only or for both days. The tuition is \$125 for two days, \$75 for Saturday only. Lunch is included. Weavers Way members are entitled to a \$10 discount (\$115 or \$65). The group will meet at a large private home in Germantown (258 W. Tulpehocken St.), which has ample facilities for the group.

Registration should include your name, telephone number, and e-mail address. Weavers Way members should include their Co-op number. Checks should be made payable to Valerie Mindel and sent to Weavers Way Education Committee, 559 Carpenter Lane, Philadelphia PA 19119.

More information is available from Larry at lawrence.schofer@comcast.net or 215-248-3762 or from Claudia Raab, who has also attended workshops with these teachers, at 215-842-0896

Film Series

(continued from page 1)

How do we proceed with the films? We would like to suggest that the ideas for films come from groups of people with some common interest. You may be a club, a neighborhood group, an environmental organization, or just a few friends. If you supply a nucleus of people—say five or so—the committee can help put together a film evening. Until now we have been renting the very fine movie facilities at Video Library, but if you have some other venue in mind, we are open to suggestions.

Write to us. Tell us what film or film topic you have in mind, and what little group you can help with. We get lots of requests from individuals who want to see a particular film, but we need more group support than that. So, write to films@weaversway.coop. We are waiting for your input.




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Nesting House Nestling in at Carpenter and Greene

by Ted Barbato

THE NEWEST retail venture to find its way to the intersection of Carpenter and Greene has a most unlikely guiding vision: a better diaper.

The store is “The Nesting House” at 606 Carpenter Lane, a for-profit successor of sorts to the non-profit Maternal Wellness Center that previously occupied the space. It is the brainchild of the Wellness Center’s former director, Meredith Jacoby, and an employee at the center, Jennifer Kinka. Both are mothers of two children, including one-year olds.

Kinka had been running a cloth diaper business out of her home, while Jacoby was searching for a new sustainable retail concept in the wake of the Wellness Center’s closure. Jacoby and Kinka met over dinner late last year and a vision combining those concepts was, shall we say, hatched. “Together we made a larger vision of a baby-through-toddler sustainable retail store that included cloth diapers,” says Kinka.

A focal point of the store is promoting a return to cloth diapers. Kinka says mothers whose views of cloth diapers are somewhat, shall we say, soiled, should look again. “There are a lot of people out there who are making really unique (cloth diaper) products and are making it a much better experience than it used to be than for, say, my mom, who cloth-diapered in the seventies.” This includes velcro fasteners and rice paper liners to remove solids.

The Nesting House offers a once-a-month workshop on how to use cloth diapers. “People who walk in unsure, walk out thinking, ‘Hmmm, that doesn’t seem



Nesting Place staffer Shannon Reilly with her daughter Maggie Reilly Hogan

photo by Jonathan McGoran

so bad,” says Kinka.

The store also offers a broader array of sustainable products for new parents. These include recyclable baby items as well as products that cannot, by their nature, be recycled, such as organic crib sheets and bubble bath. “As parents of young children, we’re looking for the most sustainable way to approach parenting and the things you need to have to have for those early ages.

The Nesting House has also provided a continued home to some of the classes that were offered at the Maternal Wellness Center.

The response, so far, has been encouraging, and the owners say they were actually “slammed” with customers in the Nesting House’s first two weeks. Kinka says the location is vital. “Carpenter and Greene is a perfect area for something that promotes sustainability, and there are a lot of babies and young children.”

More information at www.thenestinghouse.net.

Vandalism Hits Henry Playground

by Kelly Tannen

ON SUNDAY evening, July 4, at approximately 10 p.m., the Philadelphia Fire Department was called to a fire on the C.W. Henry kindergarten playground. The fire completely destroyed the train play structure and damaged both the rubber playground surface and several nearby trees. Designed for younger children, the playground is dedicated for use by the kindergarten classes during the school day and is used by many neighborhood families during non-school hours. In response to the fire, C.W. Henry principal, Caren Trantas, said “Henry School is dedicated to ensuring that our students grow academically, emotionally, and socially. It is devastating to know that this space, which is used by both our kindergarten children and neighborhood children, has been destroyed by a thoughtless act.”

Anyone with information that will help to identify the vandals who commit-

ted this crime is asked to contact the 14th Police District at 215-.686-3140. The C.W. Henry School community is also asking for help from West Mt. Airy neighbors to help prevent future vandalism on the school ground by alerting the police of any suspicious activity near the school.

The president of the PTA, Robin Roberts, would like to see the playground repaired and the play equipment replaced prior to the start of the new school year in September. To ensure that this can happen, the PTA will be accepting donations in support of this effort. Donations can be mailed to C.W. Henry School, 601 Carpenter Lane, Philadelphia, PA 19119, Attn: Amy Martin, PTA Treasurer. If you have questions about how you can support the PTA in this effort or about other issues affecting the school community, please contact Robin Roberts at 215.692.3277.

Chestnut Hill Products

(continued from page 2)

nents include iron-binding and antibacterial enzymes.

Trickling Springs Creamery

Located in nearby Chambersburg, PA, Trickling Springs Creamery offers cheese, cream, milk (organic and unhomogenized), butter and ice cream (vanilla, chocolate and rocky road). I’ve been drinking their chocolate milk (along with a balanced diet) for months now. It’s like revisiting a part of my childhood. The milk comes in returnable glass bottles, which adds to the old-timey esthetic. Trickling Springs Creamery employs “High Temp Short Time” pasteurization—161° F. pasteurization followed by a below -40° cooling, which they say kills potentially

harmful bacteria while preserving beneficial proteins and enzymes.

Gluten Free

At the Chestnut Hill store, you will find a wide selection of gluten-free products, including breads, cereals, flour mixes, frozen entrées, and bakery items, plus items like Glutino breakfast bars. Weavers Way Chestnut Hill is one of the few places to offer a gluten-free doughnut. Grocery manager Brittany says she is working on a complete list of gluten-free products.

Bulk Up!

Among the many impressive sights in the Chestnut Hill store is the array of bulk bins—not just the kind with scoops, but the ones that are like silos. You can fill your bags with all sorts of grains and have fun doing it. So, what are you waiting for? Put together your granola, beans & rice, split-pea soup...

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At 258 W. Tulpehocken, St., Germantown
Information: Larry Schofer at
Lawrence.Schofer@comcast.net, 215-248-3762 or
Claudia Raab 215-842-0896

Registration: checks to Valerie Mindel, mail to Weavers Way Education Comm., 559 Carpenter Lane, Philadelphia PA 19119

Farm to City

(continued from page 1)

Weavers Way Farms and the Amish-owned Frosty Hollow Greenhouse & Produce, this location has space enough for a few more wonderful additions. Fruitwood Farms sells a variety of organic fruit and vegetables, as well as specialty goods, such as apple butter and pure honey spread. Love'n Fresh Flowers has an array of locally grown fresh flowers available. M&B Fairview Farm is probably the most prominent addition to this new location, stationed as it is on the street in a nifty silver and black refrigerated truck. Bart Hill keeps a variety of grass-fed beef products, homemade sausages, cage-free chicken products, and raw milk, cold and fresh in there. The milk comes straight from the morning's milking on the farm, and it is, quite simply, delicious. Bart is also more than happy to speak to anyone curious enough about the benefits of drinking raw milk and any of his other products.

The Mt. Airy Farmers Market is one of 18 farmers markets in Philadelphia created by Farm to City. The director, Bob Pierson, hopes this new location for the Mt. Airy market will increase the number and type of customers. The location at Greene and Carpenter did not get much traffic, and therefore catered to a smaller group of customers who typically already know the benefits of buying local. The new location will make the market more accessible to a demographic of people that might not already buy locally or be aware of the benefits of doing so.

The partnership between various local businesses in Mt. Airy has also made this new market location possible. Another function of this market will be to promote various local organizations by making tables available to local non-profit organizations. Those interested can contact Lesley Seitchik, Director of Marketing, at Valley Green Bank at 215-242-3550.

All in all it seems this new location is a win-win situation. With the increased space in the Seminary's plaza to allow for



photo by Gabrielle Mahler

Mt Airy Farmers Market, along Germantown Avenue at Mt. Airy Avenue.

more vendors to participate, and the increased amount of passing pedestrian and vehicle traffic—both the customers and the vendors should gain a lot from this Germantown Avenue venture.

Love'n Fresh Flowers – Philadelphia, Pa

Frosty Hollow Greenhouse & Produce—Lancaster, PA: A traditional Amish farm that harvests some of the freshest organic fruits and vegetables in Lancaster county. Customer favorites: Homemade mini apple pies, all-natural blueberry yogurt, and perfectly ripe blackberries.

A small floral boutique that features designs made with only locally grown flowers. All-natural honey and fruit spreads, and fresh organic fruit and veggies.

mahler.gabrielle@gmail.com

Mt. Airy Farmers' Market Now Accepts Vouchers and Checks

by Leslie Seitchik

FARM TO City, the market manager, and the Mt. Airy Farmers' Market are pleased to announce that the farmers at this market who sell produce are eligible to accept food vouchers and checks from customers who qualify for either the Farmers Market Nutrition Program or the Senior Farmers Market Nutrition Program. In previous years, recipients were given \$20 in vouchers/checks. This year recipients can spend up to \$80.

The WIC Farmers Market Nutrition Program and Senior Farmers Market Nutrition Program provide WIC recipients and eligible seniors with resources in the form of fresh, nutritious, unprepared, locally grown fruits, vegetables, and herbs from approved farmers at farmers' markets in Pennsylvania. The purpose of the FMNP and SFMNP is to help low-income seniors and WIC recipients increase their consumption of fresh fruits and vegetables and expand the awareness and patronage of farmers' markets.

Only farmers authorized by the PA Department of Agriculture may accept and redeem FMNP and SFMNP vouchers/checks. The farmers at the Mt. Airy Farm-

ers' Market all qualify and can accept these vouchers/checks.

People in the WIC program are eligible to receive this benefit.

Seniors must be 60 or older by December 31 of the program year and meet the income eligibility guidelines. Income eligibility is based on 185 percent of the federal poverty income guidelines. The guidelines are published each year by the U.S. Department of Agriculture.

Eligible WIC recipients receive the FMNP vouchers during their quarterly WIC visit during the months of May - September. Eligible senior recipients receive the SFMNP vouchers by going to a distribution site in their county. Distribution site information is available from the county aging office where the senior resides. After receiving vouchers worth \$80, recipients can redeem them for fresh fruits and vegetables grown or growable in Pennsylvania or New Jersey.

For more information call Farm to City at 215-733-9599 or the PA Corporation on Aging Helpline at 215-765-9040 or visit www.pcacares.org.



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Manager’s Corner

Weavers Way Cultural Changes

by Glenn Bergman, Weavers Way General Manager

SINCE WE opened the Chestnut Hill store in May, something happened that we did not quite expect: membership grew by more than 850 households. Prior to May, we had around 3,300 active households a number that had been around for years. As of mid-July our membership stands at 4,100 active households and about 3,000 inactive (members who have not paid equity in over a year). Each summer there are many people who either become inactive (moved away) or request their equity back since they will no longer live near the Co-op.

We expected this growth, but over the course of a full year, not in such a short time frame. While this is a wonderful unexpected influx of members and equity, there is also a concern about how well the new members understand the history of the Co-op, its mission, and the “sacred cows” of our culture. At the same time, it is important for our long term cooperative growth that we change and perhaps “harvest” some of the sacred cows, or send them to feed on the grasslands.

For those of you who have joined the Co-op in last few years, there are a few important cultural items about the Co-op I would like to review. Those of you who have been around for 10 or more years will understand these cultural items. Since we have recently expanded to Ogontz and Chestnut Hill, there are changes that will take place at the Co-op. However, it is worth discussing the “sacred cows” that have been around for many years.

New members, visiting shoppers, and new staff I speak to think that the Co-op started as a place to sell local, organic, gluten-free, and other “Birkenstock” products. Not true. The Co-op was started in 1972 as a buying club by neighbors in West Mt. Airy to purchase conventional produce at the Philadelphia Produce Terminal. Orders were taken during the week

by Jules Timmerman and others and an order was put together. Jules would go to the produce center with “volunteers,” return to the Summit Church and then split things up and dispense to the buying club members. This was the beginning of a mutual benefit group or co-op and it was a way for neighbors to save money. It wasn’t until about 20 years ago (15+ years into operations) that organic vegetables started to appear in quantity.

