

the new leaf

newsletter of the Syracuse REAL FOOD Cooperative

Winter 2014

Your Local Grocery Store

Open To The Public

Save at the Co-op

\$5⁰⁰ OFF

Your Total Purchase
of \$50.00 or more
(not including sales tax)

Limit one coupon per customer.
Not valid on special orders.
Offer valid through 2/17/14.



Inside:

- GM Comments
- Board of Directors
President's Report
- New Members
- BOD & Staff Photos
- Seven Co-op Principles
- Morning and Evening
Blends
- New Staff Members
- 4th Quarter Pictures
- Financial Heath Plans
- Featured Employee
- Co-op Supplier
Spotlight - Alto Cinco,
Otro Cinco & High Five
Foods
- Sprouts Alive!
- Celebrating CNY's
Bountiful Harvest
- Permaculture Alive &
Well

WE WANT YOU! ANNUAL MEETING BRINGS OUT NEED FOR MORE MEMBERS & MORE MEMBER INVOLVEMENT

By Don DeVeau, Editor

Discussion at the annual meeting centered on member involvement and the fact that the ratio of non-member shoppers to member shoppers is almost one to one. A healthy proportion of member to non-member shoppers in Co-ops across the country is from 65 to 70% as opposed to our 53%. A recent check of our membership records shows that we are approaching an active membership count nearing 1,200 (an active member is considered one that has shopped once within the last 12 months). This figure has dropped over the last few years from the 2,000 level. The conclusion is that we need to enlist inactive members to become involved again, make a concerted effort to obtain new members, encourage our non-member shoppers to become owner/members and have our current members become more involved with Co-op activities.



A New Member Initiative To Start In January

With the above conclusion made and with the input from the Annual meeting it is appropriate that action be taken. Help will be asked of the Board of Directors, existing membership and the Co-op Staff to form a committee to start and monitor a massive Membership Drive initiative at the Syracuse Real Food Co-op. We need to swell our ranks in order to currently sustain the food cooperative movement in Central New York and preserve it in order to serve future generations. This is a big responsibility we all have and must approach it with a serious attitude.

Once formed, the membership drive committee will need to address the following subjects:

- The best way to contact inactive members and our message to them.
- What in-store activities are necessary to promote drive and when.
- Co-op Staff interaction on daily basis to encourage non-member shoppers to become members.
- The involvement of current owner/members to introduce prospective members to the Co-op and help with membership drive initiatives.

Don't Hide Our Light Under A Bushel Basket

As Syracuse Real Food Cooperators we need to think about what we have, who we are, what the benefits of joining the Co-op ranks are and then tell the world about these great things we have to offer to prospective members. Following is a refresher of "What We Have", "Who We Are" and "Benefits of Ownership":

What We Have

Produce: Local, organic, and seasonal fruits and vegetables.

Dairy: rBGH free milk, local and organic eggs, butter, milk, cheese, yogurt and ice cream.

Meat and Fish: Grass fed, local, natural, organic beef, chicken and pork. Frozen fish.

Vegan/Vegetarian: Local and conventional meat substitutes and alternatives including tofu and seitan.

Baked Goods: Fresh, locally baked bread! Organic, gluten-free and conventional breads. Cupcakes, cookies and other treats.

Bulk: Local, organic and conventional nuts, beans, grains, granola, rice, snacks and candies.

Grocery: Cereal, pasta, canned goods, soup, international foods, cleaning supplies, health & beauty care and more.

Deli: Fresh-made, grab & go deli sandwiches (sammys), salads, artisan cheeses, dips, ready-to-eat dinners and more.

Craft Beer: Bottles and Growler fills of American and imported Craft and Micro Brews.

Coffee: Locally roasted and Fair Trade bulk and packaged coffees. Delicious hot coffees by the cup to go.

(Continued on Page 3)

Syracuse
REAL FOOD
Co-op

www.syracuserealfood.coop



Current Resident
ECRWSS

coop™ deals

the new leaf ~ newsletter of the Syracuse REAL FOOD Co-operative

PRSR.T STD.
US POSTAGE
PAID
SYRACUSE, NY
PERMIT #3071



Garland McQueen
General Manager

Chris Henwood
Produce Manager

Don DeVeau
*Marketing and Member
Services Coordinator*

Jeremy DeChario
Operations Manager

Scott Pierson
Deli Manager

Alex Farewell – Prisaznik
Merchandising Manager

Board of Directors

President
Thane Joyal

Secretary
Julie Longmore

Treasurer
Daniel Sanders

Karl Newton
Larry Rutledge
Chris Fowler
Tom Perreault

New Leaf Editorial Team

Editor
Don DeVeau

Contributors
Garland McQueen
Thane Joyal
Cayla Naranjo
Reina Apraez
Chris Henwood
Janet Gramza
Frank Cetera

Printing and Layout
The Scotsman Media Group

(315) 472-1385
www.syracuserealfood.coop
618 Kensington Road
Syracuse, NY 13210

General Manager's Comments

By Garland McQueen, General Manager

Why Buy Locally Owned?

There is much discussion concerning spending our dollars with our local businesses. Some non-local retailers sell locally produced products and use this as a marketing strategy to collect some of your shopping dollars. In all fairness, these companies do sell locally produced products, but most of the local dollars spent find their way to the headquarters that are located hundreds and sometimes thousands of miles away.

When you shop at the Syracuse Real Food Co-op, not only do you have the opportunity to purchase local items, but you are shopping in a business that is totally owned by you and your fellow members. Co-op's are about as local as you can get.

Top Ten reasons to Think Local - Buy Local - Be Local

- 1. Buy Local -- Support yourself:** Several studies have shown that when you buy from an independent, locally owned business, rather than a nationally owned business, significantly more of your money is used to make purchases from other local businesses, service providers and farms -- continuing to strengthen the economic base of the community; (these include case studies showing that locally-owned businesses generate a premium in enhanced economic impact to the community and our tax base.)
- 2. Support community groups:** Non-profit organizations receive an average 250% more support from smaller business owners than they do from large businesses.
- 3. Keep our community unique:** Where we shop, where we eat and have fun -- all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place. Our tourism businesses also benefit because on vacation many people want to buy local to experience the local culture.
- 4. Reduce environmental impact:** Locally owned businesses can make more local purchases requiring

less transportation and generally set up shop in town or city centers as opposed to developing on the fringe. This generally means contributing less to sprawl, congestion, habitat loss and pollution.

