

# OUR ENDS STATEMENT

A PASSIONATE COMMUNITY

WORKING TOGETHER

FOR SUSTAINABILITY, PROGRESSIVE LAND

AND ANIMAL STEWARDSHIP, HUMAN

RIGHTS, SOCIAL AND ECONOMIC JUSTICE.

THRIVING COOPERATIVE AND LOCAL ECONOMIES

A SAFE, WELCOMING COMMUNITY WHERE ALL ARE VALUED

DEMOCRATIC WORKPLACE WHERE ALL WORKERS! VOICES ARE VALUED

ACCESS TO HEALTHFUL FOODS OUR CUSTOMERS CAN TRUST



People's Ends Statement, adopted by the Board of Directors in 2008, guides the goals and values of the day to day operations of People's Food Co-op.

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It's the best time of the year to invest in People's!

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Photo by Peter Schweitzer



# GGTOBER S CO-OP MONTH!

Every year, we celebrate Co-op Month in October, along with lots of other co-ops around the country. We offer incentives for folks to invest in their co-op share or to become a Member-Owner, host co-op related events in the Community Room, and take a minute to celebrate our owners, our store, and the miraculous thing we've built together.

This October in particular, as we nail down our long-term plan, your investments build equity in your co-op, keep us in a stong financial place for the future, and go toward growing our store and the positive impact that it has in our community. So thanks for investing, shopping, and supporting – together, we own it!

# INCENTIVES

# **INVEST \$15-\$29**

Get an Equal Exchange Chocolate Bar!

# INVEST \$30-\$59

Get an Equal Exchange Chocolate Bar + a People's Mug!

# INVEST \$60+

Get an Equal Exchange Chocolate Bar, a People's Mug + a Chinook Book!

# The Golden and Call

# 10% OFF ON OCT. 10!

EVERYONE WELCOME



3029 SE 21st Ave.



1500 NE Alberta St.



2375 NW Thurman St. & 6344 SW Capitol Hwy.



or the past few months, the Long-Term Planning Committee has been researching our development project that will help us move towards our Ends and make the Co-op more financially sustainable. We would like the Co-op to deepen our impact as a model of collective empowerment and building community wealth. Similarly, it's necessary that we are an active part of the community and serve the community wherever we are. How can we work together to increase food affordability and access? What support might these communities need, and how can we support them in a relevant and meaningful way?

These are difficult questions for us, because they are ones that we have never had to face so head-on. We opened over 45 years ago in the same location where we are now, and while there is no doubt that our store has changed considerably in response to the needs of our shoppers and community, we haven't confronted the huge project of developing programs from scratch. We're looking at Long Term Planning from many angles and will continue to grow in a way that is in line with our Ends. But we know that there are myriad ways to interpret our Ends, and the way they are interpreted at a new store might be different from how we're working towards them now.

We're being proactive and thoughtful of the impact that opening a natural foods store in a new neighborhood might have. We've heard stories of other stores opening in new neighborhoods having a strong impact on rent prices, attracting more upscale businesses from outside the neighborhood, and booting out long-time residents. We're concerned that opening a store like our current one in another neighborhood could contribute to or hasten the displacement of its low-income community members.

That's why we're being so intentional about the way that we are looking at development. We're talking to community organizations that work on anti-gentrification efforts for guidance. We're working with government folks, development corporations, and community stakeholders that already have community-driven development projects underway.

But the big questions that we are faced with are about our culture and the way that we have interpreted our Ends at our current store. Here, we have a clientele that wants a produce department without conventionally grown and traded produce. We don't bring in new grocery products that aren't made with organic sugar. We don't carry goods that are made in China. You, our shoppers, are sometimes willing to pay a bit more for items that fit those guidelines.

The Collective Management has been mulling over these questions about our products and other aspects of our culture as we consider some development opportunities compared to others. In order to grow in the way that we want to, we need to listen to neighbors and provide what they say they need from us. In doing so, we'll become a community resource for a new neighborhood, and create a new place where more people feel inspired to say "we own this."

In order to do that, we'll have to become active participants in that community. We'll have to listen to what their food needs are, and balance them with what we have experience selling. We'll have to listen to what other needs they have that we might be able to fill, whether that's job training, or commercial kitchen space, or a gathering place, and so on. This might mean that a new venture looks different than our current one. But regardless, at the center will be our Ends, our values, and the needs of our community.



#### People's history through the eyes of our Hands-On-Owners

As soon as Jennifer Scribner invested in the co-op, she was excited to participate in our Hands-On-Owner (HOO) program. Once she had set aside the time to commit to a weekly shift, she turned in an application and waited for a shift to open up on Friday mornings. Fortunately for her, and for People's, the Friday morning floor keeper shift opened up, and she has been committed to the shift for the last four years. We asked her about her time as a HOO.

#### What is your background with food co-ops?

I had never been a member of a food co-op prior to People's. I loved the concept, but never lived near one until I moved to Portland 7 years ago. The closest I came prior was being a member of a CSA.

#### What brought you to Peoples?

When I was studying to become a nutritional therapy practitioner I became interested in ingredients that were more exotic than grocery stores were carrying. When I was talking about this with my hair dresser she recommended that I check out People's selection of bulk spices and grains. I went to People's straight from that appointment and fell in love with all the options!

#### What inspired you to become a HOO?

The first time I came to People's I loved that so much was squeezed into such a small space, the fact that I could ditch so much packaging garbage with all the bulk options, and the sense of community. When I became a Member-Owner and the HOO program was mentioned to me, I knew right away that I wanted to be a HOO and be more immersed in the community. It was one of my self-employment goals. It took me awhile to apply as I transitioned from a regular job to working for myself and being in control of my own time, but my goal from that day was to have a HOO shift on Friday mornings.

### What have you learned about People's as a result of being a HOO?

Being a HOO, I've come to really understand the buying principles at People's and how much diligent effort is put in to finding the most natural and equitable products. It's easy to shop when I know that caring individuals are doing their



homework for me. I also see how the co-op is constantly striving to improve and be responsive to its Member-Owners.

#### What do you enjoy about being a HOO?

I love being a HOO because it's like playing store! It's fun for me to set things up and make it look organized. I feel like I contribute to something that serves the wider community and myself, and that I'm appreciated for my work. I feel like I'm "in the know" about new products and some of our producers. It's low-stress, and for the most part, I'm trusted to do my job on my own.

#### What is one of your favorite memories as a HOO?

It's more of the overall feeling of being a HOO. There's been so many people who've brought a sense of fun and lightness to my Friday mornings. I enjoy the personal connections I've made with staff, other HOO's, and members that I just see shopping regularly. Setting up the Harvest Festival last year, and then coming back to see so many people enjoying it, really made me proud to be part of that offering to our community.



