

the new leaf

newsletter of the Syracuse REAL FOOD Cooperative

Winter 2014

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Syracuse
REAL FOOD
Co-op

www.syracuserealfood.coop



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NOTICE OF ANNUAL MEETING

**MONDAY DECEMBER 1, 2014
7:00 – 9:00 PM**

**At
Westcott Community Center
DETAILS INSIDE**

2014 Annual Fall Meeting Syracuse Real Food Co-op

December 1, 2014

7:00 PM – 8:00 PM

Westcott Community Center

Annual Meeting begins with light fare provided by My Lucky Tummy and
a group discussion with Adam Sudmann, founder of My Lucky Tummy
Annual Business Meeting

I. Opening Statement

- a. Thanks to Westcott Community Center
- b. Determination of Quorum
- c. Proof of Due Notice of Meeting

II. Reading and disposition of 2013 Annual Fall Meeting minutes

III. Report of 2014 Spring Meeting results

IV. Annual Reports-Officers

- | | |
|------------------------|-----------------|
| a. Store Report: | Jeremy DeChario |
| b. Treasurer's Report: | Larry Rutledge |
| c. President's Report: | Thane Joyal |

V. New Business

VI. Election of Directors

- a. Introduction of Board Candidates for 2015
- b. Explanation of voting process and distribution of ballots

VII. Adjournment

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



Jeremy DeChario
General Manager

Scott Pierson
Assistant Manager

Reina Apraez
Produce Lead

Don DeVeau
Marketing and Member Services Coordinator

Alex Farewell – Prisaznuk
Grocery Lead

Leah Rizzo
Front End Lead

Ryan Lawrence
Deli Lead

Board of Directors

President
Thane Joyal

Vice President
Daniel Sanders

Secretary
Debra Lee Gertz

Treasurer
Larry Rutledge

Andrew Erickson
Julie Longmore
Karl Newton
Tom Perreault
Meagan Weatherby

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Board of Directors Candidates

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Syracuse, NY 13210

General Manager's Comments

By Jeremy DeChario, General Manager

More Than a Bottom Line

Cooperatives have been long caught between two disparate desires: first, the commitment to communities and the Cooperative Principles; second, the real and pragmatic desire to be a profitable business. Trying to reconcile those competing interests was increasingly difficult in a business world that focused on the financial bottom line. Increasing pressure from the environmental and social justice groups who were recognizing that traditional accounting methods often use externalities to obfuscate the real costs of doing business led those groups to push for the development of a framework

that took a broader view of profitability. In 1997, an economist named John Elkington coined the term “triple bottom line,” which focused on two additional metrics for the measurement of profitability. These three parts: social, environmental and financial, together often called the 3 Ps—people, planet and profit—are a method of measuring impact that is more sustainably minded. In our Ends Policy, the Board of Directors puts our commitment to planet and people into writing, and our staff and members put it into action. It is through a more full realization of these Ends that the Co-op stands apart from our competitors.



Values in Action Everyday From Co+op, Stronger Together Website

We are proud to be part of a movement that proves respecting people is good for business. Millions of consumers around the globe have joined cooperatives for many reasons, including finding that they fill a need for housing, electricity, food, insurance and financial services...the list is endless. What attracts people to cooperation is that their co-ops operate on their behalf with honesty, fairness and transparency—they are based on values not unlike those people aspire to for themselves: self-responsibility, democracy, equality, and social responsibility (www.ica.coop). In the United States, 30,000 co-ops provide two million jobs, and one of every four people is a member of a cooperative.

These values connect us. Co-ops foster real relationships with their customers by providing service rooted in community. It's all about trust. For example, at Just Food in Northfield, Minn. they actively support and seek out local farmers such as L&R Poultry and Produce (see more about them in the Celebrity Farmers video), wherein they have a handshake agreement to buy their products each season. The farmers know that the co-op will keep its word, and Just Food shoppers can expect the highest-quality food grown with integrity. At food co-ops, it's not uncommon for customers to know the real people who stand behind the products available.

Cooperative values also transcend co-op size. It doesn't matter whether your cooperative is so large that it employs thousands of people, or so small you can fit everyone involved in a single room; co-op values remain the same.