Let’s see how much you can save as a buying club with volunteers: if a case of romaine has 24 heads selling for \$18/ case at the terminal market, the cost is \$.75 per head. Let’s add \$.10 per head to pay for gas and for the truck so make it \$.85 a head. Today we sell romaine for between \$1.75 to \$1.90/head at the grocery, last time I checked it was over \$2.25 a head (scaled). The difference is that we now have overhead: labor, trucks, rent, insurance, packaging, professional fees, etc. Our margin plan is between 36 and 37 percent. That means that for every dollar of product sold we need to make about 37 cents. This does not seem like a lot of money and it is not.

What has changed since 1973 is that we have expanded our product line to include meats, prepared foods, gifts, coffees, deli, bakery, and more. We have hired staff and purchased buildings. Now we have to cover these costs. What about the volunteer work program, doesn’t that reduce costs?

The member work program (6 hours per adult per year) is a vitally important cultural part of the Co-op and one that we will continue to stress to our members. The volunteer work program helps our store and community. As you know, we allow members to earn their hours in many ways: in the store, farm, CSA at Saul, committee work, repair and maintenance, community programs, special events (Mt.

Changes at Weavers Way

- **Charging 25¢ and 50¢ for credit and debit cards.** Eliminated in January 2010 (What, you did not notice?). Management felt we were nickel and diming shoppers.
- **Recycling cardboard boxes.** Great way to recycle cardboard and reduce the use of paper bags. It’s still done at Mt. Airy, and has been started in Chestnut Hill, but has not being done yet in Ogontz.
- **Composting.** Vegetable waste from the kitchens and produce. Done at Chestnut Hill, not being done completely in Mt. Airy and not at all in Ogontz.
- **Accepting checks for payment from members.** Continues with cash back up to \$100. All locations now accept checks from non-members (but no cash back) and they must show a photo ID or drivers license.
- **Charging for plastic bags.** Reduces and discourages waste. This continues in Chestnut Hill and Mt. Airy. Not being done in Ogontz.
- **Charge for paper grocery bags.** Reduces and discourages waste. Continues in Chestnut Hill and Mt. Airy. Not being done in Ogontz.


Airy Day, Chestnut Hill Fall Festival, Morris Arboretum Fall Festival, Village Fair, Carpenter Woods, etc.), and helping to get the Shuttle written, edited, and distributed. Members have also helped on special projects: financial work, membership, operations, and IT. All of this allows the Co-op to do more than a regular small corner store.

Our labor costs are high at the Co-op, and this is intentional. Our members wanted the staff to be paid a living wage, provided with health benefits, and other support. We do that more than any other grocery store (or retail operation of our size). A single full-time staff member can purchase health coverage for as low as \$16.78 per pay period (26 pays per year). Dental insurance is only \$1.17 per pay period. We also match a 401K at 25 per-

cent, have holiday and vacation pay, and many other benefits. The corner grocery stores in the area do not have these overhead costs. Most retail grocery stores we know about pay between \$7.50-9.50 per hour, have no benefits or make it very hard for their staff to receive benefits. In fact, I believe we are the only grocery in the region that provides benefits for part-time staff. Also, we have very little turnover of staff. I believe one of the lowest rates seen even among co-ops. That is another reason we have higher labor costs.

We follow a philosophy that is written in our Ends (long term goals) and the “triple bottom line”—concern for our community, for the bottom line (profit),

(continued on page 10)



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What Are Board Members Thinking?

I Believe in Co-ops

by David Woo, President Weavers Way Co-op Board of Directors

In this column, David Woo, a member of the Weavers Way Board of Directors, is sharing his own individual thoughts and ideas and is not speaking on behalf of the Board.

I BELIEVE in cooperation. I grew up in a place where the grocery store marquee was emblazoned with the hyphenated Co-op in large green letters with two iconic pine trees. My parents, being Chinese immigrants, really had no experience with what that sign meant but must have seen cooperation in action during their childhoods living in occupied China during the war.

As a child I could never understand why we had to keep grocery receipts for the annual rebate. Why couldn't this store on Clinton Street in New York's lower east side just lower their prices?

When I grew up, I moved away and learned more of the world. I soaked up experiences and ideas on how things get done in our society, but I always came back to community and cooperation, no matter where I lived.

I made conscious decisions to always try to work and live cooperatively: finding a position with a mutual insurance company, carving out a niche in the non-profit charity industry, managing my finances at a credit union, joining an outdoor gear retailer organized as a consumer cooperative. As a business model, cooperatives are subject to the same market forces that thrash about Fortune 500

companies and sometimes, as may happen to any business, they don't survive. As an enterprise owned by the shoppers, producers, farmers, distributors and others that use the goods and services offered by the cooperative, co-op operations are for the economic benefits of their members. The values of democratic control, member economic participation, concern for community, voluntary and open membership still echo in my ears long after the Clinton Street cooperative grocery closed.

I believe there is room for this economic model to fill some of the voids in our society, to build sectors of commerce long in need of a positive outcome, to be celebrated as something we accomplished together. The United Nations is giving this model due attention, having designated 2012 as the international year of the cooperative.

Human, small scale cooperation, upon which our species has relied for eons to survive and thrive in an uncertain environment, has always worked to propel us as a people to achieve wonderful things in our many diverse cultures and societies.

~ woo3d@earthlink.net

Mt. Airy Village Fair Returns, Sept. 26

by Mo Speller

AFTER TAKING a year off, this will be the fourth Mt Airy Village Fair. First held in 2006, the fair started as a way for the businesses on our corner to thank our vibrant community for its support. The idea for the fair, sparked by Big Blue Marble Bookstore owner Sheila Avelin, focuses on interaction and participation rather than on buying and selling. Community businesses and organizations set up booths under the rule that they have some kind of activity like a game, craft project, or a demonstration. There aren't Ferris wheels or big sound systems but there are lots of live action, games, and music. As Meg Hagele, owner of the High Point Cafe puts it, we've kept things low-tech because, "we wanted to keep the emphasis on the people, not on glitz and glam."

The last Village Fair occurred not long after I first moved to Mt. Airy. Reflecting back it occurs to me how much has changed in the past two years in the 500 and 600 blocks of Carpenter Lane. Part of the beauty of this West Mt. Airy neighborhood is how small businesses are mixed in with a largely residential area. I look forward to this year's Village Fair as an opportunity to interact with neighbors new and old.

Past organizers of the fair tell me how much the flavor of the fair is enhanced by the people who plan and run the fair. As Meg Hagele puts it, "Every new person who comes to a meeting brings their interests and their experiences and enhances the fair by their involvement. That may be my favorite part."

I'm definitely excited about some of these new flavors, especially the involvement of Meenal Raval who took the lead in dealing with the logistics of the fair—the kind of stuff most people wouldn't volunteer for but that needs to happen. Within this position she has come up with some great green additions like bike valet parking and a free-for-all event—a giant swap, kind of like a free yard sale. Obviously Meenal's attention to bicycles has something to do with her connection to



file photo

The Mt. Airy Village Fair is a way for the businesses at Greene St. and Carpenter Laneto thank our vibrant community for its support.

Philly Electric Wheels, a new addition to the corner since our last Village Fair, and the bike valet wouldn't be possible without another new neighbor, the Mt. Airy Bike Collective.

The general flavor of this year's fair, in addition to being slightly greener, will also be more like a carnival—based on a suggestion from Springboard Studio's Caroline Peterson. Curtis Coyote and others will work their whimsical magic on constructing some old-school carnival games. The fair will also feature the intriguing combination of lemon and peppermint because we've managed to track down a somewhat-local candy manufacturer that makes peppermint straws for lemon sticks—an old Philadelphia favorite which unfortunately is rare these days. Then there's all the deliciousness you expect from the High Point Cafe and the Weavers Way Co-op.

The fair is still cooking though. All the excitement takes place on September 26, and it still needs some more flavors to come to life. We are looking for neighbors to contribute their musical talents, set up interactive booths, fill our baking contest with baked goods and our pet parade with animals, volunteers to get everything running and perhaps most importantly, lots of participants who want to have a great time.. As Meg Hagele puts it, "It's a place where we don't need headliners or big acts to be a great day. We just need our village and our village is a party!"

If you are interested in performing, volunteering or having a booth, please email us at the address below and join the party!

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Welcome to Weavers Way's New Board of Directors



photo by Cliff Henc

Following the first meeting of its the newest lineup, Weavers Way's Board of Directors gathered in front of the Mt. Airy store. From left to right (rear): Brian Maher, Stu Katz, Chris Hill, Dave Tuykey, Sylvia Carter, Cynthia Potter, (front) David Woo (president), Margaret Lenzi, Cat Niallon, Sue Wasserkrug, Nancy Weinman, and Bob Noble.

Managers Corner

(continued from page 8)

and our people. When management makes a decision, there is often a lot of discussion about how the program, product, or action will be in line with the Ends, triple bottom line, and our Mission. While this may take time and cost more, and it is important that these things are thought through. Often I will be called on the carpet by staff for taking an action that does not protect the Co-op or has nothing to do with our mission. For an outsider this might sound like an argument, and it is, but it is important that people can make these statements.

So, as a new member, it is important that you know why we do certain things around the Co-op: recycle boxes, have prices that are at retail levels in most cases, publish a monthly newspaper (The Shuttle), post events on a bulletin board, and work to build community through our actions. We will not always be the lowest price, though recently I think our prices have gotten too high and we need to address this at once on some product lines. We also need to make sure that we keep true to our support for organic, local, and sustainable products, but also realize that not everyone can always afford to purchase these products and that we need to mix the product line up (organic and regu-

lar white sugar; organic and non-organic nuts; soda with cane sugar and spritzers, etc).

At the same time we as staff and owners need to figure out what we will be in the future and how to blend the old with the new; what sacred cows to "harvest" and which to keep around. Recently, we have begun to meet with a member (for her work hours) who is a well regarded expert in organizational cultural dynamics in order to figure out what actions we need to take to bring us all together and keep the co-op pointed in the right direction. I look forward to these meetings and path.

Lastly, starting soon, I plan to work with staff, members, the board, and community stake holders on a new strategic planning process. We did a very dynamic plan six years ago that brought us the farm expansion, a non-profit (WWCP), an expanded Marketplace program, two new stores, improved benefits for the staff, more local products, and increased public partnerships and exposure in the Philadelphia community. What is next (besides making sure that our financial house is in order) is a question that needs to be answered by the community of owners and staff. I look forward to the new cultural changes.

~ gbergman@weaverswy.coop

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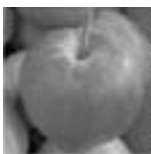
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So What Does WWCP Do Anyway?

by Rachel Milenbach, WWCP Executive Director

IN HONOR of the hundreds of new members who have recently joined Weavers Way, I decided it was time to start over in a sense – with a description of what Weavers Way Community Programs does and how we connect with the Co-op and other organizations. Plus, I recently learned that some of my friends and neighbors don't know exactly what I do. A typical conversation goes something like, "Well I know that you work for the Co-op and you have a lot of deadlines and writing...but what is your job?"

A Little Bit of History

Weavers Way Community Programs was created in 2007 to develop and expand the community work of Weavers Way Co-op. At that time, the Co-op was already running the school Marketplace program and farm education was going strong at Weavers Way's Mort Brooks Memorial Farm, a two-acre plot on the Northwest tract of Awbury Arboretum.

As a new non-profit, the WWCP board decided to join Mt. Airy Community Services Corporation (MACSC). As a service group of MACSC, we have non-profit status, and share resources with the other service groups. In addition to being part of a community of non-profit organizations, the sharing of costs allows all of us to use more of our funds for direct service and less on overhead.

The Marketplace Program

Marketplace started in 2000 when Co-op staff got together with C. W. Henry teachers and students to figure out a way



photo by Rachel Milenbach

Pictured here during a visit to the Mort Brooks Farm are (l to r) A. D. Day School third graders Dylan Stewart, Shamar Hughes, Faith Jenks, and Micheal Collins.

to get after-school snacks to the kids who wanted them. Henry is directly across the street from Weavers Way Mt. Airy, and the store was simply too small to handle a run of hungry kids when school let out. From their brainstorming, the Marketplace program was born. Initially run by Co-op staffers including Stephanie Johnson, Margie Felton, and Julia Bradley, the program was a big success. By the time WWCP was formed, the Marketplace Program had expanded to Houston, Jenks, A.B. Day, and Wissahickon Charter schools. By then, Terri Rivera had been hired as the Co-op's first part-time

Marketplace Coordinator for the 2007-08 school year. Carly Chelder joined WWCP as the Marketplace Coordinator in September 2009 after Terri left to pursue other interests.