## TOGETHER WE RAISED OVER \$4,000 FOR BLACK LIVES MATTER PORTLAND

**IN AUGUST** the collective management enacted a storewide fundraiser for the Portland chapter of Black Lives Matter. In light of the violence against black and brown people in our country and all over the world, we wanted to show support for organizations that are working directly toward curbing racism in America and intentionally make space for our Member-Owners and shoppers of color in our mostly white community.

In addition to showing support with lawn signs, asking for donations at the register, and hosting two letter writing campaigns, we continued a community dialogue about how we relate to each other and each other's experiences, our wnpring unpring upper page.

unconscious biases, and the systems of oppression that exist among us.

The response we got was overwhelming.

Throughout the month of August, we were confronted with tough conversations with friends and shoppers, applauded for our boldness, forced to grapple with the color of our skin, and engage with people who were against or confused by our

fundraiser. In the end, our Board of Directors received over 30 emails in support of our fundraiser and our community raised \$4,118 for Black Lives Matter, Portland. We are beyond grateful that our Member-Owners and shoppers were willing to engage with these important and relevant human rights issues. We are proud that our co-op can raise awareness and financial support for things that matter and hope to continue doing more work like this in the future.

#### AN EXCERPT FROM WHY BLACK LIVES MATTER

BY REBECCA JAMIESON, SUBSTITUTE STAFF

Something I deeply value about working at People's Co-op is our commitment to anti-oppression work and social justice. Two of our Ends statements directly address this, striving to be: "a safe, welcoming community where all are valued," and "a passionate community working together for human rights and social justice." People's has been working to address issues of oppression in many

different areas for a long time. In the last few years, we've been working even harder to address the systemic forms of oppression that affect our community, our store, our staff, and shoppers, whether they show up in obvious or more subtle ways. We've brought in speakers, held anti-oppression trainings for staff, and formed ongoing "caucus" groups that serve to educate staff around issues such as White and male privilege. Caucus groups also exist to support staff who deal with oppression on a daily basis, including groups for those who are women-identified and people of color.

"THE REASON PEOPLE'S HAS BEEN WORKING HARDER TO ADDRESS OPPRESSION IS THAT WE'VE SEEN HOW OUR OWN OPPRESSIVE CONDITIONING, IF LEFT UNADDRESSED, CREATES AN ENVIRONMENT THAT IS NOT 'A PLACE FOR ALL PEOPLE' - ANOTHER THING WE STRIVE FOR."

The reason People's has been working harder to address oppression is that we've seen how our own oppressive conditioning, if left unaddressed, creates an environment that is not "a place for all people" – another thing we strive for. Our increased effort to address how privilege and oppression affects us was largely spearheaded by People's staff who face the most oppression, even though it is not their responsibility to educate those of us who have more privilege,

or are less aware. Just like me, People's still has room to grow in learning how to address these painful patterns. But this work can't be done alone. We need each other – for learning, for healing, for support, for inspiration, for change.

#### A NOTE FROM HEIDI OLEJNIK, BOARD OF DIRECTORS

I am very proud that our Co-op chose to organize events and a donation drive for Black Lives Matter this past August. It is wrenching to hear of the continued violence that disproportionately affects people of color. Many among us feel the sadness of such injustices, but those of color may be feeling direct loss and fear for their personal safety, too. We have a ways to go, but it is good to be a part of an organization standing up for the health and wellbeing of all our community members in numerous ways.

As a member of the Board of Directors, I was encouraged by the conversation with fellow Member-Owners that opened up during this month. We received more emails than I have ever seen on any other issue, overwhelmingly in support of the Co-op's efforts. These prompted much dialogue among board members, staff, and Member-Owners. We had some challenging but important discussions that will help us as we come together, aiming to make an even bigger impact in our community toward our collective Ends. I very much hope this dialogue will continue.

Our Ends state that we are "a safe, welcoming community where all are valued." It is therefore important that we stand in solidarity with movements such as Black Lives Matter. When we say "everyone welcome" it is more than just words. We aim to actively create and preserve People's as a safe space for all kinds of people. I hope we have taken an important step toward making people of color in our community feel more welcome and supported, and that this work continues as we move forward.

Here's extending much gratitude to our staff for their additional efforts this month, and to all our shoppers who donated, participated in events, and wrote to us.



#### BI-WEEKLY STARTING OCTOBER 8, 5:30-7:30PM

This class has been thoughtfully created by humans of color for humans of color. Our intention is to provide a safe space for those who identify as a person of color to come together to move, learn, talk, and create community with other humans like themselves. This will also be a gathering place for connecting and building communities of color.

We hope to create support for each other and share our experiences of being in this world with one another. This class will include an opening circle that provides time for each person to introduce themselves, mindful movement and breathing, and a look into the history and different branches of yoga. We will also address issues that people of color are facing in our current social climate using yoga as a platform for release and restructuring.

Humans of Color Yoga will start at People's on Saturday October 8th, 5:30-7:30pm and will be held every other week in the Community Room.

Humans of Color Yoga instructor Ayomide Njo (pictured left) currently teaches dance at Portland Community College. You can also find her every Wednesday at The Co-op teaching Kaleidoscope community yoga. When not teaching movement she is busy raising a teen, creating art, and bridging communities.

#### FROM INSTRUCTOR AYOMIDE NJO:

When people think of yoga they usually think of the physical practice of yoga, or Hatha yoga, but there are actually six distinct branches of yoga in the Indian tradition. I have been practicing yoga in one form or another most of my life. As a movement instructor I have been studying body awareness and movement for 20 years, but only in the last 5 years have I enjoyed and felt truly centered in Hatha yoga.

This was inspired by an encounter with an older woman of color who practiced yoga. This woman was beautiful, strong and centered in her body and I was inspired! I had never been exposed to an instructor of color except in yoga books, where they were primarily Indian men. When we talked I explained to her my disconnection to hatha yoga as practice. She then explained to me that there are many styles of hatha to choose from and that my exploration was part of the journey of finding a practice that was in harmony with my center. That moment changed my life. Her presence showed me that anyone could be a yogi.

This is the kind of experience that I hope to share through Humans of Color Yoga at People's. It is important for humans of color to be able to investigate what it means to be in their skin in a safe and supportive environment, and the aim of the class is to provide a place for them to do so.



hank you all so much for giving me the opportunity to speak at your Annual Meeting. I left Portland deeply impressed by the level of engagement, breadth of issues, and depth of discussion that I heard from all of you all throughout the day. The questions and comments from you during my talk were also both inspiring and energizing — truly a gift!