- 5. Create more good jobs:** Small local businesses are the largest employer nationally and in our community, provide the most jobs to residents.
- 6. Get better service:** Local businesses often hire people with a better understanding of the products they are selling and take more time to get to know customers.
- 7. Invest in community:** Local businesses are owned by people who live in this community, are less likely to leave, and are more invested in the community's future.
- 8. Put your taxes to good use:** Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.
- 9. Buy what you want, not what someone wants you to buy:** A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term. A multitude of small businesses, each selecting products based not on a national sales plan but on their own interests and the needs of their local customers, guarantees a much broader range of product choices.
- 10. Encourage local prosperity:** A growing body of economic research shows that in an increasingly homogenized world, entrepreneurs and skilled workers are more likely to invest and settle in communities that preserve their one-of-a-kind businesses and distinctive character.

Just to reiterate a previous point: Co-op member/owners shopping at their Co-op is the best support of local business and supporting yourself while making healthy purchases for yourself and your family.



Some Surprising Food Facts

There's nothing wrong with fiction in novels, but when it comes to your diet, you want the straight scoop. Get past the hype and the marketing with these facts.

- Nuts have health perks.** Peanuts, walnuts, almonds and pistachios contain healthy fats that may help cut your risk for heart disease. But they're high in calories. Eat small portions, no more than a quarter cup
- "Gluten-free" doesn't mean "better for me."** Avoiding gluten, a protein in wheat, is essential for people with celiac disease, but going gluten-free provides no benefits for people without the disease. In fact, you may unnecessarily cut nutritious foods from your diet, such as whole-grain breads, missing out on important nutrients, according to the U.S. Food and Drug Administration.
- One serving of meat is the size of a deck of cards, not a quarter pound.** Consuming too much of any food

can provide more calories than you need, leading to weight gain. Measure out proper serving sizes, for instance, one serving of cheese is the size of six dice.

- Snacking can be good for you.** If hunger strikes between meals, eat a nutritious, high-fiber snack. Try snacking on fruit or raw veggies to help keep you from eating too much at your next meal.
- "Multigrain" and "stone-ground" foods probably aren't whole grain.** Whole grains provide fiber and other nutrients that reduce the risk for chronic diseases. But watch out for impostors. Choose whole wheat, brown rice, whole oats, buckwheat or quinoa to make sure you're getting the real deal, advises the U.S. Department of Agriculture.

Get more healthy eating tips, sample menus and recipes at www.choosemyplate.gov.

Welcome!

NEW MEMBERS

Mackenzie Alcott
Christine Allen
Sasha Almasian
Mike Benjamin
Paul Bernet
Dan Bingham

Donna Carini
Erin Carr
Zach Clicquennoi
Phyllis Creamer
Zach Eichten
Cathy Mathias Epperson

Patrick Finlon
Scott Frost
Rashmi Gangamma
Paul Gold
Fernando Gonzalez
Michelle Graham

Tom Graham
Brendan Maher
Estelle Hahn
Gail Hamner
Kelsey John
Sturdy Knight

Tim Kongsaiya
Donna Korol
Brooke Levandowski
Robert Lukow
Andrew Lunetta
Cathy Lunetta
Fernando Maldonado
Margo Malone

Thomas Menkes
Peg Miller
Quentin Mosher
Katherine Murray
Brianna Nerud
Paul Nojaim
Anne Osborne
William Osborne

Kathleen Anne O'Toole
Alex Poisson
Camille Presbury
Nalini Puniamoorthy
Kelly Schalk
Joshua Seymour
Nancy D Skye
Nikeeta Slade

Michael Stuckey
Ian Sutton
John Truex
John W. VanLoan
Jennifer Vaughn
Doug Williams
David Wolken



President's Report 2013

By Thane Joyal, President Board of Directors

A time to grow...

Syracuse Real Food Cooperative Ends Policy:

The Syracuse Real Food Cooperative is a sustainable, thriving, cooperative commerce in our local community centered on an excellent grocery store built upon participation and ownership.

I hope that 2013 will come to be viewed as the year that the tides turned, and the Syracuse Real Food Co-op began to move forward with intentionality and purpose to achieve the Ends articulated above. We have seen many changes this year. In January I became board chair, and I have worked hard to build on my predecessor Dan Sanders' work in developing a sense of camaraderie and equality within the board. Over the course of the summer we had two resignations from the board, Jamie White and Amanda Wada. In September we welcomed our new interim General Manager, Garland McQueen.

Our financials this year show the latest chapter a story which has perhaps been ongoing since the co-op was founded. At the board's retreat this month we acknowledged that until we expand or relocate the current operation, it will not be possible for us to be a "sustainable, thriving cooperative commerce".

What are our strengths? We have talent. Our staff is committed, energetic, and constantly learning and growing. Our interim GM has a strong track record of successful relocation and expansion projects. We have vision, as articulated in our Ends and as demonstrated in the store every day. We have systems. The board has become adept at accountable empowerment, and is working to bring our Ends to life. Under Garland's leadership, staff has been developing and implementing systems for operational excellence.

What are our opportunities? The market for retail natural and organic foods continues to explode in 2013. It is the fastest growing segment of the

food industry right now, and within the co-op community, all eyes are focussed on that growth. If there is going to be more natural and organic food sold in Syracuse, we want it to be sold by a co-op. And it might as well be us.

What are our limitations? We cannot expand in place: the building is a nonconforming commercial use in a residential neighborhood. We cannot continue indefinitely in the current location without an additional source of revenue to support our charming but aging building. We will need creativity to raise capital for a project since we are just now beginning under Garland's leadership to build sales and profits after the most recent downturn in our financials which have waxed and waned throughout our history.

What are our options? We need change. We are looking at new locations, both in our neighborhood and downtown. Which change should come first? Relocate in the neighborhood or open a second store downtown? Should we rent or buy? Renovate or construct new? What will be feasible? The answers to these questions will largely be driven by data. We are in the process of collecting the information that is needed to identify and plan a successful project. And as we move forward we must continue to discuss and to reflect on our Ends Policy: what does it mean to be a thriving cooperative commerce in our local community?

This then is the threshold upon which the board stands in 2013. The democracy represented by our retail food co-op can be seen as an ongoing conversation about the future. As a board, we are committed to having more conversation about the future with you and with our future members. It is time to grow.

Respectfully submitted by Thane Joyal 12/9/13



WE WANT YOU! *Continued from front page*

Who We Are

- Syracuse Real Food Cooperative is a community owned natural food store emphasizing whole, local and organic foods.
- We provide a welcoming environment for our community of owners and shoppers, and recognize the value of diversity.
- We are knowledgeable and friendly. We are eager to share our knowledge with our owners and customers.
- We support our regional food system and incorporate environmentally sustainable business practices.
- We are built upon ownership and participation.
- We operate for the mutual benefit of the community.
- We seek to offer services that benefit the underserved.
- We provide a workplace based on principles of justice and respect for individuality.

Benefits of Ownership

Owner Benefits:

- A voice and a vote in the Co-op's decisions.
- 10% discount one day each month.
- Community Connections Program (See our website for details).
- Access to special ordering, so you can purchase items at discount prices.
- Quarterly issues of The New Leaf
- Eligibility to run for our Board of Directors.
- Eligibility to participate in owner committees.
- Access to special owner events such as farm tours, movie nights, potlucks, and more.