The Marketplace program is modeled on project-based learning techniques, with each school running a mini-co-op/small business, requiring small-group collaboration, democratic decision-making, and a variety of academic skills. In 2009-10, over 200 children and teens participated in Northwest Philadelphia Marketplace pro-

grams. Rather than simply teaching about healthy food in the classroom, WWCP provides hands-on learning experiences and healthy food alternatives, choices that are lacking in many communities. In 2009-10, Marketplace operated in nine Northwest Philadelphia schools. The Marketplace 101 curriculum teaches business skills and economic literacy by starting with the basics such as inventory, cash reconciliation, customer service, and problem solving.

At the end of each school year, each Marketplace team meets to decide where to donate a portion of their profits. Recipients of 2008-09 donations included Project H.O.M.E, Mt. Airy Stenton Family Manor, Heifer International, Awbury Recreation Center, Homes for Our Troops, Action AIDS, Shriners Hospital for Children, and the Society for the Prevention of Cruelty to Animals, as well as programs within their own schools. You can read about this year's donations in Carly's article on page four.

Farm Education

WWCP's farm education program grew out of a cooperative volunteer effort that also started in 2000. The Mort Brooks Memorial Farm (aka, Weavers Way Farm at Awbury Arboretum) was established in 2000 by Mort's wife Norma Brooks and other Co-op members. After Mort's death in 1999, Co-op members established a memorial fund honoring his contributions to the Co-op, and from that fund grew Weav-

(continued on page 18)



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Red Cross Blood Drive

Wednesday, Sept. 1

2 p.m. to 8 p.m.

**The Free Library
of Philadelphia,
Chestnut Hill branch**

Weavers Way is sponsoring a Red Cross blood drive on Wednesday, September 1, 2010, from 2 p.m. to 8 p.m., at the Free Library of Philadelphia Chestnut Hill branch.

During the summer, blood donations drop dramatically (vacations, plus the RC gets 25% of its donations from visiting colleges during the school term) so we can make a big impact by getting a large turnout.

Weavers Way members will receive a \$10 gift card to the co-op as a thank you for giving blood during this critical time of year.

If you are interested in signing up for a spot, contact Jon Roesser at the Co-op, 215-843-2350, ext 132, or email hr@weaversway.coop.

Valley Green Co-op Apartment

Valley Greene Apartment is a cooperative venture (owned by the tenants), with shares purchased privately or from the co-op itself. All utilities and maintenance are included in a monthly fee. It is ideally situated adjacent to the Wissahickon Park and is within easy walking distance to shopping and public transit via SEPTA rail and buses. The apartments are spacious and well laid out with more than ample closet space. The bedrooms are large and airy. The bathroom is oversized for an apartment and includes a large vanity and mirror. A/C units are located in the wall in both the living area and bedroom. Located at 5720 Wissahickon Ave., Philadelphia, PA

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Dinner and a Movie

I Am Love and Victoria's Kitchen

by Margie Felton and Joanna Poses

IF YOU read last month's column, then you know that this month's was supposed to be about fried chicken and Nashville. But, on a last minute whim, Joanna suggested we head out to a new release in an actual movie theater. (You may have noticed how hot it's been this summer...) She settled on *I am Love*, an impressionistic wonder co-conceived by Italian director Luca Guadagnino and Scottish star Tilda Swinton.

The film proceeds in the manner of any classic melodrama; a porcelain wife wakes up to life as she falls into an affair with her son's best friend. Though the story may sound tired, the film, most certainly, is not. We won't say much more about the plot because melodrama yields the most pleasure when the viewer is along for the ride 100%. But we will say that this film goes far further than any 50s melodrama would have dared. This is not just a film that describes sensuality—it is sensuality itself. In fact, it is so physical that you watch it not just with your eyes, but with your entire body.

It is fortuitous for this column that one of the major ways the film's sensuality manifests itself is through the use of food. Indeed, the filmmakers have boasted that a Michelin chef was retained to prepare and advise on the food in several of




photo by Janyne K. Hicks

Chef Victoria (r) and her cheerful staff cook up a storm at Victoria's Kitchen in West Oak Lane

the culinary scenes. It is remarkable that even though food is central to our experiences of memory, culture, family and identity, films rarely explore these connotations to their full potential. In *I am Love*, these ideas are pushed to their limits as one particular dish comes to signify both filial love and sexual betrayal. It is food that drives the narrative and, ultimately, invites the final tragedy.

The only tragedy you'll find in this article is the sin of gluttony. You probably thought we forgot about fried chicken, but you are too naïve! We are always dreaming and scheming about our next fried chicken meal. It might seem like a

stretch for us to pair Italian haute cuisine with American comfort food, but only if you're unfamiliar with this month's restaurant pick. Like the film, *Victoria's Kitchen* is all about love.



Margie first met Victoria at a West Oak Lane food festival where she was sampling fried chicken with greens and explaining how delicious and flavorful collard greens could be without meat. Margie was bowled over by the vegan results! So for Joanna's birthday meal we picked up overflowing boxes from Victoria's Kitchen. Joanna chose the fried chicken (of course), with macaroni and cheese and candied yams as her sides. Margie picked the turkey chops and insisted she needed her own side of macaroni to keep company with the amazing greens. Our friend Jeanyne indulged her obsession with the fried fish and sweet potato fries. Unfortunately, we had to savor our dinner at a quicker pace than usual because we were running late for our 7:15 screening. But we still found time to express our satisfaction by over-eating to our hearts' content. The entrees were very good but the side dishes were incredible! Margie is very picky about macaroni and cheese and she would single out Victoria's for special praise. Both sweet potato dishes were amazing and oozing with butter, cinnamon and brown sugar goodness. The greens were perfectly seasoned and the asparagus fresh and garlicky. Love, love, love indeed!

Victoria's Kitchen is located at the corner of Ogontz Ave. and Tulpehocken Street, just one block away from the Weavers Way Ogontz store. When you're shopping at the store it would be a shame to go home without dinner from Victoria's.

“My Co-op Rocks” Video Contest

**from National Co-op Grocers
Association**

THE NATIONAL Cooperative Grocers Association (NCGA) kicks off its second annual “My Co-op Rocks” video contest this September, asking co-op members, shoppers and staff across the country to share their favorite co-op moments, memories and stories online.

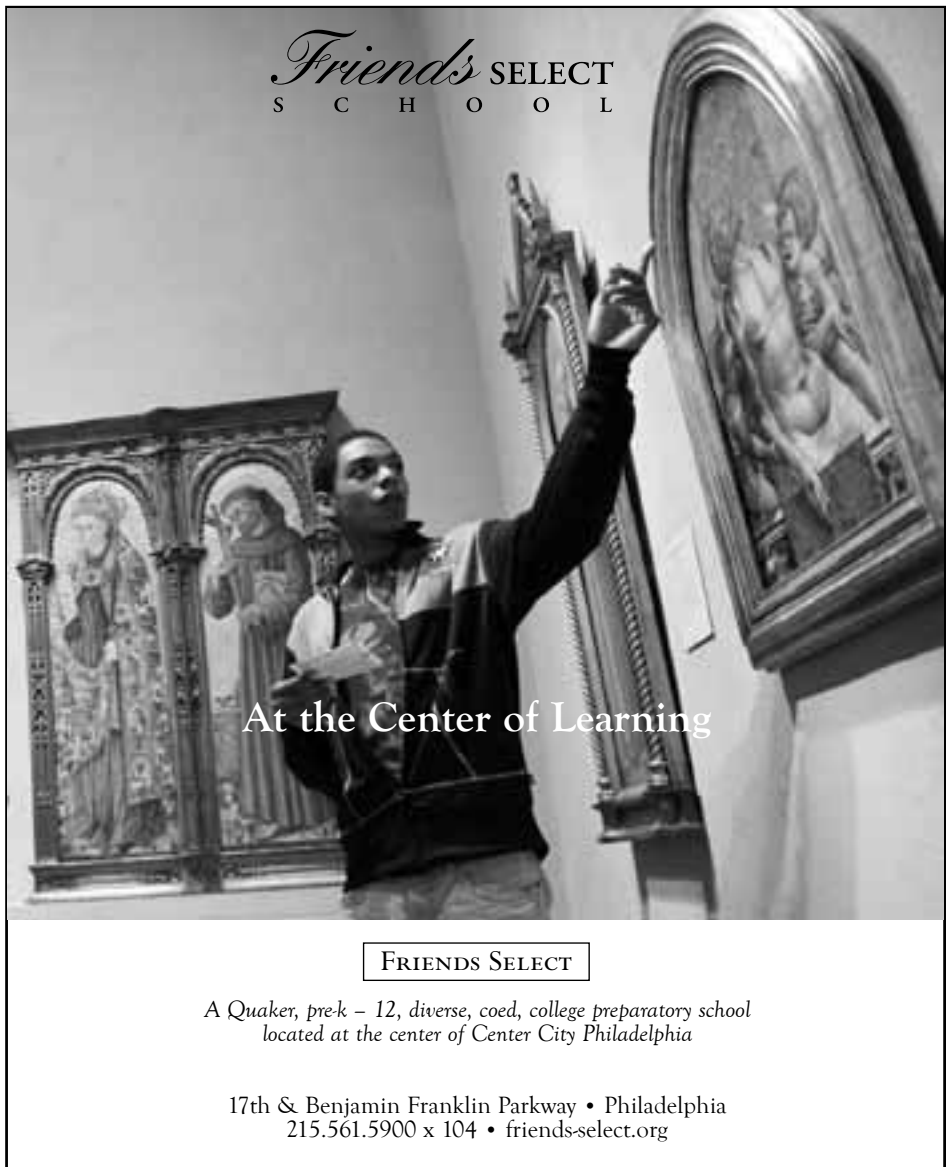
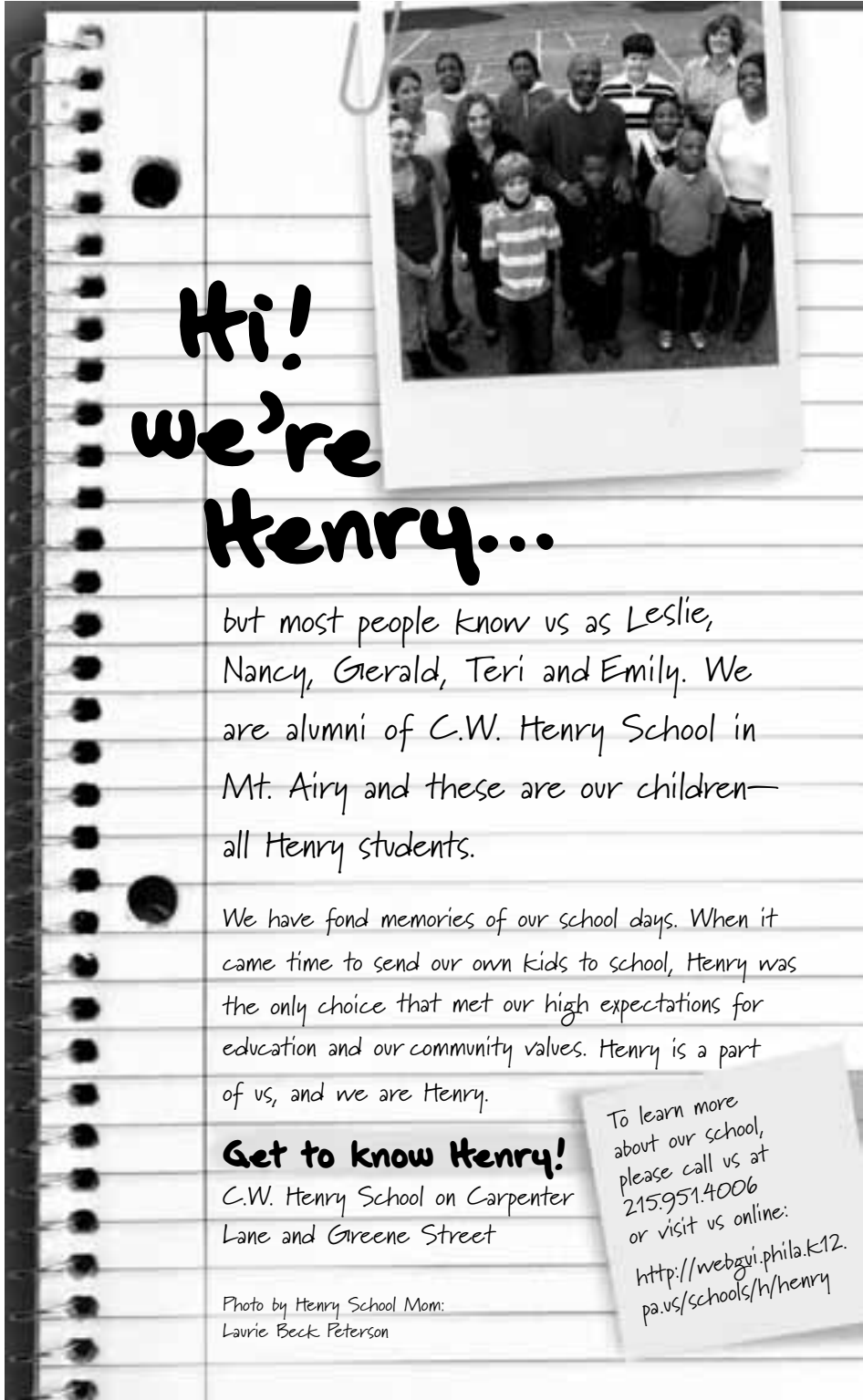
Individuals over the age of 18 are invited to submit short, up-to-two-minute videos sharing all the reasons their coop rocks. Submissions will be accepted online Sept. 1 through Sept. 30 at www.MyCoopRocks.coop with \$3,000 in prizes—including two new Apple iPads—to be awarded to the best videos in “People’s Choice” and “Judges’ Choice” categories. Voting will be extended from Oct. 1 through Oct. 15.