As I mentioned, this year we are celebrating Equal Exchange's 30-year anniversary. We have been reflecting on both our accomplishments and successes, but also on our weaknesses, if you will; areas in which we still need to learn, grow, and make change if we are to truly be successful in realizing our dream of transforming the food and trade systems.

If you attended the Annual Meeting, you will recall that I talked about our work in terms of a "three-legged stool." The first leg was to create a democratically run, worker-owned, co-operative business. As you all know from your own governance model, practicing democracy, and balancing the needs of an entrepreneurial business with a cooperative structure can sometimes be challenging, but we are proud of what we have built and are committed to continually improving in this area.

The second leg is the area in which, I am personally most proud, and for which we are probably most well known: our painstaking and highly risky work building small farmer co-operative supply chains. So much more needs to be done in this area, but we are tremendously excited about the economic and political power that many organized groups of small farmers have today that would never have been possible without the hard work of these farmer organizations, Authentic Fair Traders like ourselves, and our partners and allies in the food co-op and other organized sectors across the U.S.

The "third leg of the stool" is the area in which we cannot yet give ourselves a passing grade. Since our founding, educating and engaging consumers about our mission and our model has been part of our work. We have launched various campaigns through the years to make Fair Trade a household name, to encourage (and mentor) other roasters to adopt our model, and to encourage other businesses to become co-ops.

When the actions of the fair trade certifiers threatened to weaken our movement — and then eventually betray it — we struggled over how to educate consumers and promote what we call "Authentic Fair Trade." We have

spoken at conferences, written on our blog, petitioned certifying bodies, and organized protests; but an organized movement of citizen-consumers in the U.S. with power to create real change still remains a strong, but to date, unachieved dream.

We are clear that the political landscape has changed dramatically over these past 30 years: Free Trade Agreements, climate change, GMOs, and corporate control of the food industry. These issues and others threaten not only the work of Equal Exchange, other Alternative Trade Organizations, and small farmers throughout the world, but our most progressive-minded food co-op partners and citizen consumers throughout the country, whether they realize it yet or not.

For these reasons, Equal Exchange has decided to launch a new high-level initiative, the Equal Exchange Action Forum. I alluded to this initiative at the end of my talk, but it was still so new that I couldn't offer you all the details.

We are now ready to launch and I am inviting all of you to consider joining us. We do not have all the answers; we don't yet know which issues we will collectively take on, but we do know that there are many like-minded individuals

who have reached the same level of frustration and outrage at the way in which corporations have gained, and continue to gain, increasing levels of power. We believe that the time is ripe – critical actually – for us to join together and pave a new way forward.

If you are interested in learning more, and would like to join us, please visit www.equalexchange.coop/actionforum for more information and the application. From the high degree of awareness, understanding, and concern I witnessed at your Annual Meeting, I believe that having the member-owners of People's Food Co-op involved and engaged with us in this new movement would be extremely exciting and powerful for all of us!

I look forward to hearing from you! If you have any questions or concerns, please feel free to write me at probinson@equalexchange.coop.

# WHAT IS THE EQUAL EXCHANGE ACTION FORUM?

Our vision is of a vibrant community of citizen-consumers, working together to deepen our collective understanding of these issues and taking actions where strategic. We imagine a focus on learning and sharing in the first year as together we give this initiative more form. Within the context of Equal Exchange's mission, we will share the challenges and successes we experience in building supply chains for small farmers. Over time, we will take actions that challenge the corporate control of food, increase the market viability of small farmers and their co-operatives, and reshape our food system in ways that benefit all of us.

#### WHAT ARE SOME ISSUES WE WILL ENGAGE IN?

- Lessons from our first 30 years:
  - The origins of authentic Fair Trade
  - Coffee co-operatives: The potential and the challenges of democracy
  - The Fair Trade system gone awry
- From tea to nuts: the successes and setbacks in building small farmer supply chains
- **Climate change:** can citizen-consumers help farmers survive this man-made assault on their livelihoods?
- The corporatization of the food system:
  - Who owns the organic industry?
  - Can consumers retake control of our food?
  - How can we support independent businesses trying to survive the crush of corporate food consolidation?

# What are the different forums for involvement? Early thoughts include:

- Dedicated online space for members of the Action Forum
- Webinars, podcasts and blogs
- Seminars and other in-person educational events
- Cookouts and social events
- Direct actions including letter-writing and protest actions within the context of food politics, agriculture and trade, climate justice, and economic, social and political rights

#### HOW DO I JOIN?

Great question! We are looking for committed individuals who may be engaged with Equal Exchange around these issues at any number of levels. We have created a simple application with three different paths to join the Equal Exchange Action Forum. It only takes one, but you may qualify via one, two or even all three:

- Supporter/Activist
- Drinker/Eater of Equal Exchange products
- Investor





or as long as I can remember, there have always been apples in my life. My earliest memories involve climbing our family's apple trees and filling bucket after bucket with fruit larger than my five-year-old hands. From there I would carry those overflowing buckets into our sweltering, late summer Midwest kitchen where my mother and sisters were already busy rolling out pie crusts. Working over a hot oven and four sizzling burners, we set out to make over one hundred pies and dozens of quarts of apple butter to fill our friends' and family's freezers for the long, cold winter ahead. I would take my place at the table and start peeling those apples, one by one. My mother showed me how to make a game out of it and see if I could peel the apple in one continuous spiral, never stopping the knife as it made its way around the crisp fruit. So I got to work making a mountain of curly peelings as the air quickly filled with the tantalizing aroma of warm apples and cinnamon. And, of course, I sampled a few apple pieces along the way. Now, as the seasons are changing and different apple varieties arrive at People's, I welcome them with that same child-like enthusiasm.

