



Food for Thought

The Newsletter of the Los Alamos Cooperative Market

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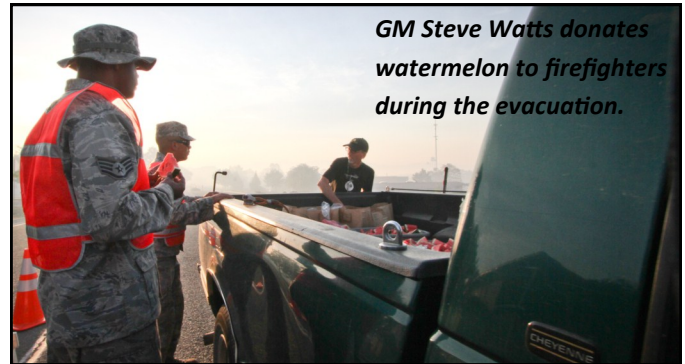
Las Conchas Fire

This summer has been eventful for Los Alamos. The Las Conchas fire will forever be a part of Los Alamos County and Co-op history. On that fateful Sunday, the Co-op was staffing a booth at the Community Health Charities Health Fair, which was shortened due to the smoke plume. The following day, the 12,000 Los Alamos residents evacuated, and the Co-op closed Tuesday, June 28 for the first time since it opened. General Manager Steve Watts stayed in town and deliver food to the three different meal operations around the county. The Co-op donated approximately \$4,000 worth of produce and other products to the Hill Diner, Elks Lodge and Heather Ortega's meal operation in White Rock.

Steve also communicated to member-owners, customers and staff what the co-op was doing during the evacuation via Facebook. Additionally, he made sure that the Co-op's assets were adequately protected from fire, smoke and spoilage, if power was interrupted. LACM did lose approximately \$2,500 worth of food due to spoilage.



GM Steve Watts donates watermelon to firefighters during the evacuation.



Grocery

I recently attended a National Cooperative Grocers Association (NCGA) Conference in St. Paul, Minnesota. The NCGA, of which LACM is a member, is a cooperative business service that helps unify natural food co-ops. This conference gave grocery and wellness managers from across the country the chance to share ideas and practices, learn how to utilize NCGA's operational and marketing resources, learn about new products, and for one New Mexico grocery manager, the chance to remember what a rain-storm looks like!

Among the many meetings and seminars, we also toured a few local co-ops. The Twin Cities is a hotbed for natural foods stores and supports *nine* co-ops within Minneapolis, St. Paul and the surrounding suburbs. It is always interesting to see how "the other guy" does it, and with so much competi-

tion in the area, I definitely saw some unique practices and products from co-ops trying to differentiate themselves.

I plan to put into place at LACM much of my newfound knowledge from the trip. Be on the lookout for several new products in the grocery aisles, as well as the dairy and freezer case, some new merchandising techniques, and awesome co-op deals and member-only specials in the coming months. I hope I can ultimately make the Co-op a better place for our members. Now if only I could have brought one of those rainstorms back from Minnesota...



Manager: Matt Dreier
grocery@losalamos.coop



A cherry tree at the Cadwallader Orchard.

Produce



I took a trip to the Cadwallader Orchard in High Rolls. The Cadwalladers grow three kinds of cherries: the Montmorency, a sour pie cherry, the Rainier, a beautiful yellow cherry with a red blush, and the Bing, the sweetest cherry of them all.

I was joined by my fiancé Roxy and my dog, Cap'n. We hiked into the rows of cherry trees. Dark red cherries were falling off the branches, and squishing cherries underfoot couldn't be helped. The air filled with the sweet rich scent of cherry juice. I quickly came down with a touch of Cherry Fever.

Cherries are delicious and have health benefits. They're loaded with anti-oxidants, can ease arthritis and gout pain and reduce risk factors for heart disease, diabetes and certain cancers. Cherries contain melatonin, which helps regulate the body's natural sleep patterns, prevents memory loss and

delays aging. But eating too many cherries at once can be trouble for digestion. Still, it never hurts to test one's limits in situations like this.

We concluded our tour and met owner Angie Cadwallader. She and her husband, James, use an old hand operated cherry sorting machine that removes small or stemless cherries. The big juicy cherries are boxed up and sold fresh by the pound or pitted and sold frozen.

We might not have any Cadwallader's cherries left by the time you read this, but the Co-op will carry Southern Colorado cherries, and those are real good too. Thanks for supporting locally grown produce!



Manager: Phil Kearney
produce@losalamos.coop



Choose from a selection of fresh deli items.

Deli



Is the heat getting to you? Cool off with one of the deli's new organic vegetable juices (\$3.99 for 12-ounces and \$4.99 for 16-ounces). The new juicer whips up drinks such as the Mesa Sunset (carrot, apple, beet, ginger and lemon, the Green Warrior (celery, cucumber, kale and parsley), or any other combination you can dream up. The pulp from all produce used will be composted in bins behind the store.

"Organic juices are a wonderful way to get all your vitamins and minerals," says deli manager Emily Chapman. "They're good supplements; if you don't have time to eat — grab a juice."

The six-person deli team also cooks up fresh items each day — starting at 6:15 a.m.

with breakfast burrito preparation. "We're constantly coming up with new items and trying to be seasonable," Chapman says. Green chili chicken enchiladas are a favorite among members, as are soups and the Create-Your-Own Sandwich menu. With 4.5 ounces of meat, the sandwiches are bigger and contain higher-quality ingredients than anything else in town — and still reasonably priced.



Manager: Emily Chapman
deli@losalamos.coop



Dozens of different cuts of meat are available.