The public will determine three winners in the “People’s Choice” category based on voting. Then, a panel of judges will score entries based on creativity, theme, and overall appeal to determine the three winners in the “Judges’ Choice” category. Winners will be announced on Nov. 1.

In each category, first place winners receive an Apple iPad, second place winners receive a \$500 co-op gift card, and third place winners receive a co-op customized HD flip cam. The first 50 individuals who submit a video will also receive a free t-shirt. Each video is only eligible for one prize but individuals may submit as many videos as they like.

For the official rules or to enter the contest, visit www.MyCoopRocks.coop.

NCGA is owned by 112 food co-ops operating more than 140 stores in 32 states with combined annual sales of over \$1 billion The contest is also sponsored by Equal Exchange and Frontier Natural Products Co-op.



Jewish New Years Cards

by Mindy Shapiro

As A child, I remember going shopping for new clothes to wear to synagogue for Rosh Hoshanah, the Jewish New Year, and for Yom Kippur, the Day of Atonement. While shopping for something special to wear initiated the High Holy Day season, it was the sound of the shofar (rams horn), heard in the synagogue, the eating of round challah (egg bread), and the dipping of apples in honey at the family table that I really looked forward to ...and still do.

What are these holidays and what do these symbols mean? In Hebrew these Holy Days are called yamin noraim—Day of Awe. There are ten days between Rosh Hoshanah and Yom Kippur during which time Jews reflect on the past year and our relationship to ourselves, others and G-d. This is a time of year for introspection and soul-searching. We ask for forgiveness and pray for forgiveness. The New year is an opportunity to wipe the slate clean and begin anew.

Rosh Hoshanah literally means “head of the year.” It marks the anniversary of the creation of the world. This two day



image courtesy of Mindy Shapiro

In this card a woman is sitting in the apple tree blowing the shofar. Around the perimeter of the oval are shofars. The traditional greeting L'Shanah tova tikatevu “May you be inscribed for a good year” is carved into the tree top.

holiday, as with all Jewish holidays, begins at sunset and ends at sunset. Customs include:

- Attending services in synagogue—liturgy includes themes of judgment and repentance
- Hearing the shofar blown—represents a call to God to hear our prayers
- Eating apples and honey—an expression of the desire for a sweet and healthy year
- Eating round challah to represent the fullness of life and the cycle of the year
- Participating in special meals which include eating sweet foods, continuing the theme of bringing sweetness into the year

Yom Kippur brings to a close the ten days of repentance begun on Rosh Hoshanah. It is a one-day festival and is the holiest day of the year. Since there is to be no physical pleasure on Yom Kippur, there are five restrictions found in the Torah: 1. No eating or drinking; 2. No bathing; 3. No anointing the body with oil; 4. No wearing leather shoes; 5. No sexual relations. Most of the day is spent in the synagogue and after the 25 hour fast, it is customary to attend a break-the-fast.

New Year's Cards

The tradition of sending Jewish New Year cards dates back to the 1880's. Also known as Shana Tovah (literally translated as good year) cards, these greetings are mailed to friends, relatives, and even business associates to wish them a happy and sweet year. In Europe sending Shana Tova postcards was the craze from the 1890's until WWII as this was an inexpensive way to keep in contact with relatives in America. Reproduced postcards from Poland dating 1912-1918 depict the actual sending of postcards, emigration to America and Israel, love between couples and holiday themes.

The Jewish New Year card industry is big and profitable. Most card shops will have a variety from which to choose. They are sold in pack and individually. Internet cards are also available through many sites saving on postage. Today, themes on the cards are not dramatic like the ones from pre WWII Poland.

Look for these and other cards on the second floor at Weavers Way.



image courtesy of Mindy Shapiro

The outline of this card is an apple. This is to represent the tradition of dipping apples in honey and before eating reciting the phrase “May it be your will to renew us for a year that is good and sweet”. Inside the apple are the Hebrew words “Shana Tova” (good year). The buildings represent the walls of the Old City in Jerusalem which surround the Dome of the Rock.

Mindy Shapiro was first introduced to the folk art of papercutting at KlezKamp, a Yiddish folk camp, during the winter of 1995. She credits her immediate passion for this art form to her only art training, which was as a leather craftsman at Camp Louise. Mindy's creativity, intricate designs and use of color, combined with her wide-ranging Jewish knowledge, distinguish her as an artist. Her original designs are sketched by hand and cut with a knife. Prior to becoming an artist, Mindy worked full time in Jewish education.

On Sept. 14, Mindy will be offering a Co-op workshop on Papercutting, an ancient art dating back to the creation of paper during the 1st century in China.. See the September Shuttle for details, or contact Mindy Shapiro at 215-242-4403 or via e-mail at mindysue39@gmail.com.



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Zakaria Elabid is a full time Financial Services Professional, with New York Life Insurance Company. Enjoys educating people on the importance of organizing their financial lives, having a plan in place and how to deal with the new trends of the economy, the good thing about the seminars that I do is that they're strictly educational and not product specific, so I won't go into products with anyone unless it's a private consultation.

To secure your seat and program materials, please R.S.V.P. to (267) 496-1110 or zelabideje@ft.newyorklife.com.

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Shopping at Farmers' Markets?

With the increase in the number and availability of farmers' markets and farm stands, here are a couple of questions to ask before making your produce purchase.

Did you grow this produce?

To the extent possible, buy your produce directly from growers. After all, isn't that the point of a farmers' market?

What growing methods were utilized in producing this item?

Farmers should be able to explain to you in some detail their own growing methods. Is the produce you are buying chemical-free? Low spray? Conventional? Organic? IPM? It shouldn't be a secret, and the seller should be able to fill you in.



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.



Going Steady for Ten Years!



10th Year Anniversary Celebration
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The August Garden

by Mark Goodman, the Neighborhood Gardener

THE MONTH of August is known as “the dog days,” which I never understood, since there’s nothing particularly hot about dogs except their breath. Whatever you want to call it, August heat can be oppressive to plants. Of course, you’re watering each morning on the hot days, and if the plants look stressed, you’re giving them a dinner-time shower, too.



One way to alleviate the harsh effects of hot August on your perennials is to select drought-resistant plants. If you also favor native varieties, here are some that will withstand heat. Keep them in mind as you plan next year’s garden or if you’re looking for replacements now.

Old favorite black-eyed Susan will take the heat, even as it fills empty spaces in your perennial bed. Remember that “native” does not always translate into “non-invasive,” so be prepared for a lot of black-eyed Susans. Evening primrose is another native, drought-resistant perennial that can be a pesky spreader.

Purple coneflower, or echinacea, has gained a following, not only for its beautiful flowers and shape, but also for its tolerance for dry spaces and its medicinal properties. In addition, the post-flower seed heads are popular with hungry birds.

Butterfly weed, or asclepias, is a showy native perennial for dry areas. Don’t let the word “weed” discourage you. The orange flower is very attractive to people as well as butterflies.

Stonecrop sedum, like all members of the sedum family, tolerates drought con-

ditions. Used as a ground cover and rock garden plant, this succulent’s yellow flowers add sparkle to a garden.

For your shady dry spots, consider the Christmas fern and wood fern. These natives are unique because they are both evergreen, unusual among ferns. The Christmas fern stays lower to the ground (one to two feet) and have glossy leaves. The wood fern grows more upright (two to three feet) and has a more delicate leaf pattern.

Vegetables. The hot month of August is a good month to plant fall vegetable crops. At the end of the month, you can sow seeds for beets, Chinese cabbages, collard greens, kale, leaf lettuce, mustard greens, turnips, and spinach. In the coming weeks, there will still be ample daylight to stimulate growth, and the longer, cooler nights will keep the plants from wilting.

Just because these are the dog days, don’t let you garden go to the dogs. Enjoy your flowers and vegetables even in the heat of August.

~ earthcraft@comcast.net

Animal Rescue Network Events Create Lots of Happy Endings



photo by Kim Bravo

Maria Johnson snuggles with her new kitten, Charley (a femal kitten nevertheless named in honor of Charlie Manuel)which she adopted at Animal Rescue Network’s most recent Adoption Event at Weavers Way; Ten of the 14 felines available were adopted, a record so far, and one that we are very pleased about. Look for details on our next event, to be held sometime in September.

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The Chimney Swift is One of the Fastest Fliers in the Sky

by Brenda Malinics

It is hard to believe that the tiny Chimney Swift that graces our summer sky, is one of the fastest fliers of the bird world. It powers itself to a speed of 69 miles per hour and can fly horizontally and even upwards. Other birds, such as the peregrine falcon, fly faster while diving in a stoop, but the Chimney Swift is the fastest recorded bird flying under its own power.

Chimney Swifts, Swallows, and Hummingbirds are all related, with each having long wings containing short bones that allow for some spectacular flying and hovering. Often referred to as a “flying cigar” because its body appears so straight, the Chimney Swift is uniformly black except for a small white or pale grey patch on the chin which is not visible from a distance. They have a short, deeply forked tail with very long swept-back tapered wings resembling a crescent or a boomerang. The Swift’s scientific name (*Apus apus*), means “without feet” because these birds have very short legs which are used only for clinging to vertical surfaces with their sharp toes. Swifts never settle voluntarily on the ground.

Populations of Chimney Swifts are dramatically declining, as are other North American insectivore bird species such as Nighthawks and Whip-poor-wills. There are many state and national efforts underway to develop educational programs to stabilize the populations of Chimney Swifts, which are so helpful with insect pest control.

Some scientists believe that the decline in Chimney Swifts is due less to habitat loss than to disappearing food sources. The decline in bugs, their primary food source, might be the result of increased pesticide spraying or because as the earth warms, the insect populations are peaking at the wrong time to synch with migration habits, resulting in starvation.

Zigzagging through the sky eating bugs “on the wing” or in midair by day and also at dusk, Chimney Swifts drink,

feed, and often mate and sleep on the wing. They are among the most aerial of birds, flying almost constantly except when at the nest or roosting at night. The Chimney Swift bathes in flight, gliding down to water, smacking the surface with its breast, then bouncing up and shaking the water from its plumage as it flies away.

Chimney Swifts tend to fly in groups called “screaming parties” during summer evenings, when about 10-15 gather and fly around in circles, all calling out to each other. Unless you hear them, you may not notice them, since they fly quite high in the sky. Their call is a loud scream in two different tone pitches, of which the higher one is from the female and the lower one from the male.

They are often confused with bats because their flight is so erratic and because they are active until dusk; the flight of Chimney Swifts overlaps with the emergence of bats who take over as vacuum cleaners of the night sky. Dark and about the same size as bats who are silent fliers, Chimney Swifts are very vocal as they fly. If you aren’t sure if you are seeing a bat or a bird, listen closely: If the dark flying object is making noise, it is not a bat.

Before settlement of North America, the Chimney Swift likely nested in caves and hollow trees. They have adapted to human sites and have benefited from the construction of house chimneys. They will build their nests in all suitable hol-

lows in buildings, under window sills, in the corner rafters of wooden buildings, in chimneys, and in smokestacks. However, changes in chimney design, with covered caps, narrow flues and metal liners, have decreased their available nest sites. However, manmade “chimney swift towers” which are intended to simulate an ideal nesting habitat are being successfully constructed and installed throughout the country.