Stop In To The Co-op Or Visit Our Website And Become An Owner Today!

Here's what it takes to make that happen:

- A capital investment of \$100.00 is required to become an owner. Special

- Senior, Disabled, Student and Economic hardship discounts are available.
- Payment plans are available. A minimum \$30.00 investment is due to become an owner, and the remainder can be paid monthly.
- *No one is denied ownership. If you are unable to make a minimum up front investment of \$30.00, you can still become an owner. Please contact the Member Services Coordinator or General Manager to make alternate payment arrangements.*

Becoming an owner is easy!

Following are investment levels required:

- Regular Capital Investment \$100.00
- Minimum Capital Investment \$30.00 with payment plan per month until required investment level is reached.
- Senior (65+)/ Disabled \$50.00
- Student (ID Required) \$50.00

Let's get started on telling people about us. Use the above information to help spread the word about how great an organization we are. Professionally prepared brochures are available at the Co-op if you need some. Lift up that bushel basket and let our light shine forth for all to see. Bring in an owner today! Thanks in advance for your help.



**COMMON
THREAD**

COMMUNITY FARM

Madison, New York

**Local and
sustainably
grown produce.**

Full season and fall
CSA shares available.
Shares delivered to
sites in Syracuse,
including the Syracuse
Real Food Co-op.

Phone: 315-882-0086

www.commonthreadcsa.com

**Seven
Co-op Principles**
 See the next seven pages for the seven
 principles we follow
 as a co-op.



Syracuse
REAL FOOD
 Co-op
BOARD OF DIRECTORS

1. Open and Voluntary Membership
 Co-ops are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership/ownership without discrimination. The Syracuse REAL FOOD Co-op is open to EVERYONE. The Co-op is here to provide a member-owned business to the community looking for the services we provide. Membership/ownership is Voluntary; you DO NOT need to be a member/owner to shop here.



THANE JOYAL
President



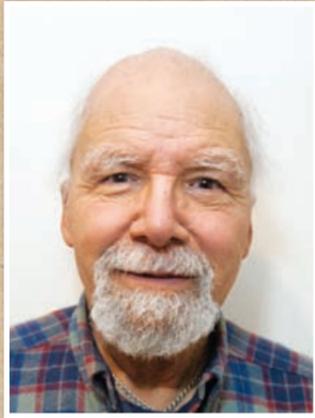
DANIEL SANDERS
Treasurer



JULIE LONGMORE
Secretary



TOM PERREAULT
Board Member



KARL NEWTON
Board Member



LARRY RUTLEDGE
Board Member



CHRIS FOWLER
Board Member

MANAGEMENT STAFF



Garland McQueen
General Manager



Scott Pierson
Deli Manager



Don DeVeau
Marketing and Member Services Coordinator



Alex Farewell - Prisaznuk
Merchandising Manager



Chris Henwood
Produce Manager



Jeremy DeChario
Operations Manager



Co-op Staff Ruminations

By Cayla Naranjo, Deli Clerk

Morning and Evening Blends to Share with Friends

Did you know we have essential oils right here at the Co-Op that help with waking up in the morning? For me, coffee gets me too jittery to function properly and the crash is just awful. Using aromatherapy is a fun and creative way to alter my mood. Aromatherapy can be integrated into your everyday life by adding natural scents to moisturizers, footbaths, and lighting incense. Scented essential oils can even be added to home-made all-natural cleaning products.

Two very potent, distinct smelling essential oils that we have here at the Co-Op are rosemary essential oil and peppermint essential oil. These two are very stimulating and have helped me get up in the morning. Here is a recipe of a moisturizer I use to get me up on mornings. I really don't want to leave bed



You can use that morning blend to wake up, then also end the day with another mixture to get ready for bed.

Wake Up! Moisturizer

6 drops of Rosemary essential oil
4 drops of Peppermint essential oil
400 IU's Vitamin E (About 4 capsules)
¾ cup of Almond Oil (or any other carrier oil)

In a container, add the oils and cut open the Vitamin E capsules adding

the contents to the mixture. After showering (if you shower in the morning), massage this moisturizer onto your skin. When I rub this on my body, I dedicate about 2 minutes every morning to pamper myself. I bask in the lovely smells and devote this time to really waking up and loving my body.

End of the Day De-Stress Footbath

6 drops of Lavender
3 drops of Clary Sage essential oil or ¼ cup of Sage herbs
A container you can put both feet in filled with warm water
Optional: Epsom Salt/ Sea Salt or both!

In a dim room with incense lit, place your feet into the footbath taking big

deep breaths in. Make sure to keep a towel close by to dry your feet when you take them out. They come out so soft and smelling fresh. While doing this you can read a book, do some work or just sit back and relax. As I am writing this I have my feet in this footbath and feel like a goddess!

A great thing about aromatherapy is that it is affordable and good for your mind, body and spirit! I can guarantee you will thank yourself after a few minutes of practicing aromatherapy. However, look up what oils you are using before diving in. Some may be poisonous when used in excessive amounts and some may not be

good to use during pregnancy. Get creative and make personalized mixtures. I usually read up about certain herbs or oils and see how they work together. Check out our health and beauty section of the Co-Op to see what oils we have in stock.



Last Quarter New Staff Members



MacKenzie Alcott, Clerk

MacKenzie grew up in Syracuse, NY and lives in the Co-op neighborhood. He likes writing, reading and is an avid skier and scuba diver. Currently he is studying English at Onondaga Community College and hopes to transfer to Syracuse University this fall. MacKenzie loves being outdoors and spending time with family and friends.



Daniel Wetmore, Clerk

Dan came to Syracuse, NY from Pittsburgh, PA to get a Bachelor of Fine Arts degree in Art Photography. He enjoys the Central New York area for all the local produce and foods available and the occasional sub-zero temperatures. Dan enjoys working on his Buick station wagon, photo shopping, enjoying classical music and fine beer.



Amelia Ramsey-Lefevre, Clerk

When not working at the Co-op Amelia also works at the Syracuse Peace Council as the editorial coordinator of the Peace Newsletter (among other roles!). She volunteers with the Syracuse Cultural Workers and the Green Party. At home she makes music and visits with trees. She loves talking to people, so please say "hi" if you see her at SRFC!



Michael Stuckey, Clerk

Michael is originally from Virginia Beach, Virginia. He studied violin performance at Syracuse University and has lived in the area for almost five years. He is a lover of nature and reading. Michael also works as an intuitive reader.



2

Democratic Member Control

Cooperatives are democratic organizations controlled by their member/owners, who actively participate in setting their policies and making decisions. Men and women serving as elected representatives are accountable to the membership. All member/owners have equal voting rights: one member, one vote.

