



Food for Thought

The Newsletter of the Los Alamos Cooperative Market

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7 a.m. to 9 p.m.
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8 a.m. to 8 p.m.



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The Heart of the Community... at the Edge of Town!

Your Co-op has been working hard to establish ourselves as “the Heart of the Community at the Edge of Town.” Why would we develop this slogan and push to achieve this status? Well it is part of who we are and how we see our role in the Los Alamos community. One of the seven (7) Cooperative Principles is “Concern for Community—co-operatives work for the sustainable development of their communities through policies approved by their members.” Our Board of Directors have developed long term goals (called Ends Policies) and shorter term goals that help direct staff to develop programs and services to achieve our mission. One goal addresses this focus is: “Establish Co-op as a part of the Community.” My staff and I interpret this to mean that we engage our community in all aspects of our operations—especially in our outreach efforts.

Outreach in this regard, is activities like marketing, promotion, donations, events, sponsorships, partnerships, educational programs, and other similar ideas. We have already established many important relationships in the community—especially with the schools, the Juvenile Justice Action Board, Los Alamos Youth Food Project, the Y, Pajarito Environmental Education Center, the Chamber of Commerce, and the County and business community. Additionally, we have developed programs that strive to educate our community. Co-op Conversations, Shop with the Chef, and the popular Beer Dinner are just some of the impactful programs we’ve established this fall. While these programs are an accomplishment in themselves, it’s what we do to communicate these successes that are important in establishing in the minds of our community that the co-op is truly part of the community. With that end in mind, we are now sponsoring the Charles Osgood program heard daily on KRSN -AM and we have a new Reel Deal commercial that currently airs. These advertisements emphasize our community outreach efforts and seek to start the dialogue within our community of how we can best proceed to foster the idea that the co-op is “the Heart of the Community at the Edge of Town!”

—Steve Watts

The Fabulous International Co-op Grocery Cart Drill Team!



WinterFest Light Parade

Downtown Los Alamos; December 10, 2011

Everybody is welcome; you don't have to be a member to shop at the Co-op!



Have a safe and happy holiday season!

General Manager

As we close in on the end of 2011, it's interesting to look back to take in what we have accomplished in a little over one year's time. This time last year I was putting together the Passover pre-order for the Spring and we didn't even have doors installed on the building! I remember saying to myself that if we have just 1-2 intense winter storms, the open date could easily be pushed back well into the Spring and I'd be selling matzo bread on the street! Unfortunately for the ski hill and

fortunately for us, that didn't happen. We opened on time (and under budget!) As reported by the Board in this issue, we have been fortunate to achieve many of our financial goals. I look forward to 2012 and the challenges we'll face anew.—Steve Watts



Steve Watts
gm@losalamos.coop



Dozens of chocolate varieties are available at the store.

Grocery

'Tis the Season for special holiday items at the Co-op!

For a special treat, try the amazing organic egg nog from Straus and Organic Valley and dairy free coconut nog from So Delicious.

Need something to warm you up? Celestial Seasonings holiday teas are available at \$2.69 for a 20 count package now through 1/3. Try all the tasty flavors including sugar cookie, gingerbread, candy cane and sugar plum spice.

If you're in need of a stocking stuffer—or maybe just something sweet—consider the many varieties of chocolate sold at the Co-op. Our chocolates come in a variety of

brands, with options for organic, bittersweet, semi-sweet, dark, white, or milk chocolate. Priced \$1.99 to \$5.69.

Rose Chocolatier offers local handmade chocolates, in elegant packaging, from \$8.29 to \$19.99. And don't forget the pie! Chocolate Maven pies are still available through the new year. Special orders for Christmas will be taken until December 21st for delivery on Friday December 23rd.



Manager: Matt Dreier
grocery@losalamos.coop



Scottish Highland Cattle

Meat & Cheese

The Co-op's beef is sourced from Sweet Grass Co-op, a locally owned cooperative of ranchers from northern New Mexico and southern Colorado that provide high-quality, organic, grass-fed beef. Sweet Grass animals are raised entirely on pasture and are free of hormones. With its collective knowledge, Sweet Grass Co-op helps its members meet the needs of raising grass-fed and finished cattle more efficiently. They provide the Co-op with a top-quality, local product. Ultrasound scanning is

used to select animals for taste and tenderness, which means only the best meat ends up on our shelves. So, whether you're looking for a Christmas roast or some fajita fixings, peruse the meat department – you're sure to find something that moo-ves you.



Manager: Triny Vigil
Meat.cheese@losalamos.coop

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Hang some mistletoe this holiday season.