Only one pair nests in a single chimney, however, in non-breeding season, large numbers of chimney swifts will roost together, often confusing people into thinking that one chimney is serving as a maternity colony for numerous birds. A Chimney Swift will return to the same nesting site year after year, rebuilding its nest if necessary. Their nest is a half saucer of woven small twigs held together by their sticky saliva. Their saliva acts as glue to secure the nest to the inside wall of a chimney or to a vertical surface.

Chimney Swifts are migratory bird and winter in South America. In the Fall, they participate in a “swarming” behavior whereby many, sometimes hundreds or even thousands, of Chimney Swifts gather at dusk at selected chimneys and circle above the opening before they all drop downward to roost almost simultaneously for the night. It is a magical site that is occurring less and less as large chimneys and smokestacks disappear from our horizon, and as residential chimneys are capped and lined.

I happened to witness a memorable swarming ritual one evening as I was leaving work and walking down the stair well from my fourth floor office. I was eye-level with the Swifts and watched for almost twenty minutes as their numbers grew until there was literally a black cloud above a huge old chimney. Suddenly the Swifts started their quick decent down into the chamber as if someone was pouring liquid through a funnel, and almost instantly, all of the birds disappeared. I stood in awe imagining how many birds were roosting inside that chimney for the night and also sad to think how vulnerable they were to loss and destruction.

Chimney Swifts used to swarm in great numbers around the chimneys at the Jenks School in Chestnut Hill and at the Shawmont School in Roxborough but in recent years, very few Chimney Swifts have been seen at either of these locations. No one is sure of the exact cause.

If you find an injured or orphaned Chimney Swift, you should contact White Flicker Wild Bird Rehab Clinic in Ambler at 215-643-1263. Swifts, like swallows, are very hard to rehabilitate and require the care of a skilled bird specialist.

The Driftwood Wildlife Association in Austin, Texas promotes conservation of Chimney Swifts through education, preservation of their existing habitat, and creation of new nesting and roosting sites. Go to: www.chimneyswifts.org for more great information.

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Everything You Eat Was Once a Weed

by Sandra Folzer

I AM the kind of person who tries to waste nothing. I inherited this trait from my father, who was trying to make a living as an artist during the Depression. I’m glad he instilled in me an appreciation for finding value in everything.

During the summer I don’t have much luck with seeds I sow directly into my garden. However, that doesn’t mean I don’t eat from my garden. I enjoy what is there, besides what I plant. When I make a salad for lunch, my first step is going to the garden to find which weeds are available.

Dandelions

Luckily, I can usually find a few dandelions in or near my garden throughout the summer. Yes, I even eat the large tougher leaves. I just pull the leaves off the stem, wash and cut.

As the herbalist Gregory Tilford once said, “Dandelion is one of the most complete plant foods on earth. All the vital nutrients are conveniently contained in a single source, in quantities that the body can easily process and fully absorb.” Dandelions contain over 64 nutrients. They have more beta-carotene than carrots, more potassium than bananas, more lecithin than soybeans, more iron than spinach and vitamins A, C, E, thiamin and riboflavin, calcium, phosphorus and magnesium. Dandelions supposedly help reduce cholesterol and blood pressure while purifying the liver. I understand that it is the dandelion’s long root which enables it to access the nutrients from deep in the ground.

Why then do dandelions have such a bad reputation? Think of all the hours wasted trying to eliminate one of the healthiest foods on earth. I see dandelion greens being sold at the Reading Terminal Market and other produce stores, so I am not the only person eating them.

I am fortunate. I don’t use pesticides and don’t have a dog so can pick dandelions from anywhere inside my yard. I do not recommend picking dandelions where dogs may have fertilized them or car fumes polluted them.

Some people prefer to make dandelion tea from the leaves and/or roots. I guess they can get the nutrients that way as well.

One year I made dandelion wine, which wasn’t bad. It wasn’t great, but I’m only a beginner. I missed my chance this year as all the flowers were gone by the time I had a thirst for dandelion wine. I couldn’t find my old recipe so below is another you may wish to try. Since it supposedly makes four quarts, I suggest making ¼ the recipe the first time.

Carrot and Radish Tops

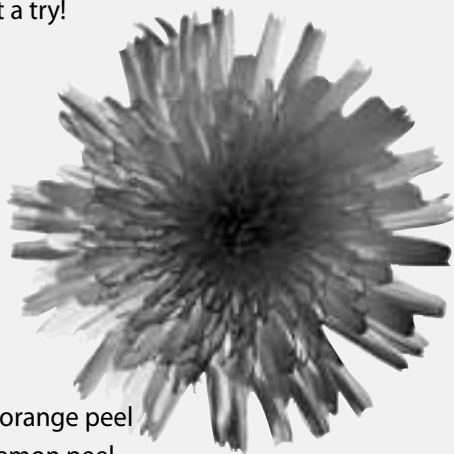
At a farmers’ market recently I bought a beautiful bouquet of multicolored radishes with their green leaves still attached. I asked the farmer if he used pesticides because I eat the leaves. He said he didn’t spray but was surprised that I ate the greens. I first began eating them when I couldn’t bear throwing out the largest part of the plant. I learned that radish greens have more vitamin C, calcium and protein than the roots. Radishes are in the cruciferous family, which are supposed to have anti-cancer properties. They also contain salicylates, similar to aspirin.

Again, I clean and chop and put them in my salad. I do the same with carrot tops. Since I use small quantities, mixed with “lettuce,” I don’t find the taste of any too strong. Carrot tops are supposed to be a good source of chlorophyll, which purifies the blood, lymph nodes and adrenal glands. What a shame to waste them. Carrot tops are also high in potassium, which can give them a bitter taste in large quantities.

Dandelion Wine

Dandelion wine does not require any special equipment to make. Just dandelions, some sugar and yeast, oranges and lemons, and pots to boil water in. If you have dandelions around, give it a try!

- 1 package dried yeast
- 1/4 cup warm water
- 2 quarts dandelion blossoms
- 4 quarts water
- 1 cup orange juice
- 3 tablespoons fresh lemon juice
- 3 tablespoons fresh lime juice
- 8 whole cloves
- 1/2 teaspoon powdered ginger
- 3 tablespoons coarsely chopped orange peel
- 1 tablespoon coarsely chopped lemon peel
- 6 cups sugar



Dissolve the yeast in the warm water. Set aside.

Wash the dandelion blossoms well. Put them in the water with the orange, lemon and lime juices. Add the cloves, ginger, orange and lemon peel, and sugar. Bring to a boil and continue to boil for an hour. Strain through filter paper (coffee filters work great). Cool. While still warm (but not hot), stir in the yeast.

Let stand overnight and pour into bottles. Allow uncorked bottles to set in a darkened place for three weeks. Then cork and store bottles in a cool place. Makes about 4 quarts.

Lambs Quarter

I happen to like the silver leaves of Lamb’s Quarter. The smaller leaves of the young plant or those near the top of an older plant are the most tender. The seeds can also be eaten. Lambs Quarter is a good source of beta carotene. For a leafy vegetable, Lambs Quarter has one of the highest amounts of calcium, protein and folic acid. It also contains potassium, B vitamin complex, vitamin C, and fiber.

If you don’t know what Lambs Quarter looks like, wait until someone can show you.

Wild Mustard

Wild mustard loves our garden and pops up next to every other plant there. It is known to be invasive, so eating it may control the population. Luckily we like its tangy flavor, and it is rich in vitamins A and K.

I always feel so healthy in the summer. I like to think it’s in part due to my scavenging in my own garden. One word of caution. If you’ve never eaten any of the foods I mentioned, begin with small amounts.

Years ago, when I was learning how to forage, a friend and I made an entire dinner of unusual plants we found in the field. We ate milkweed, Queen Anne’s Lace roots, and other plants. Well, it was a little much for my system. I’ll spare you the details. Just be careful to go slowly. And enjoy. You’ll be doing your body a favor.



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WWCP

(continued from page 11)

ers Way Farm. Since then the Northwest Tract at Awbury has grown into the Awbury Agricultural Village. “In addition to the arboretum’s nature and education programs, a beautiful greenhouse managed by the Pennsylvania Horticultural Society (PHS), and a Penn State hoop house, the “village” includes community gardens and a family farm garden.

Long-time coop staff person, Steve Hebden, was the farm’s first manager. Steve oversaw the cleaning up of the plot and planned and supervised the first year’s crop. The Weavers Way Farm Committee was established to make major decisions about the direction of the farm. During the first several years, committee members and several managers provided all of the farm’s labor. Many of the original committee members remain involved today. Over the years, the farm grew in size and amount of food produced, especially when Glenn Bergman came on board as General Manager in 2004. Each year, local school groups visited the farm to experience urban farming in their own neighborhood.

In January of 2007, Weavers Way hired farmer, David Zelov, an experienced horticulturalist, manager, and organic farmer. The Co-op also added an adjacent plot of land, almost tripling the size of the farm. As the farm has expanded production; it also expanded its educational mission. Weavers Way hired David Siller to help David Zelov with the farm and to oversee the farm’s educational programs. After three years of educating thousands of youth, David Siller left in 2010, also to pursue other interests, and Adam Forbes joined the WWCP staff on a cold and snowy day in February 2010.

WWCP’s farm education program is open to students from pre-k to adults. One time visits typically include a farm tour, opportunities to pick and taste crops, and educational activities. Although we love volunteers, we cannot accept volunteers in groups larger than 25 given the size of the farm, and smaller groups are preferred. In addition, students must be in 6th grade



photo by Carly Chelder

Resident Nassir Purdy helps water the crops at Stenton Family Manor Farm

or older to participate in volunteer work. All groups, whether they are coming for farm education lessons or volunteer work, should plan for a 10:1 youth to adult ratio, in addition to WWCP staff. Adult chaperones are asked to participate in all activities. Volunteers may be scheduled to work at the farm or the Hope Garden at Stenton Family Manor as needed. Speaking of...

The Hope Garden at Stenton Family Manor.

In February 2009, WWCP started an organic (not certified) urban garden at Stenton Family Manor, a homeless shelter for families in Northwest Philadelphia. This collaboration started in 2008 when we donated farm produce in collaboration with the Pennsylvania Horticultural Society’s City Harvest Program. In 2009, residents and community volunteers assisted WWCP staff in growing food for shelter meal preparation and for sale at local farmers markets. Fifty-five campers from the on-site Stenton summer camp

participated in farm education each week. In August, we hosted the first Summer Camp Harvest Celebration to celebrate a successful season and partnership. Resident participation continued through the last harvest in December 2009. The 2009 garden was made possible with generous donations from PHS and Weavers Way Farm, as well as funding from several charitable organizations.

The 2010 Hope Garden (which was named by the children in 2009) has dual goals to increase crop productivity and educational opportunities. Produce grown is used in the Stenton kitchen to provide fresh, healthful food for on-site meals preparation. Produce that is not needed by the kitchen manager is sold at area markets to supplement grant income and support the on-site summer camp. WWCP staff teach farm-based curriculum lessons during Stenton’s summer camp that align to Pennsylvania Department of Education standards.

Thanks to a 2010 grant from the Weavers Way Environment Committee and with the help of volunteers, we are building a cob oven at the Hope Garden. Cob is a sustainable building method using clay, straw, and sand. Once complete, the cob oven can be used to bake breads and pizza, and cook vegetables right out of the garden. The project will not only teach about green building and design, it will also enable us to provide more cooking and nutrition education. Cob is an incredibly hands-on approach to building that encourages communal work and creative ideas. A “campout under the stars” is planned for mid-August.


Bike Collective.

As noted in an article by Rosanna Speller in the July Shuttle (page 5), the Mt. Airy Bike Collective is now a part of Weavers Way Community Programs. On behalf of the board of directors and staff of WWCP, a huge welcome to the bike collective! Please join me in supporting this valuable project.

From the bike collective website: <http://www.mtairybikecollective.com>, which I encourage you to visit:

Our Mission—We are a volunteer group sharing knowledge, tools, and repair space to foster broad participation in bike riding, safety, and maintenance. We promote bike riding within our community in collaboration with local bicycle organizations, clubs, and shops. Our experiences range from life-long bikers with expertise in repair to novice riders eager to expand maintenance and riding skills.

The Mt. Airy Bike Collective is located at 542 Carpenter Lane, in the garage across from the Weavers Way Mt. Airy store. For more information, call 215-70BIKE0 or e-mail MtAiryBikeCollective@gmail.com. Open hours are held the first and third Thursday of each month from 6 to 8 p.m., for anyone to drop in and work on their bike.