The Syracuse REAL FOOD Co-op is governed by a democratically elected board of directors. Each fall the Co-op holds a General Membership Meeting (GMM) where the candidates announce they are running. Voting then takes place in the store.

Syracuse

REAL FOOD

Co-op

Sign up for our E-Newsletter

NAME (Please Print) _____

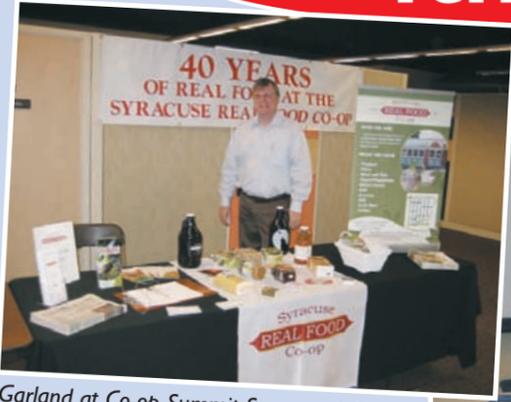
E-Mail Address _____

Phone Number _____

Mail this to us or drop off at the
 Syracuse Real Food Coop, 618 Kensington Rd., Syracuse, NY 13210 or sign up on our web site at
www.syracuserealfood.coop



4th Quarter in Pictures



Garland at Co-op Summit Syracuse, NY



Thane & Brandon Kane of GreenStar lead a Summit session



Reina tables at More Than A Market at Civic Center



A shopper in training



Garland with a caffeine reaction as Meghan of Equal Exchange watches



Jeremy serving Southern Tier tasting



Chris of Ithaca Beer Co. pours Tasting



Andy of Troegs Beer pours Tasting



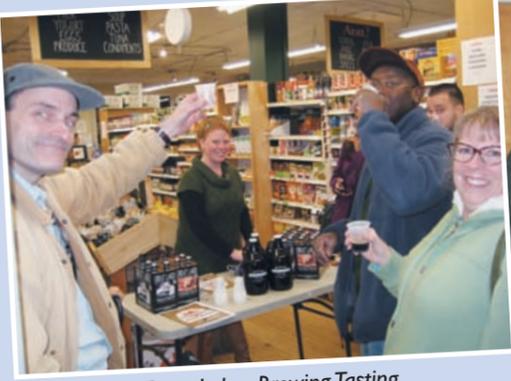
Marie pours Goose Island Beer Tasting

3.
Member Economic Participation

Member/owners contribute equitably to, and democratically control, the capital of their cooperative. Every member/owner of this cooperative makes an economic investment in the business. Member/owner's capital is an important part of what makes the Co-op thrive.



The hole is dug for apple tree early



Adina pours Great Lakes Brewing Tasting



Ron & Jeremy at Annual Meeting



A door prize winner



Annual Meeting refreshment time



Jeremy at Buy Local Bash at M.O.S.T.



Scott prepares bean dip sample at Buy Local Bash



Julie gets ears from Marty at Buy Local Bash



42 Years & counting at Annual Meeting



Karl fresh in from shoveling walk at Annual Meeting



President Thane presides at Annual Meeting



Jeremy talks with Abita beer rep John prior to Tasting



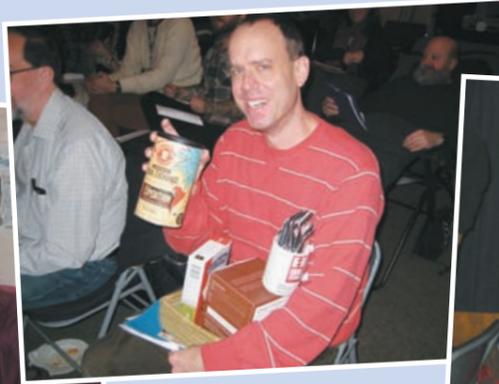
Annual Meeting 2013



4th Quarter in Pictures



Julie & Sarah checking it twice at Annual Meeting



Mike's a door prize winner too



Annual Meeting door prize winner



Sasha gets the Recess Coffee door prize



They even let Tom win a door prize



Mark wins but Larry missed the door prize



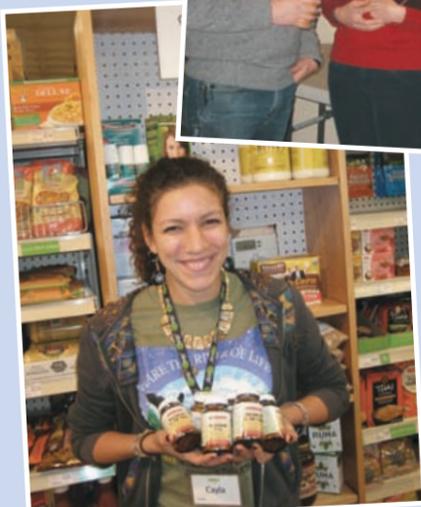
New Staff member Dan holds produce special



Member asks Dan a question at Annual Meeting



Jolynn Parker, Dept. of English Associate Director of Undergraduate Studies at Syracuse University, brought her "Food Stories" class (shown above) to the Co-op for a show & tell of how the Co-op type grocery store compares with & is an alternative to the chain supermarkets they'd been discussing. A good time was had by all.



Cayla models HBC products



Andrew, Natalie & Garland have a laugh at Annual Meeting



DOWNTOWN UNIVERSITY
 401 S.SALINA ST 720 UNIVERSITY AVE
 315.440.6441 315.299.8300
 EASTWOOD HANCOCK AIRPORT
 3501 JAMES ST 1000 COL EILEEN
 315.278.2812 COLLINS BOULEVARD

FULL SERVICE
 COFFEE ROASTER
 SYRACUSE, NEW YORK

coffee for the soul



WWW.CAFEKUBAL.COM

4.
Autonomy and Independence
 Cooperatives are autonomous, self-help organizations controlled by their member/owners. While the Syracuse REAL FOOD Co-op is a member/owner of the National Cooperative Grocers Association (NCGA) we are autonomous and independent.



Syracuse Financial Health and Plans December 15, 2013

By Garland McQueen, General Manager

The SRFC has been operating in the current location for 40 years and has gained an emotional attachment to the residents of the Westcott community. Over the previous 5 fiscal years, (2009 thru 2013, we are currently in FY 2014) the Co-op has been budgeted to make a profit of \$157,099 but generated a loss of \$49,263. This is a negative swing of over \$200,000. Although there were some profitable years, not once did the Co-op achieve the budgeted profit. The greatest loss occurred during FY 2013.

There can be many reasons for these losses, but the concern now is what we must do to correct, improve, and make it possible to keep our Co-op operationally solvent.

- We must look at sales
- We must look at our facility
- We must look at operational integrity
- Most importantly, we must look at our member base; especially the members we do not have. I say this because 50% of our sales are from non members.

