

# NORTHWIND NEWS

Since 1977

Northwind Natural Foods Cooperative

June, 1995

*"Ironwood's Healthy Shopping Experience"*

932-3547

## Growing Pains

Remember how, when you were a kid, you couldn't wait to be grown up? And then, as you did grow, you recognized all the problems and responsibilities that go along with growth. Your co-op is in rather the same position; we're getting bigger, and stronger, and finding that there are more challenges out there than we'd really thought much about.

On May 13, I attended the North Farm Cooperative's General Membership meeting (for those of you who may not know it, North Farm is our largest grocery supplier and, just as you are a member and part owner of Northwind Natural Foods Co-op, Northwind is a member and owner of North Farm). While there, I had a chance to visit one of Madison's oldest, most successful and profitable co-ops, and it struck me that, if we followed their example exactly -- carried what they carried, displayed it like they display it, etc. -- we probably wouldn't last two years. We are not Madison, and our customers are not Madison's customers.

My point is that while we can and should learn from other co-ops, we are unique and, in many areas, we have to find our own way. What we have that no other co-op has is, quite simply, you; and you are a singular human with singular needs. Whatever else we are, we are a co-op, and without member participation and involvement-- YOUR participation and involvement, in case the point wasn't clear --we cannot maintain our growth.

If you can give of your time, either as a volunteer during the week or as part of the monthly WorkBee, wonderful. Giving of your shopping dollar should be becoming easier as we expand the foods and health-oriented items we carry, and as we continue to work to lower prices on those items we do carry. (We hope you've noticed our ever-expanding Members Only Special selection, saving you 20% over regular price, and our just-introduced Special Specials which offer 25% savings on sale items available through our suppliers.)

But if you haven't the time, and can't appreciably increase your spending with us, you can give us your thoughts, your ideas, your suggestions. If at all possible, put them in writing so we can compile something of a diary of how you, our members, view

our progress.

You'll be seeing a lot more changes in the future -- hopefully, changes for the better, to better serve you and to better provide those things you want from your (that's YOUR) co-op.

As our ads say, "We're here for you."  
---Roger Margason, Store Manager

## President's Report

Northwind is moving ahead, growing into it's new, bigger store. Our product committee has been busy researching new product ideas for Northwind, and surveying customers to learn what new products they would like to see. We want your input!

The marketing committee is developing a local Advertising campaign to develop more customers in our area. We hope to spread the word about all the great products Northwind offers -- everything from our super spice collection, to specialty teas and coffees, to natural body care items. Also, keep your eye out for Northwind billboards this summer.

Northwind is growing, and we need the help of volunteers more than ever. If you can help out a few hours a month, or a few hours a week, let us know, and we'll put your talents to work! We need help with everything from dusting and cleaning, bagging, window displays, idea generation, etc. Give Roger a call!

---Terry Dunham, Board President

**Quote of the Issue:** "Check out local food co-ops. If handy, you're likely to get your best buys and quality from co-op shopping."

---from Jane Brody's Good Food Book

NORTHWIND NEWS is published by Northwind Natural Foods Cooperative, Inc. for its membership. Letters to the Editor and other contributions are encouraged. Typed copy is much appreciated. Please include your name and telephone number. Deliver or mail submittals to the store. Please notify us if you change your mailing address. This issue's editor: Larry I. Sands