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The Simplicity Dividend

The Green Decision Grid

by Betsy Teutsch

REPLACING THE windows? Using cloth bags? Starting to compost? Replacing showerheads? Installing a geothermal pump? Eco to-do lists can be overwhelming. In a typical list provided by a utility or environmental organization, the cost of implementation might vary from zero (do your errands on foot), to \$35,000 (geothermal heating.) Some are simple to implement (attach a new faucet aerator); others require a whole crew (insulate your roof). Some are passive so you just do them once, like installing an EnergyStar appliance. Others require ongoing action, like watering newly planted trees. How does one move from green intentions to actions?

This past year a group of us at Germantown Jewish Center launched Green Mezuzah, a pilot program combining an eco-sustainability curriculum with personal accountability for implementing greener lifestyles. Members encourage each other to persevere, cheering on the minor victories and commiserating, problem-solving and brain-storming when participants get stuck. My take-away from our group is that it's vital to be realistic when committing to goals and projects. Some members' goals were too complex to research, plan, and implement in a short time frame. It would have been better to rate the projects at the beginning and pick ones that are more easily achievable, yielding success instead of frustration.

Hence, some guidelines: questions to address when assessing a project. The weighting will be different for each household since people's financial situations, skill sets, and discretionary time vary, as do their homes' infrastructures.

What Is the Dollar Budget? If you have funds to devote to greening, you still need to consider how to get the best bang for your buck. Future savings are an im-

portant consideration. Some projects pay back sooner than others; some never do. At the higher-spending end, many products on the market that are good investments in terms of eco-impact are not necessarily likely to pay back financially, like solar panels or electric composters. Weighing all these factors is personal; there is no correct answer. The easiest upgrades are buying mass market items. They are easily researched, readily available, and not hard to arrange for installation if you can't do it yourself.

What Is the Time Budget? How much time will it take to implement this project? The answer could be a quick fix, taking ten to 15 minutes of online research followed by placing your order or a lengthy process of reading books and articles, talking with experts and contractors, and scheduling days or weeks of work until completion. Some projects require daily action—for example, hanging laundry outside, though this form of clothes drying is free. If you are time-stressed, take that into consideration.

What Skills are Required? Is it a do-it-yourself type project or will it require professionals? Projects that involve scheduling and coordinating service providers are much more time consuming and costly than ones you can knock off yourself.

Active or Passive? Some projects are done once and then they just stay put, providing benefit without your doing a thing. Insulation just sits in your attic saving energy. Others require daily action, like remembering to tote your coffee mug to The High Point. Composting has many passionate practitioners, but it's work, not just collecting the compost, but taking the container outside and adding it to the bin—even if it's cold, snowy, raining, or 99 degrees outside (especially if it's 99

degrees). If your goal requires repeating actions, you must cultivate new habits.

What is the Likelihood of Success/ Risk of Failure? Replacing light bulbs, appliances, and showerheads are projects that deliver concrete benefit, all spelled out in consumer research. Planting a garden might result in a cornucopia of home-grown produce, but that produce might also be eaten by deer, destroyed by hail, infected by bugs, or parched by drought. If you don't like uncertainty, maybe you're better off joining a CSA and letting the farmers deal with the vicissitudes of agriculture. Not all technologies are suited to a given site. My lust for solar panels met cold reality when a quick Google maps search showed the tree cover around our site.

Are You Retrofitting or Starting Anew? Winterizing old houses and upgrading their heating systems are among the most complex projects in terms of planning and execution. Since all the infrastructure is hidden, numerous professionals are required to diagnose problems and recommend remediation. Not unlike health issues, each professional may have a different opinion, leaving you to make a decision about something you likely don't know much about. Then you need to find the practitioners to do the work, which can be even more challenging! Greening renovations and new construction projects are simpler. The options can be more easily researched and there are more vendors who use green methods and materials.

What Are the Co-Benefits? Ecological benefits are generally interlocking. For example, low-flow shower heads not only reduce your water consumption but also reduce fuel consumption, since less water needs to be heated.

There can be benefits in addition to

the ecological ones, in areas such as: health; social & civic; spiritual; educational; and aesthetic

Biking is great exercise. Planting trees or joining a recycling project with others build social capital and improve the local environment for everyone. Cloth napkins are pretty and feel good to use. Contracting your material possessions, observing a growing garden, or walking in the Wissahickon are spiritual disciplines for many. What could be more educational than working with your kids to turn your backyard into a certified natural habitat for birds or joining a community garden that donates its produce? Choose projects that meet other life goals and needs, leveraging your efforts for greater benefit.

What Floats Your Boat? Do you love cooking? Do you hate paying huge heating bills? Are you planning a kitchen renovation? Figure out what you enjoy and what your needs are and apply a green lens. Think creatively. Perhaps instead of pouring more money into an old second car you could combine buying a nifty electric bike with sharing the occasional use of a car with a friend or neighbor. If you love bargains, shop at consignment stores, which save you money and keep items out of the waste stream. You won't get very far with greening if it's all about austerity. Have fun with it.

Once you choose your goal, a wealth of material is available, both written and oral—and soon you will be able to add your own experience to the accumulated knowledge of how to live a greener life. Good luck on your next project, whatever that will be!

Betsy blogs at MoneyChangesThings.blogspot.org and teaches at MALT.

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Should Taxpayers Subsidize Soda?

adapted from a press release by the Center for Science in the Public Interest

THE SOFT drink industry receives a \$4 billion subsidy from taxpayers each year, according to an editorial in the July 15, 2010 issue of *American Journal of Public Health* by Jonathan D. Shenkin, DDS, MPH, clinical assistant professor of the Boston University Henry M. Goldman School of Dental Medicine and Michael F. Jacobson PhD, executive director of the Center for Science in the Public Interest.

According to the editorial, that’s about how much carbonated soda is purchased with money from the Supplemental Nutritional Assistance Program (SNAP), the program formerly known as Food Stamps. And that total doesn’t include non-carbonated soft drinks. Considering that the overconsumption of sugar-sweetened beverages is helping fuel an epidemic of obesity that disproportionately affects low-income people, the authors raise the question of whether it is time to exclude soda or other junk foods from the SNAP program in the same way that alcohol, tobacco, dietary supplement pills, and hot prepared foods are already excluded.

Shenkin and Jacobsen acknowledge that efforts to limit SNAP purchases to healthier foods would draw intense op-

position. SNAP participants appear to purchase at least 40 percent more carbonated soft drinks than other consumers do. At one major supermarket chain, SNAP participants bought 4.3 percent of carbonated soft drinks even though they only represented 1.8 percent of transactions. At another large chain, carbonated soft drinks accounted for 6.19 percent of the grocery bills of SNAP participants.

“The Supplemental Nutrition Assistance Program is intended to help low-income families buy the foods they need to promote good health. It’s time to question whether the program should support the purchase of foods that promote disease,” said Shenkin.

If disallowing the use of SNAP funds to buy sugar-sweetened beverages proved to be politically unfeasible, as the authors acknowledge it might, a less controversial option might be to provide SNAP participants with a financial incentive to purchase the healthiest foods. Recipients’ Electronic Benefit Transfer cards could be credited with 30 additional cents for every dollar spent on fruits, vegetables, or whole grains, for example. According to the U.S. Department of Agriculture, for every 10

percent decrease in the price of fruits or vegetables, SNAP recipients would increase their purchase by 6 or 7 percent.

The federal government’s largest nutrition education program is also funded by SNAP. Called SNAP-Ed, the program gives almost \$400 million in matching grants to states to encourage low-income consumers to adopt healthier diets. But Shenkin and Jacobson point out that the USDA actually prohibits the use of SNAP-Ed grants for campaigns that steer people away from junk foods. USDA stopped health officials in the city of San Francisco, and the states of Maine, California, and Wyoming from using federal money for programs aimed at reducing soda consumption. CSPI has called on the Obama administration to end what it calls a “gag rule” instituted during the Bush administration.

“The federal government should be doing everything it can to reduce the consumption of soda and other sugar-sweetened beverages, which promote tooth decay, weight gain, obesity, diabetes, and other diet-related diseases,” said Jacobson. “SNAP should be oriented toward increasing the consumption of good, healthy food. None of the \$65 billion invested in nutrition assistance in 2010 should end up paying for Coke, Pepsi, or Mountain Dew.”

Shenkin and Jacobson also say that Congress should fund an Institute of Medicine review of the goals, successes, and limitations of SNAP and SNAP-ed programs. Such a report could iden-

tify ways that the programs could foster healthier diets and provide an authoritative basis for Congress to make changes.

The authors point out that another powerful means of discouraging soft drink consumption is taxation. A federal excise tax of 12 cents per 12 ounces could raise upward of \$15 billion a year and decrease consumption by about 10 percent. Taxes on that order have been proposed in New York State, Philadelphia, and nationally, but have been beaten back by well-funded industry lobbying and advertising campaigns. At least 24 states and the city of Chicago have special sales or excise taxes on soda that raise substantial revenues, but aren’t large enough to decrease consumption.

Though excluding sugar-sweetened beverages from SNAP is controversial, setting nutrition standards for government food programs is hardly new. The school lunch and breakfast programs administered by USDA comply with strict nutrition standards that exclude soda and junk food, as does the Women, Infants, and Children (WIC) program, which is geared to pregnant and breastfeeding women and young children.

“Soda is already one of the cheapest things in the supermarket, and it promotes expensive-to-treat diseases and stark health disparities,” Jacobson said. “Short of cigarettes and alcoholic beverages, it’s hard to imagine a product less worthy of a government subsidy than soda. It’s time to put the ‘N’ back in SNAP.”



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Tips for Homeowners on Stormwater Runoff

by Denise Larrabee, Friends of the Wissahickon

What we do in our backyards has a direct impact on the Wissahickon Creek. "Stormwater runoff is the number one pollutant to the Wissahickon Creek," says Joanne Dahme of the Philadelphia Water Department. "The stormwater, which is shed from our homes, yards, and streets, flows to our street inlets and storm sewers, and then delivers large quantities directly to the creek. This stormwater is tainted by whatever elements it picked up in its path, including oils, gasoline, fertilizers, and animal wastes." The high volume of stormwater also destroys the stream's banks and riparian vegetation, depositing high sediment loads into the Wissahickon Creek.

As a source of Philadelphia's drinking water, the condition of the Wissahickon Creek is vitally important. In 2006, the Friends of the Wissahickon (FOW) launched the Protect Our Watershed (POW) program to resolve problems caused by excessive stormwater runoff in the Wissahickon. The program identifies sources of runoff, develops educational programs for property owners, and provides conservation easements. In 2007, FOW began offering Backyard Audits with Audubon Pennsylvania, to help homeowners in the Wissahickon Watershed reduce stormwater runoff. Below are some general guidelines for homeowners to reduce tainted stormwater runoff and help improve the health of the Wissahickon Creek.

Install a rain barrel. Catching rain in a barrel reduces stormwater flow, as well as your water bill. Place the barrel under a downspout and use the water it captures for the garden or lawn. FOW sponsors rain barrel workshops with the Philadelphia Water Department and provides low-cost rain barrels to those who attend. Visit www.fow.org for information

and future workshop dates.

Re-direct downspouts to flow onto your lawn or garden. This will direct the water where it is needed and keep it off the street. Other infiltration techniques can be found at www.phillyriverinfo.org.

Build porous patios and walkways. Reducing the amount of impervious surface on your property will reduce runoff and slow down the speed of stormwater. For driveways, consider using porous asphalt or special concrete blocks with holes that permit rainfall to trickle through. Loose slate with gravel between the rocks can make an environmentally friendly patio.

Don't use chemicals. Weed killer, fertilizer, and pesticides can all end up in the creek. Fertilizers encourage algae growth, which blocks the light needed by fish and other creatures, while pesticides kill stream creatures. If you must use them, apply chemicals conservatively, and try not to use them right before a storm. Better yet, use organic practices and products on your lawn and in your garden.

Dispose of animal waste. Anything that you leave on the street or sidewalks enters the storm drain on your street, and eventually empties into the Wissahickon Creek. Always pick up your pet's waste and dispose of it properly.

Plant more shrubs and trees, and less grass. You can capture more rainfall by adding flowerbeds or native shrubs to corners and edges of your lawn. Consider adding a rain garden or wildflower meadow to your yard. Both slow the flow of runoff.

Plant native trees and plants. Native plants and trees absorb rain, and leaves drip rainfall onto the ground for hours after a storm, which allows water to seep slowly into the ground. A mature

tree's massive network of leaves slows rainfall during storms, thus reducing erosion. For a list of native plants, visit www.fairmountpark.org/nativeandinvasive-plants.asp.

Keep lawn at four inches. Keeping grass at a height of at least four inches will help it absorb more water as well as slow the growth of weeds. Also, consider leaving some leaves behind when you rake in the fall; they will form a natural mulch that soaks up stormwater.