Sales

Ironically, the year of the greatest sales was also the year of the greatest loss. We have reached a plateau with achieving more sales in the current location. The store is small, limited space, no storage, but has a personal attachment to the residents of the Westcott community.

Options

- Continue in the current location and the best we can expect is to be marginally profitable.
- Find a new location in the Westcott Community and close the existing facility.
- Keep the current location and open a second location outside the current community; after all, our name is Syracuse Real Food Co-op. This will allow us to maintain the current location and grow our membership base in other areas of Syracuse.

With financial challenges arising from the small scale of the current facility, I feel our best option is to have a second location in another area of Syracuse to better service the consumers with quality food products. The right location with the proper management will generate more than enough sales to support itself and assist with the support of the Kensington Road location. Efficiency will equate into profit. We will also increase our member base through member drives and other methods.

We have begun the initial search for locations, including the downtown area. I must continue to emphasize that any expansion outside Westcott would be a second location.

The Facility

Currently our beloved facility needs much repair or retrofit work to have any hopes of increasing and maintaining sales. Even with these changes, we could not expand the footprint of the store and would not be able to recoup the funds used for improvements.

I would suggest another location that would be more efficient and would adhere to all the legal requirements of a retail establishment. We could also search for a location to grow; which should be our goal. We could maintain the current location and support them by offering storage and preparation facilities. We would also have the opportunity to establish another member base outside of the Westcott area. The stores would operate as separate units of the same entity. By this, I mean each location would have its own Profit/Loss controls for operational grading. This would enable the General Manager and the Board of Directors to judge the performance of each location.

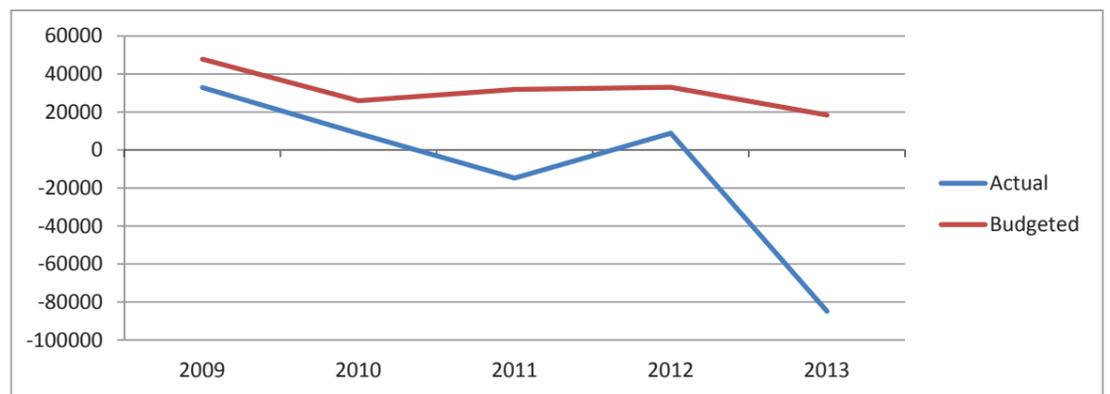
Operational Integrity

- Improved buying practices: Two locations would give the opportunity to make better purchases
- Our purchase discount is relevant to the volume of goods bought as an organization and not as individual stores. This would give our current location a larger purchase discount, although it may or may not increase in purchasing.
- Must pay all bills on time to keep credibility with our suppliers, who in turn will find more support for the Co-op.
- Able to move products around: Some items may sell better at one location over the other which could help reduce the shrink.
- More room to operate at both locations: Much of the financial work for both locations would be done at the larger location, thus freeing room for more efficiency at the Kensington location. This additional location will require minimal time investment of the bookkeeper.

Profit for FY Years 2009-2013

	Actual	Budgeted
2009	32862	47835
2010	8680	25893
2011	-14735	31884
2012	8852	33066
2013	-84922	18421
Total	-49263	157099

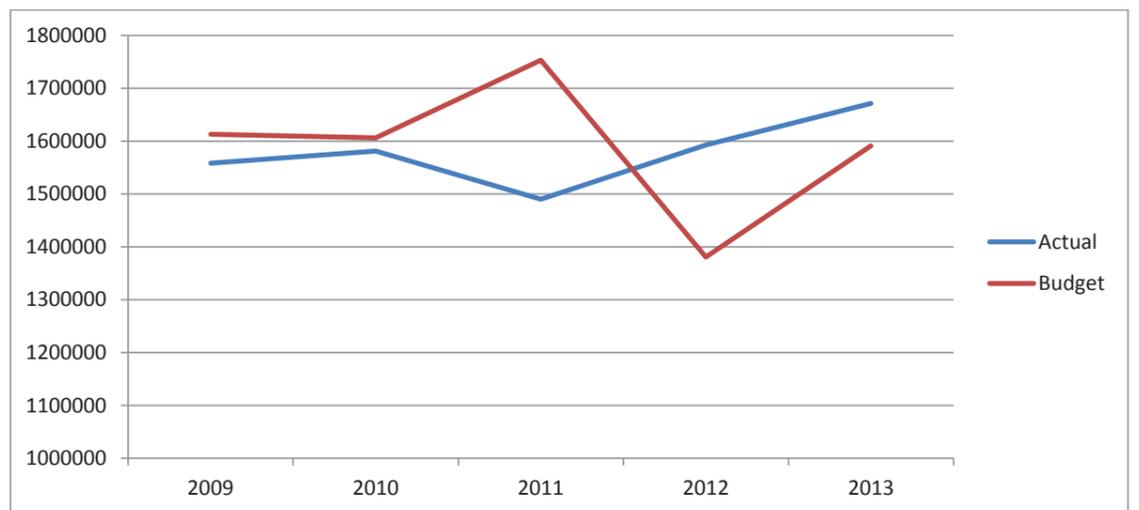
Net income



Sales

Sales for FY 2009-2013

	Actual	Budgeted
2009	1558256	1612855
2010	1580877	1606064
2011	1489649	1753057
2012	1592611	1380529
2013	1671311	1590955
Total	7892704	7943460



Member Base

- This would give the Co-op the chance to increase the member base in the city, which in turn generates more funds for improvement.
- Another benefit would be advertising cost. The costs per store are much less for 2 locations.
- The sheer presence of an additional natural/organic market will increase our credibility as a full service shop.
- We will be better able to offer more member specials, thus giving the opportunity to increase the member base even more.

Continued on next page

5.

Education, Training & Information

Cooperatives provide education and training for their member/owners, elected representatives, managers, and employees, so they can understand the benefits of cooperation and contribute effectively.

The Syracuse REAL FOOD Co-op holds many events throughout the year meant to educate and provide information not only to the member/owners, but to the community at large.