The outdoor adventure retailer REI (Recreational Equipment, Inc.) is the largest consumer co-op in America with 4.4 million members. Their size allows them to act on their ideals in places all across the country. This has a big impact. In addition to adhering to the stated co-op values, they also take them one step further by actively protecting the environment. That's what co-ops do. They strive to go above and beyond to do what's right. At REI, how they operate their stores, the products they carry, and the millions of dollars they have donated to safeguard forests,

lakes and prairies, have the end goal of preserving natural spaces and keeping the earth a better place for everyone.

The food co-ops that make up the National Cooperative Grocers Association (the organization behind this site) have over 1.3 million members across a “virtual chain” of over 120 retail food co-ops nationwide. Collectively, food co-ops have a strong social and economic impact. They work with an average of 157 local farmers and producers (compared with 65 for conventional grocers). They contribute to the community with high levels of charitable giving, an average of 13% (compared to 4% for conventional grocers). Plus food co-ops generate more money for their local economy—1.5 times more than conventional grocers. Find more info on how food co-ops do things differently and the impact they have in our Healthy Foods Healthy Communities post.

Co-ops demonstrate their commitment to ethics by extending them in an ever widening circle. When a co-op makes a profit, you can be assured it was gained through fair business practices, and in most cases, any surplus is reinvested in the co-op or shared equitably among member-owners.

Some of those co-op value circles start very small and grow into greater influence, changing lives in the process. In 2008 in Whatcom County in Washington state, four women got together to start the Circle of Life Caregiver Co-op. Theirs is a worker-owned health care co-op dedicated to excellent home care for the elderly and disabled. In an industry rife with low-pay and apathy towards clients, Circle of Life offers a refreshing alternative, where self-help provides everyone with more options.

We know
(Continued on Pg. 3)

Seven Co-op Principles

See the seven principles we follow as a Co-op throughout this newsletter.

Welcome Our New Members!



Maureen Anderson
Teri Becker
Bill Becker
Michelle Bersani
Nancy Bowman
Duncan Brown
Tracy Carrick
Rachel Cary
Peter Church
Cooperative Federal

Alaa Craddock
John Craddock
Jennifer Crisp
Catherine Curry
Jesse Czekanski-Moir
Chris Dambrosio
Deanna Davis
Elizabeth Drotar
Paul Drotar
Duenkelsbuehler
Patrick Dundon

Rachel Fein-Smolinski
Amber Fenner
Camille Francis
Madeline Gehrig
Hamish Gibbs
Veronica Gonzalez
Garrett Goodridge
Earl Guernsey
Kyra Hamann
Ryland Heagerty
Laura Jaffee
Lindsey Jerome

Debbie Joly
Jean Jonassaint
Kris Kadaji
Afton Kapuscinski
Peter Evan Keirn
Carol Kelly
Tina Lemon
Wendy Leuenberger
Zeno Levy
Neven Lochhead
Troy Lutts
Douglas Macdonald
Tinamarie R. Martini

Victoria Massie
David Mayett
Tristan Mccullough
Melissa Mcelroy-Elve
Leslie Mcglothlin-Barker
Katie Mcquaide
Kristine Miller
Todd Miller
Tyler Mock
Paul Murray
Otto Neiler
Stephanie Nick
Theresa O'brien

Bimpe Oguntola
Wale Oguntola
Barre O'Neill
Kevin O'Neill
Judy Oplinger
Joan Osier
Tim Osier
Alexander Aiella Paley
Matt Pangborn
Anjali Parasnis-Samar
Devan Pensinger
Amanda Piela
Edward Pitts
Rebecca Plank
Catherine Ponte
Sara Potocsny

Seth Quam
Jocko Randall
Steve Ransford
Jana Reiss
Steve Reiss
Todxi Relyea
Sara Rounds
Kevin Russell
Shannon Sangster
Micaela Sause
Benjamin Schechter
Rebecca Schewe
Sabina Schnell
Jodie Schoelkopf
Paul Schuette
Adrienne Sheriff

Brianna Shetler
Samantha Sloan
Peter Smith
Karriann Soto
Tong Su
Lauren Tarr
Delia Tewes
Sandy Tewes
Christopher Thompson
Katherine Tiedemann
Brian Tompkins
Kazage J Christophe Utuje
Angela Waithe
Jennifer Wilkins
Grace Wischerth
Nicolette Zulli

Thank You For Making Our Member Drive So Successful To Date



1% Wednesday Has Started

Here's how it works:

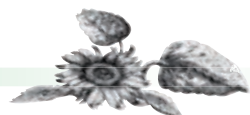
1. Fill out & send the 1% Wednesday Donation Application located on the Co-op's Web Site www.syracuserealfood.coop/about/wednesday/application

2. Upon receipt the Co-op will select organizations to participate in the special 1% program based on meeting the criteria.