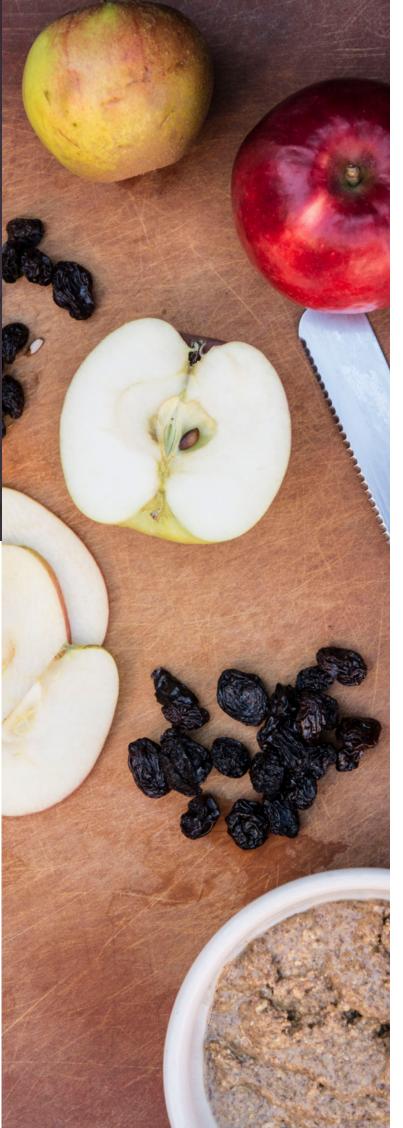
In the nineteenth century, about 14,000 apple varieties were grown in North America. Today, fewer than one hundred varieties are commercially cultivated, and of those only a handful appear in typical grocery stores. Luckily for me (and all apple lovers out there), People's Co-op branches out, if you will, and carries thirty to forty varieties in the height of apple season. From all accounts, it looks to be a bumper apple crop this year, and I'm looking forward to autumn with even more anticipation. It can be difficult to choose just a few favorites from so much variety, but I've come up with the top ten apples I'm waiting for this year.

Here they are, not necessarily in order of deliciousness:

**WORTHERN SPY:** I've been fortunate to have access to a small Northern Spy apple tree this year, and I didn't need to wait to enjoy this delicious variety. However, it was a limited supply, so hopefully I'll see more soon. The fruit is bright red with hints of yellow, and it has a crisp, white, juicy, sweet, and aromatic interior. The Northern Spy was found in New York and was thought to be grown from a seedling brought from Connecticut around the year 1800. It has been known as the Northern Pie Apple, Red Spy, and Red Northern Spy. It is great for fresh eating and also works well for pies, sauces and cider.

**COX ORANGE PIPPIN:** A certain Englishman I know gets a little giddy when this apple appears. And that is high praise from someone who doesn't enjoy eating much fruit. Perhaps England's most popular apple, Cox Orange Pippin hails from around 1825 and is the grandparent of Gala and Sansa apples. This orange and red streaked, russeted apple is crisp with a bit of citrus-like tartness. Besides fresh eating, Cox Orange Pippin is good for cooking and cider.

CALVILLE BLANC: Dating back to the late 16th century, Calville Blanc is the classiest French dessert apple. The fruit is large, flattish and round with uneven ridges. It has pale green and orange skin with red spots. With this distinct look, it was quite renowned in Renaissance paintings, including Claude Monet's Apples and Grapes. Although beautiful to behold, I prefer to cut it into thick slices for dipping into coconut cream or a favorite nut butter. Vinegar made from Calville Blanc Apples is highly regarded, as well as producing an excellent cider.



**EMPIRE:** In 1941, after a hard spring frost wiped out most of New York's apple crop, the Empire apple resulted from McIntosh and Red Delicious seedlings that had escaped from the freeze. This apple is dark red, crisp, and semi-tart. Empire is best for fresh eating and doesn't do well in pies or sauces. It also stores well and keeps for up to five months.

**LIBERTY:** This deep, red-purple apple is sweet with a wine-like aroma. I enjoy Liberty apples fresh, and since they don't keep that long, I make sure to get them while they're available. They are also an all-purpose apple good for pies, sauces and giving a nice finish to ciders. But my favorite way to prepare Liberty apples is to make them into the yummy Halloween favorite, caramel apples.

**SPITZENBURG:** Supposedly one of Thomas Jefferson's favorite apples, Spitzenburg originated in late eighteenth century New York. The scarlet fruit is juicy, rich, and tart, with just a hint of sweetness. It is known as a classic American dessert-variety apple, used for pies, applesauce, baking, and my favorite: dried apple chips.

**GRAVENSTEIN:** I've been enjoying this early variety for a few weeks already this year. Tender and crisp, with just the right balance of sweet and tart, Gravenstein apples are a well-known favorite. Dating back to the Duke of Gravenstein of Denmark in the seventeenth century, the fruit made its eventual journey to the United States in 1820 when it was planted at a Russian settlement in California. Somewhat spicy and tart, Gravenstein apples are a favorite for pies.

**WINESAP:** With a long storage life, Winesap apples are a true treat in the depths of winter. Starting from a random seedling in New Jersey in about 1817, this apple ranks among my favorite dark red, crisp apples. True to its name, Winesap does have a nice wine-like flavor and a tartness that makes it excellent for cider blends. Unfortunately, Winesap has been replaced in many orchards by Red Delicious and now is less widely grown. So I appreciate it even more for its ability to endure.

**PINK LADY:** Also known as Cripps Pink, this apple is a cross between Golden Delicious and Lady Williams apples by an Australian named John Cripps in 1973. I enjoy crisp, firm apples, and Pink Lady holds well and keeps its texture and flavor for several months. Besides being delicious, this apple is quite beautiful with glossy, dark pink and yellow skin. With a high sugar content, it makes tasty desserts and cooks well.

**NEWTOWN PIPPIN:** A yellow apple that's also firm, juicy, and crisp, Newtown Pippin is another classic winter apple. Originating around the year 1600 in England, the fruit traveled to Newtown on Long Island, and was eventually grown in Virginia in the mid-nineteenth century for shipping back to England. Newtown Pippin requires a few months of storage to reach its best flavor. This worked well when its export back to England required a long sea voyage, which gave it plenty of time to develop that clean, slightly acidic taste. It is known as a good all-purpose fruit, and cider made from this apple is of high quality.

My grandmother's last name was Applehof, meaning "from the place of apples," so I guess the love of apples is truly in my blood. And although I haven't climbed our family's apple trees and made pies and apple butter with my mother and sisters in a very long time, I know pies and apple butter still continue to be made when apple season arrives. At eightyone years old, my mother works over that same hot stove in that same sweltering kitchen, still supplying friends and family with apple treats for the winter. And I'm still fortunate to have apple trees in my life to climb, amazing apple varieties to eat, and if I need to peel one for a special dessert, I know the peel will remain in one continuous spiral.

## ASHMEAD'S KERNAL APPLE + BLANCHED ALMOND TEA CAKE



#### INGREDIENTS

- 1 ½ cups, or ½ pound almonds
- ¾ cup butter
- ½ cup sugar
- 3 eggs
- 1 medium or large, very ripe pear, peeled
- ½ cup whole wheat flour
- ¼ cup spelt flour
- 1/8 cup whole wheat flour
- ¾ teaspoon baking soda
- 2 ½ teaspoon baking powder
- 2 small, tart apples
- lemon juice
- brown sugar or honey

#### DIRECTIONS

Preheat oven to 375°.