Syracuse Financial Health and Plans *Continued from previous page*

- Our goal should be to convert every non-member to a member.
- Our buying will change so that we can take advantage of larger discounts that are associated with quantity purchases. This will enable us to offer members or potential members more value. Currently, we are not able to take advantage of quantity discounts.

We are pursuing the following options for financing any expansion efforts:

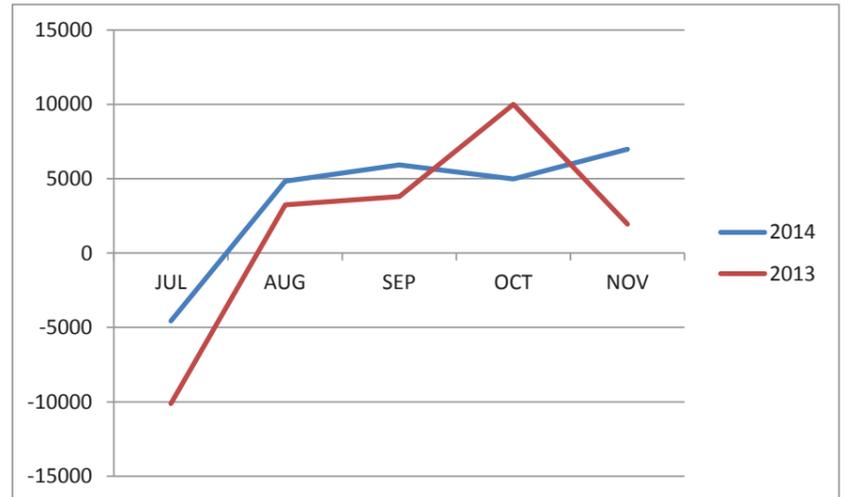
- Funding from the City of Syracuse
- Funding from developers that wish to have a retail food store on site
- A combination of (a and b)
- Possible funding from NCGA member Co-ops
- Will reach out to outside sources
- Member loans.
- Possible bank loans.

Profit thru November 2013

	ACTUAL	BUDGETED
JUL	-4562	-10118
AUG	4837	3249
SEP	5933	3805
OCT	4983	9993
NOV	6976	1950
YTD	18167	8879

You may ask: "With the losses of the past 5 years, how can we expect to expand this type of record?"

To address the losses of the previous year, I can offer the following information. The attached is the profitability through November of 2013. The total FY2014 budget has suggested a total profit of \$10278, but we have achieved this and more in 5 months, with an additional 7 months to spare.



For more information or future questions or concerns, we encourage you to contact:

Garland McQueen
General Manager

Syracuse Real Food Co-op
garland@syracuserealfood.coop

or

Thane Joyal
Board President

Syracuse Real Food Co-op Board of Directors
bodpresident@syracuserealfood.coop

Featured Co-op Employee Reina Apraez



This New Year marks my second year working as a Produce and Deli Clerk at the Syracuse Real Food Co-op! I work alternate shifts throughout the week: in the mornings, caring for your fruits and vegetables so that our community has the freshest supply for wholesome meals; and in the evenings, preparing the cheese, dips, sandwiches, and salads for your most convenient snacking.

Hands down, my favorite aspects of working at the Co-op are all you lively customers, and the fact that my co-workers are fun, smart people, all of whom I love working with - especially the women. (More shifts with Leah and Jen, always, mgmt, thx).

I really enjoy the evening shift and usually working with my Deli home girl, Cayla, while we trade off tasks on our "to-make" list. You will usually find us rocking out to feel-good music and coordinating our dance moves as we spread condiments and lay lettuce out on sandwiches. We have a good time and, at this point, we can call dibs on which things to make without even saying a word. For example, Cayla is a boss at making all three of our hummus dips in a half hour--which is crazy--and I have a knack for the peanut sauce on our Thai wraps.

Working produce is fun too though, because working in the front of the store gives me the opportunity to speak with all of the customers. I also find working with produce satisfying because it tests my strength lifting sacks of onions and cases, as well as my logic filling as much

as I possibly can on our displays and making them look as comfy as possible.

My end-goal every produce shift, even with receiving a truck during the morning, is to clear out our walk-in refrigerator and enhance its storage capacity. If you have ever taken a peek in to the walk-in, you may have noticed that it's sometimes a tight squeeze. Emptying cases of greens and fruit means less stress and shuffling boxes for my co-workers and more options for you.

I grew up living on every end of this city, so I'm very invested in Syracuse and the local communities, especially regarding education, art, and of course, local food. Over the past year, I have been laying groundwork for working at Nottingham High School to develop a sustainable, perennial, community food garden. I've worked with

students to set up composting for the lunches, and hope to make real progress through the spring to plant and grow more food. My students and I will soon be putting together a calendar of workdays for the springtime. For anyone who is interested in being on the "in" as to when we will be working, the community is welcome to help! Email me to receive a calendar.

Outside of work, I am also active with the local Green Party and much of 2013 was following the state of public schools and the city and pushing a platform that spoke to creating equitable opportunities for the youth and families in our city. Being active in the political process and demanding opportunities for children to have the proper supports for education in the face of the poverty in Syracuse and nationally is, in my view, the foremost way that we can maintain social justice and prosperous urban life. That and next is feeding families.

Since the gardening and political seasons are slowed down for the winter, I have gotten back into my first love: abstract painting and collage. I've decided that I'll be debuting new work on the Westcott Art Trail, so keep an eye

out come summer. I'm really good. Ha-ha! But really.

6. Cooperation Among Cooperatives

Cooperatives serve their member/owners more effectively and strengthen the cooperative movement by working together.

The Syracuse REAL FOOD Co-op supports many different cooperatives including worker-owned, consumer-owned, and producer-owned. We feature products from co-ops such as Organic Valley, Frontier Co-op, Once Again Nut Butters, Cabot Cheese, Consorzio del Formaggio Parmigiano Reggiano, Sunkist, Ocean Spray, Equal Exchange, Finger Lakes Organic, FEDCO Seeds, Gruyere - Emmentaler - Appenzeller, Stilton Cheese, Comte - Morbier

We belong to co-ops such as The National Cooperative Grocers Association, Frontier Natural Products Co-op, River Valley Market

TAKEOUT • DELIVERY • CATERING
EARLY MORNING • LUNCH • DINNER • LATE NITE

ALTO
5
CINCO

FRESH HANDMADE MEXICAN
since 1995

526 Westcott Street, Syracuse NY 13210
315-422-MEXX • www.altocinco.net

**COME CHECK OUT OUR NEWLY EXPANDED
DINING ROOM
OPENING EARLY 2014!!**



Co-op Supplier Spotlight

Alto Cinco, Otro Cinco & High Five Foods

Alto Cinco's doors opened on Westcott Street back in September 1995. It was founded on the simple concept of creating fresh handmade food to go that is nutritious and good to eat. Over the years, Alto Cinco has seen many changes. In 1999, Alto expanded to a full dining room with bar and in 2014, will be further expanding the dining room into the space next door. (Alto Cinco's long time neighbors, Munjed's, have moved to the space directly across the street.) With this new expansion, we will now be able to comfortably seat larger parties.