3. The program is designed to take 1% of the Co-op's Wednesday gross sales for one month and distribute that 1% to whatever nonprofit group is selected for that month.

Our first recipient was for the month of October 2014 and was **The Partnership for Onondaga Creek**. They will be receiving **\$190.97** as a donation from the Co-op as their share of the 1% of Wednesday's sales.

November's recipient is the F.A.C.E.S. Of Nottingham. Shop on Wednesdays if you want to help increase their donation.



(Continued from Pg. 2) none of the great things co-ops accomplish would be possible without the people worldwide who use co-ops to meet their needs.

- See more at: <http://strongertogether.coop/voices-from-the-field/values-in-action-everyday/#sthash.en4CeFNN.dpuf>

Co-op FAQs and Facts

How can I distinguish a co-op from other organizations?

A co-op is a business, usually incorporated, that sells goods and services. It is not a charitable organization or a social service agency.

Who benefits from the co-op's existence?

A co-op exists primarily for the benefit of its members. Many co-ops also support other parts of the community through various programs and philanthropic activities as part of their commitment to cooperative values and principles.

Who controls a co-op?

In a cooperative, members democratically control the direction of the business. In most co-ops each member gets one vote. Members elect a board of directors to monitor the business, set goals and hire management to operate their business. Ultimately, the board is accountable to the members for its decisions.

What motivates people to form a co-op?

In private or stockholder-owned businesses, individuals invest to earn a financial return. In a co-op, individuals are motivated by a shared need

for certain products or services. By joining together, members gain access to products, services or markets not otherwise available to them. In other words, when forming a co-op members are motivated to become co-owners of the business primarily so that their mutual needs can be met. And co-ops return financial gains to their members, whether through discounts, lower costs or patronage refunds. People join existing co-ops for a variety of reasons. Whether it is the commitment to community, the democratic approach to business, the desire to be part of a business that is locally owned or something else "uniquely co-op" that appeals, anyone can join a cooperative!

Sole Proprietorship/Partnership

A business owned by one or more people, usually to provide employment and a return on investment to the owners. Local examples include restaurants, bakeries, and bookstores.

- See more at: <http://strongertogether.coop/food-coops/co-op-faqs-and-facts/#sthash.lN7BX0M.dpuf>



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Mail this to us at 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

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.

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THREAD**

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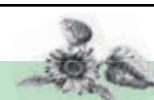
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* Fresh cuts like pork chops, ribs and more

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Co-Op Member Mailbox

Enough with the Pumpkins Already!

By Jesse Harasta, Co-op Member

By now, undoubtedly the entire membership of the Real Food Co-op has received a promotional flyer from the new Trader Joe's shop on Erie Boulevard, a document that is slick in its hominess and brimming full of pseudo-harvest themed pumpkin products. I will admit, Trader Joe's is devilishly clever in its advertising and that I – part of its target audience of health-conscious, food-loving professionals – did find the flyer appealing. Perhaps inspired by some of the best seed catalogs or farmer's almanacs, it has no photographs and is decorated with old-timey pictures with humorous captions and gives descriptions of its products in conversational English. Everything sounds so wholesome, so delicious, so delightful, exactly the type of emotions the Co-op can often inspire.

What then separates the Real Food Coop from this titan of feel-good food? I think that the difference is summed up in the first word of our name: "real." The Co-op is part of a real community and the people behind its ads are your real neighbors, not Madison Avenue marketing professionals who have determined that you are part of a demographic that can best be sold on old fashioned "anti-advertisements" rather than glossy pictures and coupons.

The food at the Co-op is just as real as the community behind it. We believe in the real bounty of the fall harvest: apples, turnips, kale, potatoes, wheat, maple syrup, winter squash and, of course, delicious pumpkins. It is a testament to the sad state of the American diet that the glory of our harvest season can be dumbed down to "pumpkin season." The fact is, even if a supermarket "pumpkin" product tastes like pumpkin, there is no guarantee that any beautiful orange squash ever came near it. "Natural" flavors

("pumpkin" included) must have their chemical origins in plant or animal matter but they do not have to be derived from the substance the flavor is named for. CBS news in 2011 reported that, for example, some "natural" vanilla and strawberry flavors had been synthesized from a gland on a beaver's backside[1]. Moreover, while originally derived from a natural source, these flavors are then mass produced in the lab and the factory in ways indistinguishable from "artificial" flavors. Call me old fashioned, but they can keep their Pumpkin Joe Joe's Cookies and I'll keep my actual pumpkins.