# CUSTOMER PRODUCT SURVEY RESULTS

Store Distribution: March 1 & thru April 29, 1995

45 surveys completed and compiled here

1. Are you a member of Northwind Co-op? Yes: 32 No: 14
2. How often do you shop at the Co-op? once/ week: 18 twice/week: 2 3X/week: 2 once/month: 10  
twice/month: 5 3X/month: 5.
3. What is important to you about the products you buy at the Co-op? organically grown: 27  
unrefined/unprocessed: 37 locally produced: 14 competitive pricing: 18.
4. What % of your grocery bill do you spend at the Co-op? 0% = 1 5% = 3 10% = 8 20% = 8 25% = 1  
30% = 4 33% = 4 50% = 5 60% = 1.
5. What % of your non-food grocery bill do you spend at the Co-op? 0% = 3 5% = 2 10% = 6  
15% = 1 20% = 3 30% = 1 40% = 1 50% = 1.
6. What new food products would you like the store to stock? low sugar, low fat, no fat, organic produce that keeps (carrots, potatoes), Hagen Daz, assorted rice ( jasmine, Italian, etc), large figs (not black mission), dried cherries, ethnic foods (especially Mexican), GOOD tortillas, whole and slice green chilies, Indian and Thai food, another brand of whole grain bread to expand selection, meat alternatives, powered cheese, unsweetened carob chips, unsweetened carob covered raisins, larger bags of unbleached flour and pastry flour (5 & 10 lb), Great Harvest Bread, several request (made without fats or oils).
7. In what food areas would you like the store to expand? frozen food: 3 convenience meals: 10  
ethnic food: 16 canned food: 4 snacks/cookies: 5 juices/cold beverages: 10 hot beverages:  
3 bakery: 13 cheese/dairy : 14 breakfast foods: 5 condiments: 6 others: 2 (mentioned: snacks  
for kids' lunches).
8. In what non-food areas would you like the store to expand? vitamins & supplements: 14 paper products: 8  
household: 10 health & body care: 17 others: 3 (mentioned: crafts by members, green cleaners, bath items,  
recycled paper products).
9. Do you have a dietary preference? diabetic: 1 low salt: 15 low sugar: 14 allergy: 8 vegetarian: 20  
others: 8 (mentioned: vegan, low fat, no dye, fat free, recycled, wholesome, non-dairy, no preservatives, organically  
grown).
10. When you buy grains, beans, etc. would you prefer . . . prepackaged: 7 bulk: 29 both: 1

Additional comments: More canned/jars, not prepared foods. More food. More variety shampoo & conditioners. Veggie pockets don't list nutritional info -- all prepared and ready to eat products should have this info. Neat store, we like it. Everything I have asked for you have gotten for me. I like the new store a lot: cleaner, brighter, more open. You need adequate parking: streets are often full. Enjoy being able to get things in bulk. Spices are wonderful! Very nice store. Helpful, friendly people. More variety in general would be appreciated. Long term storage foods, "survival" such as beans, peas, oatmeal, cornmeal, etc. Organic meats & produce. Micro brewery beers would be big sellers. Expand the cheese area: no one has ever replaced the old Decker Dairy store. If we had the largest cheese selection in town it would be another strong draw. Lower mark-ups on staple foods. LIS 5.11.95

## Board of Directors

Terry Dunham, president	932-6014
Larry I. Sands, vice president	561-2880
Tim Feldt, Treasurer	932-3547
Zona Wick, secretary	561-3009

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The next monthly meeting of the Board of Directors  
will be Wednesday, June 7, at 6:00 pm at the store.

## The Co-op BoD Meeting Minutes: Condensed

We now have a new coffee line called "Equal Exchange" which will be in addition to the current "Frontier" line of coffee.

The co-op provides the coffee for  
the First of America Bank social security



day which is on the third of every month.

We are pursuing an aggressive advertising campaign. The co-op will rent two local billboards this summer and lettering will be painted on the two front store windows. Look for new ads in the Globe coming soon.

Tim Feldt was appointed to fill the vacant treasurer's position made from the resignation of Karl Overholt.

Next Board meeting will be June 7 at 6:00 pm at the store.

---Zona Wick, Board Secretary

## Product Policy Committee

The PPC has been meeting every third or fourth week. The Customer Product Survey was distributed for two full months (March & April) in the store and the results have been compiled and tabulated and are included, in their entirety, on page two of this issue.

Most respondents shop about once a week spending about 25% of their grocery budget at the co-op. They strongly favor unrefined/unprocessed and organic products. They especially want us to expand ethnic food, cheese/dairy, bakery, convenience meals and juices & beverages.

Survey respondents also request expansion in health & body care, vitamins & supplements and household products. And they prefer bulk grains and beans to prepackaged by a margin of 4 to 1!

There's a lot to be learned about our Northwind family from the results of this survey. Take a look at it and get back to us with your further suggestions.

---Larry Sands, Committee Chair

## Northwind Calendar

May 25	Product Policy Committee, 7pm
June 7	BoD regular meeting, 6:00pm
June 18	June WorkBee, 10:00am
July 5(?)	BoD regular meeting, 6:00pm
July 16	July WorkBee, 10:00am

## >>> don't forget <<<

**Sunday WorkBees** are held monthly at the store to help clean up and straighten up in the store and work areas. This is a real easy way to get involved as a working member to earn a higher store discount. Plus, WorkBees are always good fun! WorkBees are generally held the third Sunday of each month from 10:00 to 1:00. Check the store for the exact date and come join the fun!

The **Budget Review Committee** and Treasurer require that all budget requests for next year's budget be presented to Tim Feldt by the June 7 Board of Directors' meeting. Contact Tim through the

## Newsletter Ads

To help cover newsletter expenses we are accepting a limited number of small business ads for the newsletter. We hope there will be support for the newsletter from co-op members who have their own businesses or professional services.