Despite its small size, Alto Cinco has been blessed with a bustling dining-in and take-out business showcasing many longtime favorite dishes. One of the most popular being the Catfish Burrito. Many would contend that the homemade Chipotle Mayo is what 'makes' this dish.

After years of customers' recommendations we decided that we had to find a way to bring the sauce from the restaurant's kitchen to customers' kitchens. So in 2012, High Five Foods was founded. After toying with the idea of going in the direction of larger volume production, we were not completely happy with the 'mass-produced' product. So the decision was made to continue to produce the product at the Westcott Street location. So, what you get when you buy the Chipotle Mayo at the Syracuse Real Food Co-Op is exactly what you get in your Catfish Burrito at Alto Cinco.

In late 2013, the opportunity came about to open a second restaurant, Otro Cinco, in the heart of downtown Syracuse on South Warren Street. "We started this small spot to showcase a few of the regular popular Mexican items off our menu from Alto and to offer a little variety with a Spanish twist."

With the new location, we are pleased to conveniently serve breakfast, lunch and dinner to Downtown Syracuse area residents and employees. Otro Cinco is also able to offer delivery to a few more Syracuse neighborhoods (that Alto isn't) including Strathmore and Tipp Hill. "We have experienced a great response so far from Grub Hub online ordering service. Otro Cinco is very glad to see some of its regular faces but is also thrilled when new customers have the opportunity to try the food for

take-out or delivery."

Like Alto Cinco, Otro Cinco has a dining room expansion on the horizon, but until then we hope that people won't be afraid to stop in and try a mixed drink or sample a few tapas dishes. Some favorites are the crispy flash fried shishito peppers and the octopus with spicy harrisa sauce. The lobster tacos are also very popular!

In addition to lunch and dinner, Otro Cinco offers a great homemade breakfast featuring espresso drinks with Recess Coffee. Johanna is very proud of her small staff at Otro, "There are some really great guys serving you and they will make your food to order."

OTRO CINCO, located at 206 South Warren Street. Hours of operation: Breakfast served Monday-Friday, 8 am-11 am. Lunch and Dinner served Monday-Friday, 11 am-10 pm. Dinner is served from 4pm-10pm on Saturdays and Otro is closed on Sundays. www.otro5cinco.com ph: 422-OTRO



Alto Cinco, Westcott Street



Otro Cinco, South Warren Street, Downtown

SPROUTS ALIVE!

By Chris Henwood, Produce Manager SRFC



Chris Henwood

Sprouting is a great way to add some fresh and alive food to your diet and to your kitchen during the winter months.

A sprout is a seed, nut, grain, legume that is sprouted into a tiny plant and then consumed.

Once a plant is sprouted, it becomes a living food with many nutritional benefits. Phytic acid and Enzyme Inhibitors are neutralized, which means it will be easier to digest and to assimilate nutrients. Germination also produces vitamin C within the plant. The quality of protein and the fiber and vitamin contents (A, B-complex, C and E specifically) all increase significantly when sprouted.

Sprouting is fun and easy, and can be done with minimal effort, materials and space.

Sprouts can be sprinkled on top of salads, sandwiches, and dinner entrees. In addition, you can use sprouted beans to make soups, stews, hummus, and bean salad dishes.

What you need:

1 quart jar, 1 sprouting lid, 1 packet sprouting seeds.

How to sprout:

1. Soak seeds overnight in quart jar with sprouting lid on it. (1 to ½ tablespoons seeds, water 3x above seeds)
2. The next morning, drain water and rinse with fresh water one or two times.
3. Every morning and night rinse with fresh water, to keep the sprouts wet and clean of mould.
4. Ensure the sprouts never dry up, and repeat process until your desired length or age of sprout.
5. Rinse out with fresh water and serve immediately in salads, wraps, smoothies, juices, breads/crackers, or just eat as a snack. Sprouts can also be refrigerated for a week or more if rinsed every day.

RECESS COFFEE
BAKING & ROASTING SINCE 2007

In House
ARTISAN ROASTED COFFEE

from organically grown & fairly traded beans

Vegan & Non-Vegan Baked Goods

.....
FREE Wireless Internet

OPEN 7 DAYS A WEEK: 9 am until 12 midnight

CLOSE TO SYRACUSE UNIVERSITY & LEMOYNE
JUST OFF WESTCOTT ST.

110 Harvard Place, Syracuse, NY 13210
315-410-0090
www.recesscoffee.com

7.

Concern for Community

Cooperatives work for the sustainable development of their communities through policies approved by their member/owners.

Participation in Community Events:

The Co-op participates in many events throughout the year. Look for us at events like Plowshares, The Taste of Syracuse, and more...

Hosting Community Based Events:

The Co-op hosts community events such as Gardening Education Days, Earth Day Clean-Ups, our famous Potlucks, Harvest Dinners, and more...

Donations and Support of Community Groups and Organizations:

The Co-op proudly sponsors events, donates food and money to organizations, and lends support where needed...

Support of Local Farmers and Producers:

The Co-op prominently highlights local farmers and producers. These are the people that toil for our food, BUY LOCAL FOOD!

Support of Local Business and Services:

We support our local electricians, carpenters, refrigeration companies, computer techs, restaurants, bakeries, and more...

Syracuse Cooperative Federal Credit Union field of membership:

The Syracuse Cooperative Federal Credit Union was founded in our back storage room. We are part of their field of membership; you can even make your deposits here!

Celebrating Central New York's Bountiful Harvest

Reprinted courtesy of The WCNY Magazine

By Janet Grazma, Contributing Writer, WCNY Magazine

The 50 turkeys at Grindstone Farm in Pulaski arrived in May as day-old chicks, and they haven't had a bad day since. They spent a few weeks under brooder lights until they grew feathers, then farmer Dick DeGraff gave them free reign of the yard.

By the end of June, when he stopped picking asparagus, he moved the turkeys to graze the asparagus beds, doing double duty eating beetles that could harm future crops and fattening up for Thanksgiving.

It's a pretty good life for a farm-raised turkey, thanks to folks who prefer food grown humanely and free of hormones or pesticides.

Grindstone Farm, an organic farm now in its 32nd year, is one of many agricultural assets whose fall harvests allow Central New Yorkers to eat fresh, local food all winter long.

"The old New England diet that our forefathers ate is what's local and available," said Jan van der Heide, an agriculture expert with Bejo Seeds in Geneva. "You could build an entire Thanksgiving feast just with what's grown here in Central New York."