Blanch the almonds: bring a pot of water to boil, then add the almonds. Wait about 90 seconds, then drain and run under cold water. Peel off the skins and set aside.

Mix the butter and sugar in a stand mixer until the mixture is fluffy and creamy.

Crack the eggs into a bowl and beat lightly with a fork. Incorporate into the butter and sugar with the mixer on low.

Chop the pear flesh and incorporate it into the wet mixture.

In a separate bowl, mix the dry ingredients.

Slice the apples thinly, to about ¼ inch thick. Place them in a bowl and squeeze or pour some lemon juice over them, to taste. Add a generous pinch of brown sugar or a spoonful of honey, to taste.

Add the dry ingredients to the wet ingredients in a few batches, pausing to scrape down the bowl. When the mixture is mostly incorporated, add the blanched almonds and the apples, reserving some for the top. Scrape the entire thing into a parchment-lined loaf pan.

Decorate the top with almonds and fanned-out apples. Sprinkle with sugar and a drizzle of honey. Bake for 1 hour. Start checking at around 50 minutes. It may need to bake for closer to an hour and 10 minutes, as it really depends on the thickness of your pan.

# OCTOBER 22ND & OCTOBER 23RD APPLE SALE AREA A

# DISCOUNTS ON ALL VARIETIES OF APPLES & OTHER APPLE-RELATED PRODUCTS

### CIDER TASTINGS ALL WEEKEND

with Wildcraft Cider, Cider Riot!, Swift Cider, Baird & Dewar, & Finnriver



# RUSSET + RYE APPLE PIE



#### INGREDIENTS

#### FOR THE CRUST

- 1 cup AP flour
- Generous ½ cup rye flour
- ½ teaspoon salt
- 1 stick unsalted butter, diced and frozen for 20 minutes
- 5-8 teaspoons ice water

#### FOR THE FILLING

- 5 apples, preferably heirloom\*
- Approx 1 ½ tablespoon lemon iuice
- 2 tablespoons butter, unsalted
- 1 heaping tablespoon brown sugar
- 1/2 teaspoon vanilla extract
- 2 tablespoons apple cider

\*If it is November and you can find brown russet apples, those are the ones to use! If you can't find russets, slice a bosc pear and add it to your apples. Or, you can make this entire pie with bosc pears instead, but make sure to add plenty more lemon juice, as they don't have the tartness of the apples.

#### INSTRUCTIONS

Make the crust: blitz the flours, salt, and frozen butter in a food processor until incorporated. Add 2 teaspoons of ice water, pulse until combined, and then move the dough to another bowl.

Add ice water to dough, 1 teaspoon at a time, and work lightly with your hands until you can form the dough into a ball. Roll the dough ball in flour, wrap it in plastic, and place it in the refrigerator to rest for 45-60 minutes.

While the dough is resting, heat a wide-rimmed pan over medium heat and melt the butter in it. Slice the apples into 1/4-inch thick slices. Toss the apples with the lemon juice. Add them to the pan in two or three batches, allowing each batch to cook for a minute or two before adding the next batch. Once all the apples are in the pan, add the apple cider and continue to cook, stirring frequently. When the apples begin to soften but are still quite underdone, stir in the brown sugar and vanilla, until well incorporated. When the apples are 80% cooked, turn off the heat and cover the pan. The residual heat will steam the apples. After 5 minutes or so, take off the lid and set the pan out to cool.

After the dough has rested, roll it out on a lightly floured work surface until you have a rustic circle that is larger than your pie pan. Press the dough into the pie pan, and leave the edges hanging off. Put in the freezer for about 8 minutes.

Preheat oven to 425°.

Once the filling is room temperature and/or the dough has been freezing for 8 minutes, remove the crust from the freezer, pour the filling into the center, and fold the edges over the filling.

Bake at 425° for 10 minutes. Rotate the pan, then reduce the temperature to 375° and bake for 35 minutes. Rotate the pan, then reduce the temperature to 325° and bake for 25 minutes to finish.

When the crust is golden on the bottom and going golden around the top, take it out to cool a bit before eating. This is excellent served hot with ice cream, room temperature with cheddar as a "meal," or leftover as breakfast with coffee.



# GREELEY FOREST GARDEN

The 2016 Winner of Our People's Cooperative Community Fund

In July, you voted for a local nonprofit to receive \$10,000 through our People's Cooperative Community Fund (PCCF). Here's a little bit more about our recipient, Greeley Forest Garden.

The Urban Farm Collective (UFC) was founded in 2009 and became an official program of the Oregon Sustainable Land and Agriculture Trust (OSALT) in 2011.

We are a 501(c)3 non-profit that accepts donated land and holds it in perpetuity as agricultural land, for the purposes of education and research into sustainable agriculture.

Our mission is to bring neighbors together to transform vacant lots into neighborhood food gardens for the purposes of education, community building and improving food security. How does it work? All land, water, labor, administration and other resources are shared through our barter economy. For every hour put into the collective, regardless of your role, you earn one barter buck (also called a slug). Hours earned can then be exchanged for produce we grow together at our weekly barter and harvest markets, which take place June-October. We currently have twelve garden sites: ten in NE Portland, one in SE Portland, and one in St. Johns. Last year, 156 people engaged with the collective and worked a total of 2,634 hours in the gardens and 223 doing administrative work.

Greeley Food Forest is a 26,000 square foot garden located off of North Interstate and Greeley. It is special for a couple of reasons. The site is managed by the UFC and owned by OSALT, so it will be preserved for agricultural purposes and not sold for development. This site also partnered with Sisters of the Road and has functioned as a learning garden for some people connected with Sisters and Hazelnut Grove. 50% of the food grown at Greeley goes to Sisters of the Road for their weekly Farmstand and provides produce for their salad bar. The other 50% goes to the UFC barter market. All food that is not bartered with the UFC members is donated to the food pantry at St. Andrews Church.

The People's Cooperative Community Funds will be used at the Greeley Food Forest site, primarily to help fund a much needed irrigation system for the garden. Any money leftover will be used to fund irrigation at Fertility Garden, on NE Garfield and Failing, (also an OSALT site) and to help upgrade our greenhouse. This will greatly increase food production at these sites and make both much more efficient. It will also help increase our ability to grow a larger variety of produce to share with our community.