The cost is very low at only \$10 for a business card size ad. Contact Larry Sands to place your ad.

MAINTENANCE-REMODELING-REPAIR  
PAINTING-WALLPAPERING-DECORATING  
JANITORIAL SERVICES-CARPET DRY CLEANING

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"SINCERE QUALITY WORK"

RESIDENTIAL-COMMERCIAL  
MICHIGAN LICENSED CONTRACTOR

LARRY I. SANDS  
715-561-2880

RT. 1, Box 185  
HURLEY, WI 54534



## Black River Pottery

Monday - Friday: 7 am - 3 pm  
Saturday, Sunday and evenings: by appointment

**Nancy Ramsay, Potter**  
(906) 932-4038 or 932-1093

store with questions.

**Newsletters** are scheduled for September and November. Copy deadlines are August 21 and October 23, respectively.

## Coffee, Please

Coffee is a socially acceptable, stimulating, and addictive drink that helps keep you awake and alert at practically no caloric cost -- only 5 calories a cup. Coffee, in fact, comes closer than any other part of the typical American diet to giving us something for nothing. The secret of coffee's popularity is the mind-altering drug caffeine, primarily responsible for coffee's stimulating effects. For better or worse, we are a nation of caffeine junkies.

The co-op now has a second line of coffee called Equal Exchange which is a gourmet coffee company and an alternative trade organization. Their mission is to create fairer trade relationships between Third World farmers and U.S. consumers; as well as providing organic, great tasting



coffee.

Come on in the co-op and choose one of the many roasts and flavors of coffee from Equal Exchange or Frontier and read the literature provided on brewing great tasting, strong coffee.

For that leftover cup of coffee try this recipe (from Jane Brody) for a moist cake that makes a great snack or picnic cake, as well as a not-too-sweet dessert. All the ingredients can be purchased at Northwind Co-op.

### Coconut Coffee Cake

1/2 cup bran ready-to-eat cereal  
1 cup cold, strong coffee  
1 1/2 cups flour  
1 teaspoon baking soda  
1/2 teaspoon salt  
1 teaspoon cinnamon

3/4 cup sugar  
1/4 cup oil  
1 tablespoon vinegar  
1/2 teaspoon almond extract  
1/2 cup flaked coconut

1. In a large mixing bowl, combine the cereal and coffee, set aside.
2. In a small bowl, stir together the flour, baking soda, salt, cinnamon and sugar. Set aside.
3. Into the cereal mixture, add the oil, vinegar, almond extract, and all but 3 tablespoons of the coconut. Add the flour mixture and stir to combine ingredients.
4. Pour batter into a greased 8 X 8 inch baking pan. Sprinkle reserved coconut on top.
5. Bake at 350 for 25 minutes.

### NEW STORE PRODUCTS

- Ayla's Organics Salsa
- Millina's Finest Crushed Garlic
- Santa Cruz Spicy Pinto Bean Dip
- The Spice Hunter Garden Dip & Seasoning
- Vita Spelt pasta
- DeCecco pasta
- Deli Style Sesame Wheat Crackers
- Fantastic Foods, Jasmine Rice
- Patak's Original Mango Chutney
- Market Spice Tea
- Annie's Macaroni and Cheese
- Nectarade Beverage Crystals
- Once Again Nut Butters, several varieties

### STORE SALES/SPECIALS

- \*\*Bread Flour: 35¢/pound, **Save 40%**
- \*\*Rice Dream: \$1.99, **Save 32%**
- \*\*Puffs'n Honey or Banana-O's cereal: \$2.25
- \*\*Chamomile Shampoo and Conditioner, twin pak: \$6.19, **Save 40%**
- \*\*Xylifresh Peppermint toothpaste: \$2.81, **Save 25%**
- \*\*Barbara's Fat Free Cookies: \$1.95, **Save 25%**
- \*\*R W Knudsen Organic Apple Juice: \$1.89, **Save 30%**
- \*\*After the Fall Sparkling Juice Soda: \$4.79, **Save 20%**

**Northwind Natural Foods Cooperative, Inc.**  
210 South Suffolk Street  
Ironwood, Michigan 49938  
906-932-3547

### **STORE HOURS**

**Monday thru Friday**  
**9:00 to 5:30**  
**Saturday: 10:00 to 4:00**  
**Sunday: closed**

*"Good Things For You . . . Naturally"*