Produce



Citrus season is in full swing! Come in and check out the organic Rio Star grapefruit and the organic clementine tangerines. The Rio Star grapefruit is my personal all-time favorite variety of citrus. If you love grapefruit, you won't be disappointed; it's a beautiful red grapefruit with lots of flavor. As for the clementines, well, they're as close to candy as a fruit can get. They are virtually seedless, easy to peel and

very addictive.

Have you been waiting for an excuse to kiss someone? Organic mistletoe is now available, while supplies last!

— Phil Kearney



Manager: Phil Kearney
produce@losalamos.coop



Make your shopping go double duty — groceries and gifts in one place at the Co-op!

Wellness



We have a variety of fair trade, organic and local gift items from practical to esoteric.

Sherpa Knits are beautiful woolen hats handmade by women in Nepal. They come in a variety of patterns with rich designs and a warm polar fleece lining. Sherpa Knits is committed to presenting the finest quality woolen hats produced ethically in women's co-ops across the city of Bhaktapur, Kathmandu, Nepal and supports entire communities of women in the city by providing them with much needed opportunities for employment and self-reliance. Priced at \$16.99.

Aura Cacia Essential Oils are formulated from 100% pure essential oils including peppermint, orange, clove bud, frankincense, eucalyptus

and more. Priced \$3.69 to \$22.19 per bottle.

Fontana Bags are colorful, handcrafted and designed for daily use including backpacks, shoulder bags, coin bags and fanny packs. Made in New Mexico. Priced \$10 to \$50.

Earthgift Herbals are handcrafted soaps made in New Mexico. Available in several scents and each includes a wooden soap stand. Priced at \$12.99.



Manager: Aviv Stein
wellness@losalamos.coop



You'll find plenty of coffee and espresso items at the Deli.

Deli



Warm up this winter with a specialty coffee from the deli. All items from the espresso bar are organic – from the coffee beans to the milk (regular, soy and almond varieties). Order a hot cappuccino, latte, Americano, or mocha and get an extra shot of Flavorganic syrups available in French vanilla, caramel and hazelnut.

Not a coffee lover? Try a Bhakti chai or another hot tea. Bring your own cup and receive \$0.20 off

(which is the price of the cup, lid and java jacket).

Red Rock Roasters is our primary drip coffee, which is often supplemented with an Equal Exchange variety. Only \$1.59 for a 12-ounce, and just \$0.99 for a refill.



Manager: Emily Chapman
deli@losalamos.coop

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The Co-op works with schools to educate students about healthy food and nutrition

Outreach

Happy Holidays! The Co-op is establishing community partners and building our support for community events and programs. I am excited to report there are so many things going on to tell you about them all in our newsletter (without creating a mini-novell!), so please check out the [website](#) (under the Programs tab) to see the full list.

Here are the highlights:

Last Month: At the store, our Shop with the Chef and Recipe Transformation Class were fun and successful. We donated food to the Festival of Chocolate and Cookies and Conversation. We gave a nutritional talk and food sampling for the Aquatomics swim team. The Los Alamos Youth Food Project (LAYFP) is in the beginning stages, and we are excited to be a community partner for this wonderful program.

This Month: December 3 was a fun-filled day that started with a successful, free, essential oils talk in the store. We completed the day by pushing illuminated shopping carts in the Winterfest Light Parade ([pictures on Facebook](#)).

Listen to our new radio advertisement on KRSN 1490 at 7:20 and 8:20 weekday mornings bookending the Charles Osgood show. You can see the Co-op's new commercial at the Reel Deal Theater and on our website. Thank you to all

who participated in creating the video.

Donate to the Student Council Food Drive next time you're in the store.

January: Attend a Shop with the Chef: Asian Cuisine

class (Jan. 10) and Co-op Conversations: Baking Substitutions (Jan. 17).

You can help our up-cycling efforts by dropping off chip bags and other qualified items in our Terra Cycle bins (details on our [website](#)).

All teens and college students are invited to join us Wednesday January 11th at 3:30 at the LA Teen Center to brainstorm for the Co-op Rocks! event, a music and art event coming this spring.

We are looking forward to offering healthy lunch options for the High School at the Teen Center three times a week starting in 2012. We will continue to support the Middle and High School Green Teams.

Do you want to volunteer? Do you have ideas for programs and/or partnership opportunities? Please contact Sandra West with ideas, interests and requests. Thank you for your support of the Los Alamos Co-op, the Heart of the Community at the Edge of Town.

—Sandra West



Sandra West
outreach@losalamos.coop



Volunteer and save!

Volunteer Coordinator

Are you warmed by the idea of giving of yourself? Does your budget get a little tighter in the holiday season? What a great time to volunteer at the Co-op! Volunteers are needed for everything from shoveling snow, cutting coupons, watering plants and helping with inventory, outreach and classes. For every hour you volunteer at the Co-op, you will receive a coupon for 18% off one entire shopping trip. With this discount you can stock up on all the

wonderful products available at the Co-op from organic blue potatoes to fair-trade chocolate and organic candy canes! Please e-mail me. I look forward to hearing from you. — Terra Hite



Terra Hite
volunteering@losalamos.coop

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Shop with Chef Ara Whetten on January 10.