# THE PORTLAND ASHWAGANDA FARM

by Jenna Chen

Jeff met me just as the sun was coming up in the beautiful Columbia River Gorge, where we walked through an acre of Ashwaganda as tall as my hip. Almost ready to be harvested, its deep green leaves and sturdy stem emanated strength and grounded wisdom in the morning light.

Ashwaganda is a medicinal plant that is one of the quintessential herbs in Ayurvedic medicine. Native to India and North Africa, it is now being grown, harvested, and tinctured right here in the Northwest.

Jeff Johnson is founder and co-owner of the Portland Ashwaganda Farm, the latest project from Rising Stone Farm. You may recognize him as a weekly vendor at our Farmers' Market where he sells carefully crafted tinctures made from herbs that he farms and wild harvests. He is committed to using herbal medicine to help people feel better and more balanced in their bodies.

Though not certified organic, Jeff uses organic and biodynamic growing practices and then employs a complex extraction process to make the tinctures. After the plant is grown, it is harvested and washed. Then it gets chopped and macerated in 40% organic alcohol and distilled water solution where it stays for 3-8 months. The roots are then pressed and processed further to extract all the nutrients available. Five percent of the plant leaf goes through a separate extraction on the side and gets added back into the tincture, adding bitterness and some nutrients only found in the leaf.

#### WHAT IS IT?

Ashwaganda is an adaptogenic herb that helps the body find homeostasis and combat stress.

#### WHAT DOES IT DO?

It regulates hormones, the liver, and the endocrine system. It protects and restores the nervous system.

#### WHAT MIGHT IT HELP ME WITH?

Sleeplessness, anxiety, fatigue, building strength and endurance.

#### WHERE CAN I BUY IT?

At the Farmers' Market or in-store.





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# INTRODUCING UMI ORGANIC FRESH RAMEN NOODLES!

#### Now Portland has its own noodle!

By Umi Organic Co-Founder Lola Milholland Illustration by Gabi de León

ramen education formally began in 2008, when I first encountered a Japanese noodle making machine. I had eaten great ramen before then, most memorably in Fukuoka, Japan as an 18 year old in a dark windowless restaurant, where I was led to my own personal cubby to eat my bowl with singular focus. Although instant ramen is famously cheap around the world, I knew that fresh ramen noodles were a different animal. But I had never tried my hands at making them from scratch.

Since I took that first noodle making course, I've spent years making fresh noodles at home, and as of last summer, playing around with recipes at local noodle manufacturer Shin Shin Foods off of North Interstate. Throughout those years, my cravings for fresh noodles never dimmed. Simultaneously, I was perplexed that all of the organic dry noodles in the market were being imported from Japan. I saw an opportunity to make the food I was hungry for with ingredients I could source from local and organic farmers. Working with an amazing team, we launched our noodles at the Hollywood Farmers Market in May and entered our first groceries in September.

Umi Organic fresh ramen noodles are made from wheat and barley flour. We source our wheat through Hummingbird Wholesale, a company based in Eugene that helps conventional farmers transition to organic. The wheat itself is a certified organic high-protein flour from employee-owned Central Milling, based in Utah. We source our whole grain barley flour from Greenwillow Grains in the Willamette Valley. Every time we order, Bill the miller grinds our flour fresh, ensuring the highest levels of nutrition and flavor.

We chose to make an organic ramen noodle for two simple reasons. We want to invest in having less toxic chemicals in our environment, and we want to support farmers in exiting the commodity market so they have a fighting chance at making a good living.

What makes fresh ramen noodles different from fresh pasta? The simple answer is springiness and chew. Ramen noodles are typically served in piping hot broth. While most pasta swells and turns to mush in hot broth, ramen noodles hold up and become slippery, making them great for slurping. The key to this transformation is an ingredient called kansui. Kansui is an alkaline mineral water made from ash, not unlike the lime stone used in making masa for tortillas or the lye used to coat pretzels. While the lime in masa unlocks the digestibility of the corn, the kansui in ramen transforms the protein in wheat, making it stronger and creating better bite.

The result of the high quality organic wheat and barley flours and that splash of alkalinity is a noodle with more flavor and chew. There are no yellow food dyes to make these noodles shine yellow nor preservatives like sodium benzoate to ensure the noodles last forever. Instead, you have a fresh, living product that takes only two to three minutes to cook and can become a multitude of wonderful meals, from cloudy broth soups to light vegetable filled salads. One of my regular favorites is this recipe from Katherine Deumling of Cook With What You Have.



#### KATHERINE'S NOODLES WITH LOTS OF HERBS AND TOASTED PEANUTS

"I was inspired by the herbs in my garden and my love of crunchy things. The earthy noodles play very nicely with the bright herbs and the rich, toasted nuts. It's also delicious with an egg on top!" – Katherine Deumling, cook/teacher/owner at Cook With What You Have

#### NOODLES

- 1 package (10 ounce) Umi Organic fresh ramen noodles
- 1 cup carrots, cut into matchsticks or grated on large holes of box grater
- 1 green onion, thinly sliced
- 3/4 cup cilantro leaves and stems, chopped
- ¾ cup parsley leaves, chopped
- 3 tablespoons mint leaves, chopped
- Scant ¾ cup toasted peanuts
- 1 teaspoon vegetable oil

#### DRESSING

- 2 small stalks green garlic, trimmed and finely minced or 2 small cloves garlic, minced
- ½ teaspoon red pepper flakes
- 2 tablespoons peanut oil
- 1 tablespoon sunflower oil or other neutral oil
- Juice of 2-3 limes
- 1 tablespoon rice vinegar
- Salt, to taste

#### DIRECTIONS

- 1. Fill a large pot with water and bring to a boil. Add noodles and cook for 3 minutes. Drain and rinse well with cold water. Shake water out thoroughly. Put in a large serving dish. Add the carrots, green onion, and herbs.
- 2. In a small skillet, toast the peanuts (even though they're already roasted) over medium heat in 1 teaspoon oil with a generous sprinkling of salt (if they are not already quite salty) until dark, golden brown, and toasty smelling. Keep them moving so as not to burn them. Remove from pan and let cool.
- 3. In a medium bowl mix the dressing ingredients. Taste it. It should be bright and strongly flavored with a kick from the red pepper flakes.
- 4. Pour the dressing over the noodle, vegetables, and herbs and toss in the peanuts. Mix well. Taste and adjust seasoning with more lime juice, salt, or red pepper flakes.

YOU CAN FIND UMI FRESH ORGANIC RAMEN IN OUR REFRIGERATED SECTION.