There is no doubt that Trader Joe's arrival in Syracuse has much of the region's health-conscious middle class in a tizzy and the store will be busy for some time to come. But the arrival of yet another national chain – do we remember the long lines and zealous fans outside the first Chipotle? – is yet another threat to our local food system (is anything at Trader Joe's grown in Upstate New York? I saw nothing in the ads...) and to the health of our local economy. The Co-op is brimming with local produce of all sorts and 100% of the revenues stay in Syracuse. The cuteness of this advertising circular is a product of cynical, manipulative marketing – as is the entire Trader Joe's "experience" – not real affection or real community. I hope that, like me, you prefer the real deal and that we'll see each other soon at the Co-op.

Dr. Harasta has been a co-op member since moving to Syracuse in 2005. He is a visiting professor in the Social and Behavioral Studies at Cazenovia College, where he and his students explore the food system and seek solutions to the global food crisis. He is also a member of the Basset Street Collective Garden and an avid canner.

[1] "Tweaking Tastes and Creating Cravings" in 60 Minutes on November 27th, 2011. A video of the segment is available at <http://www.cbsnews.com/videos/tweaking-tastes-and-creating-cravings/>



New Member Drive In High Gear

Co-op Is ¾ Of The Way To Their \$12,000 Goal

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<http://www.syracuserrealfood.coop>

Leaf Progression To Date,

On Road To Final Sunflower Blossom



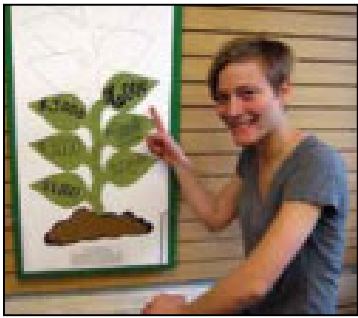
\$1,000 - \$3,000 Level Scott, Gabriel & Reina



\$4,000 Level Reina & Saptarshi



\$5,000 Level Angela



\$6,000 Level Rachel



\$7,000 Level Ryan



\$8,000 Level Adria & Tristan



\$9,000 Level Michael

MIDDLE AGES

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Web: middleagesbrewing.com

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.



Employee Of The Quarter

Ryan Lawrence, Deli Lead



Scott Pierson, Assistant Manager, (right) passes the Deli Lead to Ryan Lawrence

you're familiar with like Pastabilities and El Greko. I love experimenting with food and this position has given me the perfect opportunity to serve people in a way that I know very well.

Growing up just outside the suburbs of Baldwinsville I got to find a lot of time for myself. I'd mostly spend it outside climbing trees or building a new trail for my bike. When I was inside and also not looking for a Band-Aid, I was helping my parents cook. I'm the youngest of four kids in a very family oriented house. There was always a mouth to feed and I learned quickly what it took to serve a lot of people.

Now I cook for my own family. After my daughter was born everything changed. My number one priority is giving her everything she needs, such as a good role model. With my loving wife and little girl, my family is what motivates me to do great work and to treat this job as more than just "the deli guy". It's extremely important to me that they, as well as you the customers, are proud of my work. Because of that, I put tons of energy into what i do. Here I'm providing mindful input, able bodied assistance and great tasting readymade nourishment. Thanks to all the great ingredients at the

Co-op It's made simple for me to show you why "Real Food" is the best food.

From day one here I've loved it. I started in the winter of 2012 and since then I look forward to that time of year and all of the unique things that bring me back to when I was just beginning. Then again some things never change, for I get so much enjoyment from my interactions with the people who shop here as well as my co-workers. The strong connection this store holds with our owners is something I value greatly and one more reason why I enjoy working here. I have a passion for people and giving them what they want. Being a part of this team means getting to know farmers, suppliers and distributors and that allows me to find missing pieces to puzzles and in turn give you exactly what you're looking for so you can be completely satisfied.