Besides the famous New York Bold onions, Honeycrisp apples and salt potatoes, you can find a huge variety of produce at local farms, Community Supported Agriculture (CSA) drop-off sites, the Central New Regional Market, and even local supermarkets.

And this time of year, even veggies that weren't picked yesterday taste like it because what's in season now stores well.

"Winter vegetables like potatoes, carrots, squash, cauliflower, and cabbage are good storage vegetables because they retain their nutritional value for months if kept cool and at low humidity," van der Heide said.

"Summer vegetables have a lighter texture because they're mostly water," he explained. "They grow quickly, but they also spoil quickly. But storage vegetables have a high density of components like beta carotene that prevent decay and are good for human health."

The current "farm-to-table" trend means more people are interested in eating "like the Pilgrims ate," van der Heide said, even if it means paying more for food raised the old-fashioned way.

Dick DeGraff says customers who buy his organic fare are investing in his farm, which means paying more if a crop fails. He grows produce for the CSA Program of Central New York, whose customers pay a fee up front to cover a share of a local crop, whether it succeeds or fails. In exchange, they get a bin of fresh produce delivered weekly to a nearby drop-off point. The cost ranges from \$565 for 20 weeks from June through October, to \$250 for a "winter share" from October through December.

DeGraff also sells produce by the box on his website (www.grindstonefarm.com) and at the Central New York Regional Market. Right now, he's still growing hardy greens like kale and chard in "high tunnels,"

giant greenhouses made of steel pipe and plastic sheeting that extend his growing season.

DeGraff's farm is one of 79 in Central New York that meet the standards of the Northeast Organic Farming Association of New York (NOFA-NY), which requires organic crops to be grown on land that has been free of synthetic chemicals for at least three years.

Grindstone Farm got NOFA certified in 1988. Since then, it's been both a frustrating struggle and a rewarding challenge to stay afloat, DeGraff said.

The struggles include the high cost of employing 10 people who help plant, tend, pick and pack what he grows. The challenges include figuring out how to fight pests through purely organic methods – like putting the turkeys in the asparagus beds. The turkeys raised there will grow to about 20 pounds, and your organic Thanksgiving bird will cost \$4 per pound, or about \$80.

"Most of our customers are a little more affluent and a little more educated, so they aren't just considering cost when they make the choice to buy organic," DeGraff said.

At one of CNY's most famous farms, Beak & Skiff Apple Orchards in Lafayette, the interest in higher-quality, small-batch products has led to a new line of handcrafted spirits labeled as 1911. Hard cider, vodka and gin are made from Beak & Skiff apples and produced in an on-site distillery.

Everything, from picking to milling to distilling to



Grindstone Farm farmer Dick DeGraff

bottling – is done on the 700-acre farm, said Danielle Fleckenstein of Beak & Skiff. "Talk about farm to table," Fleckenstein said. "We start with a couple hundred thousand apple trees that we hand-trim all winter.

They blossom in spring with the hope that each flower becomes an apple, so if we lose the buds, we lose the apple. We take care of the trees all summer, and in the fall we pick every single apple into a picking bag by hand."

From there, the apples go into storage – either short-term refrigeration until they're bagged and sold to local grocers, or long-term storage in a controlled atmosphere room. "That's how consumers are able to buy apples throughout the winter," Fleckenstein said.

To make 1911 Spirits – named for the year the orchard began – they take sweet cider made in their cider mill and ferment it into their 1911 hard cider line. Some of that hard cider is then distilled in small batches to produce their vodka. To create 1911 Gin, they vaporize 1911 Vodka and run it through a vessel filled with selected botanicals.

"Tree to bottle," the process and ingredients are controlled in-house, Fleckenstein said. The hard cider sells for \$9.50 a bottle, vodka and gin for \$18.99 for 375 ml. They can be sampled at Beak & Skiff's Tasting Room on its Apple Hill Campus (2708 Lords Hill Rd, Lafayette) and are available at local liquor stores and restaurants.

Fleckenstein recommended serving the hard cider with your locally grown feast. "Hard cider is great for the Thanksgiving table," she said. "It's light and bubbly, perfect for a holiday meal."



DeGraff grows hardy greens like kale and chard

Where to buy resources:

- Community Supported Agriculture of Central New York (CSA-CNY) – www.csacny.org
- Cornell Cooperation Extension of Oswego County - www.thatcooperativeextension.org
- Beak & Skiff - www.beakandskiff.com
- Syracuse Real Food Co-op – www.syracuserrealfood.coop

NEW LEAF DEAL!

Buy a Dining Card Deck at \$20 Price and Get a Drink Card Deck for 1/2 Price

Save \$5 off total price of \$30. Your sale price \$25.



Permaculture Alive & Well In Co-op Backyard

Spring 2014 Planting Plan for SRFC Backyard

By Frank Cetera, Founder of The Alchemical Nursery, Owner of Thornpawed Ecological Consulting, Member of the SRFC & Project Facilitator

What better way to spend time in the Winter than planning for spring gardening. Right now, the SRFC backyard has two prepped planting beds, and a McIntosh apple tree polyculture waiting to happen. So let's look at what's needed to continue with the transformation.

The Winter Greens Bed will showcase year-round gardening with a selection of kale, collards, broccoli, lamb's lettuce/ cress and other greens. The Perennial Vegetables Bed will highlight little known species that will produce every year, and lend interest to the winter garden landscape. Turkish rocket, bunching onions, sorrel, Good King Henry, skirret, sea kale, and others. The Apple Polyculture will include a selection of under-story currants and gooseberry,

sterile dwarf comfrey, herbs and flowers for insectary activity.

Member Help Is Needed

This is where the member/owner fun comes in. Saved your own seed from any of these species or varieties? Can you buy a packet of seeds and donate to the backyard project from your favorite organic seed company? Do you grow starts, or can you for any of these plants, and then provide them for installation? Pick your favorite variety and make it a part of the SRFC backyard Permaculture transformation.

Shown at right and below is a pictorial view of how it happened on a 21 degree November 30th Saturday afternoon:



Wood chips arrive by "Bradmobile"



Brad "Barrows" the chips



Brian flattens cardboard for garden beds



Wood chips put on cardboard



Cardboard laid out



Bill brings the mulch



Frank & Brian spread leaves



Straw on top finishes the Permaculture recipe



Michelle & Preston bring the logs



Bill looks at log placement



Frank plants the dwarf McIntosh apple tree



Apple tree ID sign



Leaf mold composting sign



Winter greens bed



Perennial greens bed



Left to right, Brian, Don, Bill & Frank enjoy being done



Get the picture?



Early Morning Farm

Community Supported Agriculture

Weekly Deliveries of Fresh, Local, Organic Vegetables

Pick-up Your CSA Share @

Real Food Co-op



Sign-up @ www.earlymorningfarm.com