Meat



Fresh — never frozen — seafood is delivered to the Co-op every Tuesday and Friday. Choose from Alaskan salmon, north Atlantic flounder, and Chilean sea bass from the Falkland Islands. Try the tuna and moon fish from Fiji, or a selection of farm raised trout (including red and rainbow).

A selection of meat is also available, as meat and cheese manager Triny Vigil butchers an entire cow every week. Every part of the animal is utilized and available, including the heart, kidney, ox tails and

tongues. Want something more traditional? Rib eye, New York, top sirloin, and flank steaks are available, as are several varieties of ground beef. Cows are raised in Las Vegas and Tierra Amarilla, NM.



Manager: Triny Vigil
Meat.cheese@losalamos.coop



Deb Wood of Second Bloom farm in White Rock.

Wellness

Wellness manager Aviv Stein spoke with Deb Wood of [Second Bloom](#) farm in White Rock. Here's what she had to say about raising goats:

We moved to New Mexico in 1982 from Michigan; my husband's chronic asthma was cured immediately due to the dry climate. My grandparents both were farmers. They instilled a respect for agriculture and self sustainable living. I decided to start a goat farm in 1992 because of the benefits of raw and unpasteurized goat's milk. I could not afford a dairy, so what to do with all the extra milk? That led me to research soap making, and the rest is history.

As our farm has grown we try to remain as sustainable as possible given our location, which only provides city water and

no pasture. Our goats are Nigerian Dwarfs that roam on four acres and get daily attention from the family – they follow us to the door like puppies. At 6 a.m. my husband waters and feeds them; I milk by 7 a.m., strain and refrigerate the milk, go back to barn and check on all the animals, look for illness, hoofs that need to be trimmed and shovel manure.

We'll offer a soap-making class through the Pajarito Environmental Education Center on July 17 from 12 to 4 p.m. at the farm. Sign up through PEEC.



Manager: Aviv Stein
Wellness@losalamos.coop



Ribbon cutting at the Co-op's Grand Opening on TK.

General Manager

Hi member-owners and customers of Los Alamos Co-op Market. It was a long time in the making, but the Co-op finally opened its doors on March 2, 2011. Since then we have grown from roughly 750 members to more than 1600. Sales have been greater than projections, but have steadily decreased to just above projections. That means as long as we are able to maintain expenses at or below projections, the Co-op will fare well in its first year of operations.

We have also grown our staff. We initially started off with about 15 staff and we've grown to nearly 30 — half of whom live here on the Hill. Given that we will have about \$600,000 in wages, nearly \$300,000 of wages will be put back into the

community! This is a great economic story.

Speaking of sales, on Wednesday July 6, Sarah E. Clark and her son Matthew were the customers to put us over \$1,000,000 in sales! We honored the occasion by having the *LA Monitor* out for the photo opportunity, and we presented a plaque to Sarah that will be hung on the wall adjacent to the emergency exit in the café seating area.



Steve Watts
gm@losalamos.coop



New board members Gale and Thad enjoy cake on May 11, 2011. Come to a board meeting and you can, too!

Co-op Member Benefits

Many people are under the impression that you have to be a member to shop at the Co-op. Well, noting could be further from the truth. Membership (ownership) does have its privileges, specifically:

- Daily savings on "Member Only Specials", monthly savings with "5 percent on the 5th" sales, and quarterly (4 times per year) savings with "Member Appreciation Day" when members save 10 percent.
- A patronage rebate (refund) in those years the co-op is profita-

ble and Board declares a dividend to be rebated.

- Opportunity to participate in monthly Board meetings and annual Member Meeting to discuss the direction of the cooperative.
- Opportunity to volunteer and earn an 18 percent discount for each hour of volunteer work.
- Discounts on classes and other programs, seminars and talks sponsored by the Co-op.



Board Members:

President:

Karen Kendall

Vice President:

Andrew Erickson

Secretary:

Jane Riese

Treasurer:

Cecile Hemez

Past President:

Nancy Savoia

Paul Frederickson
Gale Zander Barlow
Thad Hahn
Ed Santiago

The board meets at 6:30 p.m. on the third Thursday of every month at the Holiday Inn on Entrada Drive. All members are welcome.

Wanted: Volunteer Coordinator

The Co-op is in need of a Volunteer Coordinator to assist the General Manager in administering the Member Volunteer Program. The Volunteer Coordinator is a member volunteer position and requires a 1-2 hour time commitment per week. Compensation is an 18 percent discount coupon for each hour worked. The VC will help develop volunteer opportunities, communicate those opportunities to members and coordinate volunteers to work with department managers and the GM. This person will also hold a short orientation highlighting the following material when enough volunteers have signed up for projects:

- Members who complete one hour of work will receive a discount coupon good for 18 percent off their purchases for a single shopping visit. Coupons are fully transferable and can be distributed to friends, neighbors and family.
- The 18 percent discount may not be compounded with any other discount.
- Discount coupons may only be issued by a manager or the VC after the completion of one hour of work.
- Shifts must be scheduled by a manager or preferably by the VC. Ongoing or

regularly scheduled shifts must be arranged in advance.

- The total number of hours available each week will be determined by the needs of each department and the Co-op.
- The minimum "shift" will be 30 minutes.
- A 30-minute orientation may be required for all new and current worker members. Additional training may be required by different departments.
- Volunteers will be responsible for adhering to the LACM Personnel Policy Manual and expected to be productive and customer-service oriented during their shifts. Performance expectations will be established by department managers.
- The program will be reviewed periodically for effectiveness and can be modified from time-to-time with approval from the GM.

Additional details and procedures will be provided as we make these changes. Steve Watts will be available to assist during the transition. Please contact Steve with concerns (gm@losalamos.coop).