Shop with the Chef: Intro to Asian Cuisine with Ara Whetten

Tuesday, January 10 from 6 to 8 p.m. will be our next “Shop with the Chef” class. This time the class will be hosted by Ara Whetten, cooking teacher and catering chef since 1996. She will be sharing her knowledge of Asian cuisine, including how to shop for ingredients, prepare the dish, and enjoy it. You will get your hands dirty and be well fed during this hands-on cooking class. Join us in learning how to prepare what could be your next favorite meal.

This class costs \$15 for members and \$20 for non-members. Sign-up at the customer service counter. Reservations are required and can be made in the store or by calling 695-1579. Look for more details in the store, on [Facebook](#), and on the [website](#).

While growing up in South Korea, Ara was inspired by watching her mother cook traditional Korean food over a coal fire and helping her mother buy fresh ingredients at the local street market. She nourished her passion for cooking and food during her travels through Europe and Asia by sampling local foods along the way. She also taught at Cookn’ in Style, and enjoys teaching in Los Alamos.



Dr. Bobbie Hall offers advice on healthier baking on January 19.

Co-op Conversations: Simple Baking Substitutions (Free)

Do you want to learn the secrets of baking for a healthy life? Join us Thursday, January 19, for the first talk in our *Co-op Conversations* learning series: Simple Baking Substitutions. From 6 to 7:30 p.m., Dr. Bobbie Hall, a naturopathic doctor and master herbalist, will discuss ways to balance blood sugars, ease starch utilization, and lower LDL consumption by baking with healthier oils, flours, and sugars.

This class is FREE to members and non-members alike (no reservation required). Attendees receive a special discount on the day of the class. Look for more details in the store, on [Facebook](#), and on the [website](#).

Dr. Hall has been working in the area of herbal and homeopathic medicine, nutrition and reflexology for more than 10 years. Dr. Hall recently relocated to New Mexico and provides alternative health care at Trinity Natural Health Center in Los Alamos. Naturopathy is a classic approach to wellness that uses a variety of modalities to encourage the body to heal itself naturally, by identifying and eliminating the cause of disease.



WinterFest Light Parade

Downtown Los Alamos; December 10, 2011



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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 Monday of every month at the Holiday Inn on Entrada Drive. All members are welcome.

Board of Directors

In October, we hosted “Coffee with the Board,” which was an informal time for members to chat with the Board and give us feedback. The Board works to represent the membership, and this event was another venue, outside of Board meetings, for members to give us some input. We will try to schedule future “Coffee” events about once a quarter. We welcome your feedback and ideas so that we continue to grow our Co-op and strengthen the ties to the community.

We are rapidly approaching the end of our first fiscal year since the store opened in March, and one of the questions that we often gets is: “How is the store doing?” The short answer is that the store is doing well. Our partner, the National Cooperative Grocers Association, recently noted that the Los Alamos Cooperative Market was a “shining star” for startup co-ops. For the quarter ending in September, your Co-op sold \$1,652,702, which is about 13 percent above our target budget goal. We have steadily increased our



membership since opening the store to over 1750 members with about 75 percent of sales coming directly from our members. Although overall we are doing better than we our budget plan, we are not quite to the break-even point yet. We will need to continue increasing our sales next year, about 10 percent above our current average monthly sales, for the store to be a cash positive business. The Coop needs your continued patronage and support.

The Board wishes the Co-op members and staff a safe and joyous holiday season.

Events

Date	Event	Place	Time	Contact
Monday, December 19	Board Meeting	Holiday Inn	6:30 p.m.	board@losalamos.coop
December 25, December 31	Christmas Eve; New Year's Eve	Co-op	7 a.m. to 3 p.m.	info@losalamos.coop
Sunday, December 25	Christmas Day (FYI: the Co-op will be open regular hours on New Year's Day)	Co-op	Closed	info@losalamos.coop
Thursday, January 5	Five Percent on the Fifth	Co-op	All day!	info@losalamos.coop
Tuesday, January 10	Shop with the Chef — Ara Whetten	Co-op	6 to 8 p.m.	info@losalamos.coop
Monday, January 15	Board Meeting	Holiday Inn	6:30 p.m.	board@losalamos.coop
Thursday, January 19	Co-op Conversations: Simple Baking Solutions	Co-op	6 to 7:30 p.m.	info@losalamos.coop

Newsletter editor: Whitney Dreier (monthlynewsletter@losalamos.coop)
Manager photographs taken by Minesh Bacrania

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