Use sand in the winter, not salt. Salting roads, driveways, and walkways during snowstorms result in salt flowing down to the creek with melted snow. Consider purchasing non-toxic alternatives, such as sand. If you must use salt, spread as little as possible.

Grow a vegetative buffer. If you live adjacent to the Wissahickon or one of its tributaries, don't grow your lawn up to the stream's edge. Instead, grow trees, shrubs, and wetland wildflowers on the edge to protect the stream from your property's runoff and slow the flow of stormwater. In addition, trees and shrubs shade the water, which increases the amount of oxygen in



photo courtesy of Friends of the Wissahickon

Audubon Advisor Volunteer Coordinator Jeffrey Cook and Audubon Advisor Toni Ann Flanigan explain the benefits of native plants to Mt. Airy homeowners John and Kasia Janick.

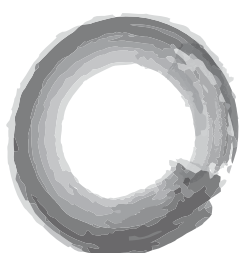
the creek and encourages stream life. Contact FOW for assistance in choosing the best plants to use as buffers.

Sources

A Homeowner's Guide to Protecting the Wissahickon Creek. 2007. Friends of the Wissahickon.

Audubon at Home. http://pa.audubon.org/Audubon_at_Home.html

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5K Race At RittenhouseTown

by Chris Owens, Executive Director, RittenhouseTown

HISTORIC RITTENHOUSETOWN will host its 21st Annual Paper Mill Run 5K Race. Held this year at 10 a.m. on September 11. The Run is extremely popular with local runners who enjoy the scenic route along Fairmount Park’s Forbidden Drive beginning and ending at RittenhouseTown. Many participants live and work in the Northwest and return again and again. All ages are welcome.

Historic RittenhouseTown is the site of British North America’s first paper mill, built by the Rittenhouse family in 1690. For nearly 200 years, the family and their workers lived and worked along the Paper Mill Run producing high quality white paper for printers in the region. By the end of the 19th century, the mills at RittenhouseTown had ceased operation and this unique early industrial village became part of Philadelphia’s Fairmount Park. A century later, in 1984, Friends of Historic RittenhouseTown was founded by 30 volunteers who joined Hugh Hanson in his dedication to the preservation and interpretation of what would become a National Historic Landmark District in 1992.

Today Historic RittenhouseTown is a private non-profit with responsibility for the six remaining Rittenhouse buildings on 25 acres. Students, many of whom are underserved youth from area schools, tour our authentic early industrial village, make paper using the same tools and techniques as the Rittenhouse family, and prepare an 18th century recipe in our circa

1720 bake house. We offer family-friendly programming throughout the year, including our Summer Paper Arts Workshop Series, for anyone interested in learning more advanced paper-making techniques. Our website www.rittenhousetown.org contains a complete listing of upcoming workshops.

To register for the 5K race, visit www.rittenhousetown.org. The pre-race registration is \$20 in advance or \$25 on the day of the race. Prizes are awarded to the best times in each age group, and every runner receives a limited edition t-shirt.

This fall look for our first annual Paws in the Park—a dog walk scheduled for October 2 at 10 a.m. The entrance fee is \$20 per dog. Register at www.rittenhousetown.org. Each dog will receive a limited edition bandana and goodie bag. Prizes will be awarded for best costume. A “Flea Market” will offer food, drink and dog-related items for sale. All proceeds from this Walk benefit Historic RittenhouseTown.

Also look for Spirits of the Wissahickon—a family-friendly haunting of the Rittenhouse Homestead on October 30.

The Run begins and ends at Historic RittenhouseTown. Each year students from Temple University’s Tyler School of Art create limited edition t-shirts. This year’s design features a runner’s bib with the details of our upcoming race.



photo courtesy of Historic Rittenhousetown

Last year’s 5k Race at Historic Rittenhousetown

Chestnut Hill Meals On Wheels Plans To Serve Entire Northwest

by Pam Pittenger

AS SOMEONE with a love of gardening, cooking, and food in general, as well as an ongoing involvement with senior citizens (most recently a 94-year-old aunt), I was excited to find a passion that brings all these interests together – right in my own back yard: Chestnut Hill Meals on Wheels (CHMOW).

Most successful ideas start small. We all know that Weavers Way began in this way about 38 years ago. Three years later, at about the same time Norman Weiss began his tenure as general manager of Weavers Way, a group of women in Chestnut Hill recognized a need in our area to provide food to the people of Springfield Township, Chestnut Hill and Mount Airy who are unable to shop or cook for themselves. The founders, together with the support of a large group of local volunteers, began CHMOW. In our efforts to serve the community, CHMOW has recently broadened our charter to include all of Northwest Philadelphia.

CHMOW has been delivering fresh, hot meals five days a week with the help of 50 volunteers. Along with food, our volunteers also provide a connection to the clients: someone to look in on them, visit with them, and help them maintain their independence. We currently charge \$35 a week per client to have our volunteers deliver every weekday, including

holidays. Subsidies are available for those who qualify.

Having been cut free from our former “umbrella” non-profit in early 2009, we are establishing ourselves as an independent non-profit with our own 501(c)(3) status. We can now expand the organization and more clients throughout Northwest Philadelphia.

Applications have increased steadily, and with it our day-to-day costs. The daily charge to clients barely meets the cost of the meals themselves. In addition to the food, the organization must cover both new and ongoing expenses. A committed and skilled staff is now in place; directing the volunteers, organizing the routes, communicating with the clients about dietary needs and billing; creating a website, and directly helping with fundraising. The plan is to expand dramatically over the next five years, with help from neighborhood individuals, businesses and organizations, like Weavers Way. We are in need of volunteers, board members, immediate financial support to get through this transition period, ongoing financial support for operational expenses, and financial aid to cover clients in need of subsidies.

We are at an exciting moment, and welcome those who would like to be part of our vision.

If you are interested in helping or participating in this wonderful organization, please call 215-233-5555 or visit our website—www.chestnuthillmow.com.

~ pam@spring4.net

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Savings Sizzle at Mt. Airy's August First Friday

by Jonathan McGoran, Shuttle Editor



photo courtesy of Mt. Airy USA

The streets of Mt. Airy bustling on the First Friday

Mt. Airy's First Friday is always a great way to enjoy some of the great things that Mt. Airy has to offer. On Friday, August 6, you can kick off a relaxing summer weekend and save money; Mt. Airy's eclectic shops, art galleries, and restaurants will offer great specials from 5 to 9 p.m.

Chill out with frozen treats or cool brews, find accessories or books for beach or poolside fun or enjoy a leisurely dinner of light summer fare. Mt. Airy's First Friday is sure to keep you and your wallet happy and you don't have to go far for all the shopping and nightlife essential for summer fun in the City.

Mt. Airy is experiencing a steady revitalization and has attracted dozens of new businesses in the last several years. First Friday is a great time to check out all the new shops and restaurants. Mt. Airy has the look and feel of Main Street America in an urban setting. On weekends, diverse crowds in growing numbers come together on The Avenue in Mt. Airy for civilized fun.

For more information about Mt. Airy's First Fridays, visit www.mtairyusa.org or call 215-844-6021.

Philly Folk Fest at Forty-Nine

by Ian Zolitar, Weavers Way Staffer

TUCKED AWAY off Lincoln Drive, just a few blocks from the Co-op is the office of an organization with roots in Northwest Philly that pre-date the existence of Weavers Way. The Philadelphia Folksong Society (PFS) is in its 53rd year and will soon be running its largest yearly fundraiser, the 49th annual Philadelphia Folk Festival.

What has now grown to an organization with a member base in the thousands, the Folksong Society emerged from a small group of dedicated individuals and folk music enthusiasts who met in homes or local businesses around Philadelphia. Many founding members lived in Northwest Philly, and while the organization has branched out to include all of the city and the surrounding region, its office remains in Mt. Airy.

A relationship has existed between PFS and its neighbor, Weavers Way Co-op for decades in both official and "organic" terms. Through advertising and sponsorship both organizations have connected with each other and the population at large. And like Weavers Way, PFS is dedicated to social action and community service programs. PFS outreach programs now include a musicians cooperative modeled after Weavers Way and other cooperative organizations.

The 49th annual Philadelphia Folk Festival, which will be held on Aug. 20, 21, 22 in Schwenksville, PA, takes the organization out of Northwest Philadelphia and shares it with the rest of the world. Successful attempts in recent years to appeal to a broader range of music fans has opened wide the folk umbrella. This year acts include Jeff Tweedy of Wilco, Gandalf Murphy & The Slambovian Circus of Dreams, Bonnie "Prince" Billy & the Cairo Gang, Taj Mahal, and Richard Thompson. An expanded emphasis on local Philly talent can be seen in The Philly Local Showcase and Philadelphia Songwriter's Showcase, both of which feature upcoming and established musicians from The Philadelphia area. Ben Arnold, Mason Porter, and The Spinning Leaves are just a few of the acts that call Philly their home.

Attend the Philadelphia Folk Festival this year and you are sure to see some friends, neighbors, and fellow Co-op members and staff enjoying the festivities. The festival is family-friendly, with both weekend camping and day-pass options. For more information and a complete list of performers go to www.pfs.org and click on "Folk Festival."

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Mt. Airy USA Exec Director Jiminez Steps Down to Take New Position

by Jonathan McGoran, Shuttle Editor

AFTER 13 years at the helm of Mt. Airy, USA, Executive Director Farah Jiminez is leaving to become the new President and CEO of the People’s Emergency Center, one of the city’s largest nonprofit social services organizations. Mt. Airy, USA’s Board of Directors has created a search committee and interim transition committee and is moving swiftly to identify a candidate to lead the organization in its future endeavors.

“We are poised to take on a new chapter and look forward to the process of hiring an Executive Director who will continue to strengthen the Mt. Airy community,” says Ted Reed, a founder and board member of Mt. Airy, USA. “We are extremely proud of Farah and wish her the very best.”

Jimenez arrived at Mt. Airy, USA in 1997 with a mission to revitalize Germantown Avenue into a vibrant restaurant and retail corridor. Since that time, the organization has developed more than 50,000 square feet of office and retail space along Germantown Avenue, obtaining nearly \$4 million in federal, state and local funding for storefront and streetscape improvements. At the same time, Mt. Airy, USA launched an affordable housing strategy supporting nearly 5,000 first-time homebuyers and struggling homeowners

through housing counseling services; and developed 20 units of affordable for-sale housing.

Jimenez played a major role in the development of the Mt. Airy Business Improvement District. In addition, she formed a community engagement program that includes a neighborhood advisory board and annual programs that support the community through housing repair, beautification, and neighborhood organization. To increase earned revenue and share the organization’s expertise on a national level, Mt. Airy, USA initiated a successful consulting practice to guide nonprofits through the process of neighborhood revitalization and strategic planning.

“It’s been a distinct pleasure to work in such a vibrant and engaged community,” said Jiminez. “I’ve been honored by the commitment and leadership of the board, the talent of the dedicated staff and have enjoyed partnerships with many of Mt. Airy’s most venerable nonprofit institutions.”

Mt. Airy, USA is a nonprofit community development corporation, founded in 1980, for the purpose of revitalizing Germantown Avenue in Mt. Airy. For more information, visit www.mtairyusa.org.

Woodmere Art Museum Special Exhibitions

by Natalie Greene

BEGINNING AUG. 21, 2010, Woodmere Art Museum presents “Fred Wagner: American Painter—A Family Perspective” and “Sam Maitin: Prints and Places,” on view at through Oct. 17, 2010. Born at the time of the Civil War, Fred Wagner was a student of and an assistant to Thomas Eakins and Thomas Anshutz. Wagner was a decades-long master of American industrial cityscapes during the 20s and 30s, a proficient plein-air painter, and an intimate portraitist. “Fred Wagner: American Painter—A Family Perspective” shoes his family at New Jersey beaches and his nieces and nephews dancing in Pennsylvania farmscapes and playing in the iconic suburban backyard. Sam Maitin is known for his site-specific artworks, his amazing ability with collage, and his brilliant poster design. The exhibition “Sam Maitin: Prints and Places” features 30 prints newly acquired by Woodmere Art Museum as well as studies for the creation of his site-specific projects.

Featured concurrently with these two exhibits is “Surviving Ourselves: 150 Years of Friendship in the Arts,” featuring the works of 15 present-day masters of the Philadelphia Sketch Club represented in Woodmere’s permanent collection, on view through Oct. 17, 2010. “Kindred Spirits: Woodmere and the Philadelphia Sketch Club,” a rich selection of works from Woodmere’s permanent collection

produced by members of the Sketch Club, is also on view through Jan. 2, 2011.