# VEGETARIAN POKE

Adapted From Season with Spice Food Blog

#### INGREDIENTS

- 2 servings of cooked brown rice, or sushi rice
- 2/3 block firm tofu, drained well and cut into 1-inch cubes
- ½ cup edamame, cooked
- ½ cucumber, halved and sliced
- 1 avocado, peeled, pitted, and sliced or cubed
- A handful of arugula, mizuna leaves, or microgreens
- 1 scallion, sliced
- Dash of Sesame Seaweed Seasoning (in our bulk spices section!)
- 2 teaspoons Tofuna Vegan Fish Sauce

#### HOMEMADE PONZU DRESSING

- 2 ½ tablespoons avocado oil
- 2 teaspoons toasted sesame oil
- 2 tablespoons combination of lemon & lime juice
- 1 tablespoon rice vinegar
- 1 tablespoon mirin
- 1/4 teaspoon finely grated fresh ginger (optional)
- 2 teaspoons honey

#### Instructions

- 1. Cook your rice and edamame. Slice your tofu, cucumber, avocado, and scallion.
- 2. Add all dressing ingredients to a small bowl and whisk to combine. Taste and adjust with salt, honey, and acid as necessary.
- 3. To assemble, first place the rice into your serving bowls. Arrange the tofu, avocado, and vegetables on top of the rice. Garnish with scallions, seaweed seasoning, and Tofuna fish sauce. When ready to eat, pour the sauce in, and toss to mix well. Enjoy!

# FERMENTED CARROT & PARSNIP PICKLES

By Derek Dellinger

The humble parsnip is so similar in appearance to the carrot (other than its whitish-gold color) that, in historic literature, the two vegetables were often confused. Parsnips have a sweet yet tangy flavor that lends itself perfectly to the bright acidity of lacto-fermentation, especially when paired with their orange doppelgangers. With the addition of a bit of grated ginger, this pickle has a surprising kick of horseradishy spiciness. As it's incredibly easy to prepare and returns a powerful flavor from two vegetables that I never really knew what to do with before, this has become one of my favorite ferments to make at home.

#### CARROT AND PARSNIP PICKLE

Makes 1 quart

#### INGREDIENTS

- 1 pound carrots
- 1 pound parsnips
- 1 teaspoon freshly grated organic ginger
- 1 ½ tablespoons sea salt or pickling salt
- · Water, as needed

#### INSTRUCTIONS

- 1. Wash. Gently wash parsnips and carrots with lukewarm water in a colander. Thoroughly clean the jar you'll be using, and your own hands.
- 2. Slice. Trim off the tops. Using a clean knife or a mandolin slicer, slice the vegetables into discs.
- 3. Mix. Using clean hands or a spoon, mix everything together in a bowl until the salt and ginger are well distributed throughout the vegetables.
- 4. Jar. Take the vegetable slices and pack them into the jar. You don't need to pack them firmly enough to extract liquid, as you would when making sauerkraut. Simply squeeze them in until there's about an inch of space at the top of the jar.
- 5. Brine. Top off the jar with cool water until vegetables are covered.
- 6. Ferment. Place the lid on the jar and tighten, but not all the way. Place jar out of direct sunlight and ferment at room temperature for about one to two weeks. If you use the "loose lid" method, monitor the ferment in the first few days, burping the jar a few times a day and pressing down the veggies with a fork to ensure they mostly stay submerged beneath the brine.
- 7. Enjoy. Ferment the carrots and parsnips to taste—about one or two weeks. When ready, the lid can be tightened and the jar kept in the fridge for long-term storage (or devoured right away).

Derek Dellinger visited the Co-op in August to teach recipes from his book, *The Fermented Man*, about the year that he spent eating nothing but fermented foods. You can find it at Powell's and other book vendors.





# GROW YOUR OWN PRODUCE: GARLIC, COVER CROPS, & COMPOST

#### Tuesday, Oct. 4, 7-9PM

This class will highlight soil building method including mulches, composting, leaf mold and more. We will discuss types of cover crops for building soil tilth and fixing nitrogen. Garlic goes in the ground this month for summer harvest. We will talk about the different types of garlic and best varieties for our region. As always, this class will highlight what is happening in the garden in October, how to tend to your garden, and prepare for the coming month. Handouts will include a to do list for the month, information on soil building methods, and other pertinent information. Classes are \$25 per class or \$100 for 5 classes. A 20% discount is available to People's Member-Owners, please email Marisha (queenbee@herbnwisdom.com) directly to receive the discount.



#### **HUMANS OF COLOR YOGA**



#### Every Other Saturday Starting Oct. 8, 5:30-7:30PM

This class has been thoughtfully created by humans of color for humans of color. Our intention is to provide a safe space for those who identify as a person of color to come together to move, learn, talk, and create community with other humans like themselves. This will also be a gathering place for connecting and building communities of color. This class will include an opening circle that provides time for each person to introduce themselves, mindful movement and breathing, and a look into the history and different brances of yoga. We will also address issues that people of color are facing in our current social climate using yoga as platform for release and restructuring.



## FERMENTING FALL VEGETABLES – HANDS ON!



#### Sunday, Oct. 16, 2-3:30PM

Think fermentation is just for summer time? Think again! In class we'll cover the basics of lactic fermentation – what it is, the health benefits of eating lactic fermented food, and how to get set up for fermenting at home. We'll then focus on ways to incorporate Fall storage crops into your lactic ferments, exploring some traditional ferments with winter squash, turnips, sweet potatoes, and radishes. Students will prepare their own jars of salted, packed vegetables to take home, ready to continue the fermentation process themselves. Sliding scale donation of \$15-20 suggested. Register online.

OCT 19

#### **INTRO TO MELT**

#### Wednesday, Oct. 19, 6:30-8PM

The MELT Method is a simple self-treatment that reduces chronic pain and helps you stay healthy, youthful, and active. Using 'soft' foam rollers and specialized balls, MELT is a form a self-massage that rehydrates and restore the health and function of the connective tissue, which is directly related to the nervous system.

MELT is easy to learn and offers results the first time you try it. MELT can help you fall asleep more easily and sleep more soundly, have more energy during the day, improve your posture, reduce stress and tension, shed excess body fat, and even reduce the appearance of cellulite. Best of all, your body will feel great long after you MELT! The results that MELT provides were previously available only through ongoing, costly hands-on therapies. Now you can be your own Hands-off Bodyworker. \$10.