Searching for what the people want can be strenuous, however it's well worth the effort. I'm currently developing new recipes and items to put on our shelves while mastering those of our previous Deli leads, as well as their many styles and techniques. As we are on the road to expansion, the search continues so I am open to your suggestions. As for right now your deli is in good hands. Given my knowledge and vast experience you can enjoy and eat at ease with the fact that I take pride in my work and I care immensely for you and the quality of food I produce. That's why from the start, only the best ingredients are selected for the finished product you know and love. One more thing I'd like to say is Thank You. Thank you all for relying on us to give you your locally sourced, organic and whole foods. Because without you, I wouldn't have the awesome work environment I have now.

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.

Syracuse

REAL FOOD

Co-op

MANAGEMENT STAFF



JEREMY DECHARIO
General Manager



SCOTT PIERSON
Assistant Manager



DON DEVEAU
Marketing and Member Services Coordinator



REINA APRAEZ
Produce Lead



ALEX FAREWELL – PRISAZNUK
Grocery Lead



LEAH RIZZO
Front End Lead



RYAN LAWRENCE
Deli Lead



GARLAND MCQUEEN
Expansion Project Coordinator



From the Board of Directors

By Meagan Weatherby, Board Member

Annual Meeting & Elections

Our food co-op's Annual Meeting, coming up on December 1, will kick off the election for the 2015 Board of Directors. The board serves as the voice of the membership, monitoring Syracuse Real Food Co-op's performance and plotting its course – and that means voting is one of the most important ways a member-owner can engage in democratic control of our cooperative.

This year, we are thrilled to bring you a competitive election! Members will choose four new directors from a pool of six exceptional candidates, which means your vote is more important than ever. Which of these fine comrades do you want representing your interests – ensuring that SRFC protects and builds owners' equity, operates in accordance with policy, and stays true to our vision of building a "sustainable, thriving cooperative commerce in our local community"?



John Craddock

Name: John Craddock
Candidate Questions and Personal Statement

1. Describe your involvement with SRFC. Include amount of time spent and specific activities, if appropriate.

I have not interacted with SRFC beyond being a customer for quite some time.

2. Describe any volunteer or paid experience relevant to serving as a Co-op Board member.

I am a part of the Dean's office in the College of Visual and Performing Arts at Syracuse University, where I run a media production unit that produces graphic design, video and still photography products. As such, I have a great deal of management experience, specifically with artists and designers, which requires a slightly different approach than managing personnel in a typical business environment. I am also a filmmaker (I have my own production company) and am accustomed to dealing with complex problems, both financial and logistical as well as the business management issues. I have volunteered my time and skills to help produce and direct Green Party campaign videos, and I have volunteered or been on the staff of local arts organizations such as the Syracuse International Film and Video Festival. While I have been a business person or in the academy for the last 20 years, I worked in and managed family-owned boutique retail environments for 5 years to pay for my undergraduate education, and have a thorough understanding of the challenges that can face small retail businesses.

3. What do you see as SRFC's role in the broader community?

I think that SRFC is uniquely positioned to provide education and outreach to the Syracuse community on the subjects of sustainability, responsible

The board hopes that the candidate statements below will help guide your decision. Then, be sure to come out to SRFC's Annual Meeting to meet the candidates and cast your vote! You can vote for up to 4 candidates. (Really absolutely can't make the meeting? Ballots can be cast for thirty days – more info will be posted in the store and online by December 2.)

Please join the board in thanking each of these individuals for stepping up in service to our co-op. Regardless of who is elected, our organization will be strengthened by democratic process. We are also very grateful to Tom Perreault, who is choosing to step down from the board as of January 1, for his years of thoughtful leadership. We're always stronger together, and are so excited to see what the coming years bring.

farming practices, animal rights issues and what a sustainable and healthy diet looks like. It can also encourage locovore trends that support local farming and help secure the financial futures of non-industrial farmers, the cornerstone of sustainable agriculture. In its current location, it also serves as a public space within the University neighborhood, which helps build a sense of community and connection as well as providing a neighborhood resource that encourages walking or biking to the store rather than getting in the car. It can also provide an example of an alternative business model that raises awareness about non-traditional corporate structures and the more human-centric environment that engenders.