Woodmere Art Museum is located at 9201 Germantown Ave., 19118. Woodmere celebrates Philadelphia’s artistic legacy through its permanent collection, exhibitions, and educational programs. Museum and store hours are Tuesday through Saturday, 10 a.m. to 5 p.m., and Sundays, 1 to 5 p.m. Call 215-247-0476 or visit www.woodmereartmuseum.org for more information.

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Friends of the Wissahickon 2010 Photo Contest

by Denise Larrabee, Friends of the Wissahickon

THE FRIENDS of the Wissahickon (FOW) is looking for striking images taken in Wissahickon Valley Park that capture its natural beauty and wildness, for the 2010 Wissahickon Photo Contest, sponsored by Valley Green Bank. Deadline is Oct. 1, 2010, at 5 p.m. A winners reception will be held in December at Cedars House in Wissahickon Valley Park, and photos will be showcased there and at Valley Green Bank's Chestnut Hill and Mt. Airy branches.

FOW photographers may submit work in five categories: people; wildlife, landscape; structures; and FOW activities. A \$100 prize will be awarded for Best in Show. First place winners in each category will receive \$50. Second place winners in each category will receive a gift certificate. First place winners in two Junior Competitions (under age 12 and ages 13-17) will receive \$25 each.

"The Wissahickon has always inspired artists and photographers," says Jay Goldstein, President and CEO of Valley Green Bank. "The Friends of the Wissahickon captures that spirit of creativity with this photo contest that encourages amateur photographers to participate. Valley Green Bank is pleased to support not only the excellent work of FOW, but also the efforts of friends and neighbors who participate in this contest."

Entrants must be FOW members in order to participate in the contest. Non-members may join online at www.fow.org or contact FOW's office. Photographers will retain the rights to their photographs, but FOW retains the right to use all photo contest submissions on its website and in its publications.

Entries should be sent to the FOW office at 8708 Germantown Ave., Philadelphia, PA 19118. For complete submission guidelines, rules, and an official entry form, visit www.fow.org/contest.php or stop by FOW's office at 8708 Germantown Ave. For more information, contact Heather Davis Jones at davisjones@fow.org or 215-247-0417.

Valley Green Bank, with its headquarters at 7226 Germantown Ave. in Mt. Airy, a branch at 23 W. Highland Ave. in Chestnut Hill, and a commercial loan office in Radnor, is a locally-owned and operated in Pennsylvania commercial bank. The bank was formed by community and business leaders who make customer service a priority. Valley Green Bank is a member of FDIC and an Equal Housing Lender.

The Friends of the Wissahickon, founded in 1924, is a non-profit organization dedicated to maintaining the Wissahickon Valley. FOW works in partnership



Photo by Melvin Chappell, winner of Best in Show in FOW's 2008 Photo Contest

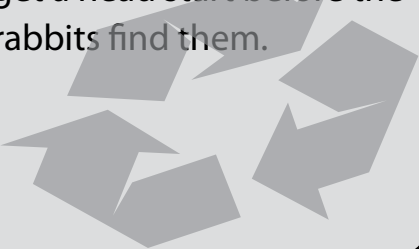
with Fairmount Park to restore historical structures throughout the park, eliminate invasive plant species, monitor watershed management issues, and restore trails throughout the park system with its Sustainable Trails Initiative. For more information, visit www.fow.org.

~ dlarrabee@verizon.net

ECO TIP

Save the mesh bags in which oranges, onions and other foods are sold. They can be used as "scrubbers" for pots and pans. They can also be used in the garden.

Cut them so they form a sheet and use to cover young basil and other delicate plants so they can get a head start before the rabbits find them.



CO-OP
INFORMATION

Mt. Airy

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Ogontz

2129 72nd Ave., 215-276-0706
Monday-Saturday 10 - 6

Chestnut Hill

8424 Germantown Ave., 215-843-2350
Monday-Saturday 7 - 8, Sunday 9 - 8

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NW Congress

We’ve all been witness to the stimulus package for the economy. How about a stimulus package for the mind?

I’ll tell you what I like about the Tea Party. They are out there espousing what kind of America they envision. They are organizing. On July 4th, they were at Independence Plaza talking their talk. The liberals, progressives, the left were nowhere to be seen.

This is not to say I agree with their “revision” of our country, blindsided as it is to their own selfish, parochial interests. But they are there.

And for those of us who have a different vision, where were we on July 4th? Where are we now? Still grasping for straws from a president who continues to let the air out of the high hopes he held up for so many after his nomination in Chicago. Just look at his dropping the ball on the “public option” and his “Bush- branded surge” in Afghanistan. And his “withdrawal in ‘11” is a joke.

Well, it’s high time we who live in the most progressive section of the city—the northwest—stop grasping at those illusions and deal with reality. As the brilliant writer Paul Krugman said recently, “Our government is dysfunctional ominously.” And Laurence Lessig, Harvard law professor, stated, “There will be no change until we change.”

There is obviously so much to criticize in this nation from a progressive point of view. But we still have the freedom to organize in this country. Let’s use that freedom.

So, we in the northwest should be espousing our vision of a cooperative democracy, the kind of America we would like to live in, in contrast to “taking back” adys-functional one a la the Tea Partyists.

A mechanism whereby to do that would be to form our own congress—The People’s Congress of the Northwest. Here’s a skeletal outline... very skeletal. And by this I do not mean the beginnings of a political party. That is *not* what this idea is about.

The congress would be made up of the many organizations strewn across the northwest. After a founding meeting, each representative would go back to their members, to come back some weeks later to the congress and discuss their vision along with the other visions so represented.

Issues would be hammered out and taken back to each member organization to discuss, agree/disagree, revise, whatever. They would again come back to the congress, and little by little, a declaration, a vision of an “America to be” would take form.

Once agreed upon, the congress would announce it via flyers in supermarkets, co-ops, civic groups, community centers, churches, and the media. We are so lucky in these days of papers disappearing to have healthy, thriving community newspapers in the northwest. They would most certainly publicize our formation and provide coverage.

This declaration would be a “stimulus document” for the people to read, reflect upon, discuss and consolidate... a progressive vision of a more advanced form of democracy than the one we live in now. Without a vision, without dreams, yes and struggle, there is no progress. People are looking for something other than what we have.

And, finally, for those of you who are infected with the cynicism that permeates our society, take hold with what Margaret Mead said. “Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

She had it right, still has it right, and it will always be right.

~ Lawrence H. Geller



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Suggestions

(continued from page 27)

country. Why would someone who could never shop invest the money to join Weavers Way? Philosophical leaning toward co-ops? Think we're a mail-order weaving supply business? Just want to get the Shuttle to read my articles? (it's all about me!) Turns out people nationwide have found out via the web what a good deal the credit union we're associated with is. Apparently the Police & Fireman's Federal Credit Union (pffcu.org) has services and products so desirable that people from all over want to join. To join you have to be a member of either an employee group or organization affiliated with PFFCU. Kirstin has heard from these out of town members that they've looked through the list of more than 50 organizations listed on the PFFCU web site, scoped them out via the web, and chose Weavers Way, often because they identify with our values. This practice got a little momentum because it appeared on a blog about where to

find good certificate of deposit rates (blog states PFFCU is one of best in country at four percent APY for a five-year CD). So, out of the blue, in one week, WW has experienced an expansion in membership geographics. This is with no market study, advertising, or any conscious act to recruit out-of-region members. Of course, since all I care about is what affects me directly, and since all members receive the *Shuttle*, I now have to think more about what I write, since by the time this goes to print the whole country might be reading this (welcome new members!). I could use this as an opportunity to plug the band I am in, but really the Suggestion Book article is supposed to be about sharing information between members and staff, with a focus on products and shopping and working experiences in our stores. So, with that in mind, let me tell you a little about the band. Name is NWX (Northwest Experience—but is subject to change) and so far we have no paid gigs and mainly play at friend's parties and are very much amateurs, but unlike my movie star career (see *Shuttle*, 1996 – 2008), this project could succeed, mainly because we've lucked in

to a singer with actual talent, fellow staffer Mo Speller (our staff is full of talented people). Stay tuned for more band news in future articles.

Credit Union update: the PFFCU has now told us only residents of Pennsylvania, New Jersey, and Delaware can join, so our national membership phenomena was only viral for a couple of days and our geographic diversity expansion was nipped in the bud. One other thing that this experience brought to light about our food co-op is that membership is open to anyone. We cannot and do not restrict membership in any way. Anyone who can meet the membership requirements (which is basically the equity investment) can join. Open and voluntary membership is one of the seven basic co-op principles by which most food co-ops abide. Credit Unions, on the other hand, although very much like co-ops, are legally bound to restrict membership to people with an affiliation to a group.

Suggestions & Responses:

s: "Thanks for cheese specials—robiola is a favorite cheese, and I was pleased to see it."

r: (Margie) Thanks for the feedback. Robiola is also one of my favorites. We'll continue to stock this item in the specialty case in our Mt. Airy store.

s: "Can we stock an assortment of "Manna" breads? And raw nut butters please, especially almond."

r: (Chris) Our Chestnut Hill store, which has more display freezer space than Mt. Airy store, has Manna Fruit & Nut bread and Manna Carrot Raisin. CH store also has some raw nut butters. Some raw nut butters are available as a preorder, minimum three jars, see Chris or Norman for details.

s: "Please divide flatbread into smaller packs. A large pack gets stale & doesn't freeze well. If you're not a large family you can't eat the large packs quickly enough."

r: (Lindsey) Thanks for the reminder. I will try to keep a variety of large and small packs on the shelf. (Norman) As to large packs getting stale, see last month's tip about making your own crackers. Also, in general, the size of a family is not necessarily related to flatbread consumption speed. There are many large families that consume no flatbread, and there are small families that consume much flatbread because flatbread is the only food consumed. You can see the extent this is true because flatbread consumption was a 2010 census question.

s: "Small 'Fage' yogurts Greek style."

r: (Chris) Sorry, no room to add these to our dairy case at this time. Our Chestnut Hill store stocks small sizes of plain Fage, non-fat or two-percent fat & cherry, peach & honey flavored.

s: "I bought Lakewood organic Pure Carrot Juice last week and discovered, upon drinking it, that it contains one percent lemon juice, giving it a tart taste and ruining the pure carrot taste I had expected. If you are used to pure carrot juice, this item is not that, I would suggest getting non adulterated 100 percent pure carrot juice. Thank you."

r: (Chris) Sorry you were disappointed by the Lakewood juice. "Biotta" brand carrot juice does not contain any lemon juice. It lists "99 percent carrot juice, dairy-free lactic acid" as ingredients. See Chris or Norman to preorder a case of six 17-oz bottles for \$34.95.



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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.

Our new store in Chestnut Hill has resulted in a sudden and substantial increase in membership—more than 800 new members since the store opened. The over-budget sales (by 50%) sales and membership increases would seem to indicate Chestnut Hill was a good location for opening store, and that the store is operating in a way that successfully meets the neighborhood’s needs for both healthy food and sense of community. So far so good, and kudos to all the people who made it happen.

Yesterday I learned from Kirsten, our Membership Manager, that there is another expansion of membership going on, one that no one expected, is somewhat shocking, and is not local. This past week we’ve gotten more than 20 new member households from all over the

(continued on page 28)

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.

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 Member Outreach Coordinator Ebony Debrest at outreach@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.



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.

Orientations dates are listed below and are also posted on our website at www.weaversway.coop. Mt. Airy meetings are held at 555 Carpenter Lane. Chestnut Hill meetings take place at the Center for Enrichment, 8431 Germantown Avenue. Ogontz meetings are held in our Ogontz store, at 2129 72nd Ave. Reservations are suggested and will help us prepare. 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, August 10, 6:45 p.m. • Tuesday, September 14, 6:45 p.m.

Weavers Way Co-op Offices/Mt. Airy
555 W. Carpenter Lane
Tuesday, August 17, 6:45 p.m. • Tuesday, September 7, 6:45 p.m.

Chestnut Hill Center for Enrichment/Chestnut Hill
8431 Germantown Ave (parking entrance on E. Highland Ave.)
Tuesday, August 24, 6:45 p.m. • Tuesday, September 21, 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 or PHONE: 215-843-2350, ext. 118 or MAIL: Weavers Way Co-op, Attn: Membership Department, 559 Carpenter Lane, Phila. PA, 19119 or FAX: 215-843-6945, Attn. Membership Department or E-MAIL: edebrest@gmail.com

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