# BUYING IN BULK & THE ZERO WASTE LIFESTYLE



#### Monday, Oct. 24, 6-7PM

Shopping in bulk for the very first time can be intimidating. The class will start with a short presentation by Chloé of the *Conscious* by Chloé blog, focused on her near zero-waste lifestyle followed by a Q&A. The class will continue in the shop as she will assist you in your bulk shopping. Free and open to all. Register online.



#### **CO-OP MONTH COMMUNITY POTLUCK**



#### Wednesday, Oct. 26, 5:30-7:30PM

Join us to celebrate the end of Co-op Month with a community potluck! Bring your favorite vegetarian dish to share, and a list of ingredients. Free and open to all.



#### **CO-OP 101 & STORE TOUR**



#### Saturday, Oct. 30, 2-3PM

Join us to learn about the co-op: from its history to the building, buying guidelines to collective structure. Designed for new Member-Owners and community members, we'll talk about the ins and outs of the co-op and take a tour around the store. This is a great opportunity to answer questions you've had, and to find out more about your grocery store! Free and open to all.



# GROW YOUR OWN PRODUCE: WILDLIFE IN THE GARDEN, NOURISHING SOUPS & PLANNING FOR THE COMING YEAR



#### Tuesday, Nov. 8, 7-9PM

During this class, we will discuss ways to encourage the birds, insects, and other critters to stick around in your garden in the cold, winter weather. As this is our final class for 2016, this class will provide juicy information to help you begin planning for the 2017 garden season. We will also highlight nourishing soup recipes from local herbs, veggies, and stocks. As always, this class will highlight what is happening in the garden in November, how to tend to your garden, and prepare for the coming month. Handouts will include a to do list for the month, information on wildlife, soup recipes, and other pertinent information. Classes are \$25 per class or \$100 for 5 classes. A 20% discount is available to People's Member-Owners, please email Marisha (queenbee@herbnwisdom.com) directly to receive the discount.



#### PLANT-BASED MEALS ON THE GO



#### Saturday, November 12, 11AM-12:30PM

Come learn how to plan, prep, and tote along healthy, plant-based meals to nourish you throughout your day. We'll work together to prepare three simple, colorful, portable and delicious meal ideas you can take with you on the road. Plus, discuss best ingredients, vessels, variations and how to keep your meals exciting and enriching week to week! Everyone welcome. Pay what you can: suggested \$5-\$20, but no one turned away for lack of funds. Register online.



#### KOMBUCHA WITH A HOLIDAY TWIST 6

#### Sunday, Nov. 20, 2-3:30PM

Come be inspired to make your own fermented drinks, and leave with your taste buds tingling. In this class, we'll cover the basics of kombucha, and you will learn how to give your homemade kombucha a holiday twist, using warming spices and herbs in the secondary ferment (think flavors like chai, lemon ginger, and apple cinnamon, oh my!). Students will taste many secondary ferments of kombucha and jun (a close relative of kombucha using green tea and honey). Students will leave with a handout of kombucha brewing instructions and secondary ferment ideas, a half gallon jar, and suggestions of where to find their own kombucha SCOBY. Sliding scale donation of \$10-15 suggested. Register online.



# VEGETARIAN FRIENDSGIVING POTLUCK WITH KNOW YOUR CITY

#### Sunday, Nov. 20, 5:30-7:30PM

People's and Know Your City invite you to come together and join the giving season! We're inviting all our friends to the Community Room to share vegetarian dishes. Bring your favorite, along with a list of ingredients. Free and open to all.





# HANDMADE PAPER STAR DECORATIONS WITH THE FAR WOODS



#### Saturday, Dec. 10, 10AM-12PM

Join us to learn how to make beautiful folded paper stars. These stars can be hung as decorations for the holidays or enjoyed year round, and make wonderful gifts. Together we will go through the step by step process of making the stars and decorating them. We will provide a variety of colorful papers as well as fun decorating materials, but students should feel free to bring any additional materials they would like to use. Each student will be able to make as many stars as time allows, and leave with the knowledge to make more at home with family and friends. Folks five and over are welcome, with kids accompanied by an adult. \$25. Registration required.

#### DEC 7

#### **HOLIDAY CRAFT FAIR**



#### Wednesday, Dec. 7, 2-7PM

Every December, People's welcomes more than a dozen local crafters to share their wares. Stop by the Community Room during the Farmer's Market for a cup of tea, a treat, and exceptional crafts made by folks in our community. Free and open to all.



#### **REGISTER ONLINE:**

HTTP://WWW.PEOPLES.COOP/SIGN-UP

#### **REGISTER BY PHONE:**

503.232.9051 EXT. 249

# GET IN TOUCH WITH YOUR BOARD OF DIRECTORS

To email all Directors: bod@peoples.coop



Lisa Bogar lisab@peoples.coop



Mallory Cochrane mallory.cochrane@peoples.coop



Jacob Engstrom jacobengstrom@peoples.coop



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Heidi Olejnik D.C. heidi@peoples.coop



Kathy Thurow kathy@peoples.coop



Teresa Koper teresa@peoples.coop

## ATTEND A BOARD MEETING!

Board of Directors meetings are held the 4th Tuesday of every month from 5:30-8:30pm. Member-Owners are always welcome. There is a free, light vegetarian dinner served from 5:30-6:00pm that you can enjoy with your Board Directors and discuss your ideas casually. Afterwards stick around for the official meeting from 6:00-8:30pm. This is a great chance to get your message to the Board or to just see what's going on at your Co-op.

#### **UPCOMING MEETINGS:**

Tuesday, October 25, 6-8:30pm Tuesday, November 22, 6-8:30pm Tuesday, December 27, 6-8:30pm

# THE GOOPERATIVE PRINCIPLES

#) VOLUNTARY, OPEN MEMBERSHIP

Open to all without gender, social, racial, political, or religious discrimination.

- #2 DEMOCRATIC MEMBER CONTROL One member, one vote.
- #3 MEMBER ECONOMIC PARTICIPATION

Members contribute equitably to, and democratically control, the capital of the cooperative. The economic benefits of a cooperative operation are returned to the members, reinvested in the co-op, or used to provide member services.

- # AUTONOMY AND INDEPENDENCE
  Cooperatives are autonomous, self-help organizations controlled by their members.
- # EDUCATION, TRAINING AND INFORMATION

Cooperatives provide education and training for members so they can contribute effectively to the development of their cooperatives. They inform the general public about the nature and benefits of cooperation.

# COOPERATION AMONG COOPERATIVES

Cooperatives serve their members most effectively and strengthen the cooperative movement by working together through local, regional, national and international structures.

#2 CONCERN FOR THE COMMUNITY

While focusing on member needs, cooperatives work for the sustainable development of their communities through policies accepted by their members.