4. Please provide a personal statement, including anything you feel is relevant to your candidacy.

I spent my high-school and college years living in Asheville, NC. I worked in a number of other cities, but have always thought of Asheville as home. I first came to Syracuse for graduate school in 2002, and experienced a bit of culture shock. But when I found the SRFC, I immediately felt that I had found a life-line. Getting a scone or cup of coffee on my way to class became a sort of ritual that connected me to a culture of being socio-politically and environmentally responsible, one that I felt I had lost since I left Asheville. We have continued to frequent SRFC; we live in the neighborhood, and when the weather is warm, our daughters look forward to walking over and getting an ice-cream. My wife is an ecologist, and a vegetarian (I am not), but as a foodie, SRFC has been a wonderful resource for us to find the raw materials for me to satisfy my creative urges in the kitchen without violating her dietary choices. Her profession has put us in a position of heightened awareness about the issues surrounding commercial farming and living green. I feel that SRFC and what it stands for provide a wonderful example of putting those ideas into practice. I would be honored to be able to bring my knowledge and skills to help further those causes as a member of the board.



Jaime Denning

Name: Jamie Denning
Candidate Questions and Personal Statement

1. Describe your involvement with SRFC. Include amount of time spent and specific activities, if appropriate.

I have been buying food at the SRFC since I moved here in the spring of 2013. I subsequently saw how great the SRFC is and became a member. When researching a place to live in Syracuse, being close to the co-op was an important factor for my family. When in the community, I discuss the co-op and inform people about products that the co-op carries that are not readily available elsewhere.

In addition, I am still working on connecting my son's pre-school to the co-op so they have access to better food and variety. Finally, when I shop at the co-op, I discuss products and share information with the staff.

2. Describe any volunteer or paid experience relevant to serving as a Co-op Board member.

After high school and through college, I worked as a remodel carpenter/project manager for a rental property company where I gained experience learning about construction, scheduling, and supervising other workers. After earning a B.A. in economics, I worked as a financial analyst working mostly on commercial real estate loans. After that, I went to work as a financial advisor, selling securities and managing wealth portfolios where I gained knowledge about financing. Then, I learned how to implement and use budgets as a budget analyst. Now, I am currently in my third year of law school. I have volunteered periodically at the United Way and I take active leadership roles

in student organizations while attending school. Together, my experiences and volunteer work enables me to think creatively, give constructive input, and solve problems. I hope to be able to use my experience in the SRFC's future expansion phase.

3. What do you see as SRFC's role in the broader community?

SRFC's role in the broader community should be based in opportunity and education. The SRFC should provide the opportunity and education for people to have access to and learn about real food. For example, there are several issues facing our food supply like GMO use and labeling, pesticide and herbicide use in agriculture, food allergies, and countless diet options. There is so much conflicting information about food it is hard to know what to eat and where to get quality nutrition. The SRFC should be an educational source for people looking to buy real food and seeking information about real food. Also, I see the SRFC expanding and becoming a larger presence in our community by helping the poorer neighborhoods get access to real food. And, the SRFC should have a larger presence on the SU campus. In addition, the SRFC should give back to the community through donation and volunteering.

4. Please provide a personal statement, including anything you feel is relevant to your candidacy.

I believe that real food, healthy living, and community are essential for us to live happy and fulfilling lives. We have a social contract to give back to our community and help the less fortunate. I think real food co-ops are a hub for connecting food and the community. I believe in the cooperative business model because it affords the opportunity to lower costs and increase workers' wages. I would like to support the SRFC's cooperative model and mission by becoming a board member.





Abigail Henson

Name: Abigail Henson*Candidate Questions and Personal Statement*

1. Describe your involvement with SRFC. Include amount of time spent and specific activities, if appropriate.

Since the inception of my restaurant LoFo, located in downtown Armory Square, I have had less involvement with Co-op than I had when I first moved back to Syracuse in 2006. I duly support the focus of the coop, the connections to local farms it has garnered, and standards to quality that it has met in even near recent years in regards to selection and presentation.

2. Describe any volunteer or paid experience relevant to serving as a Co-op Board member.

In 2006 I was a regional account director for a company called World of Good. The SRFC was one of my number one accounts, the mission statement of the company was to tell the stories of artisans around the world through their handmade crafts. From 2009 to present day I have been actively involved or on the board of Slow Food CNY. The organization has gone through many changes and has slowly declined due to a non-active board in which I have been the chair of since 2012. My slow food involvement leads me from farms, to schools, to public libraries doing

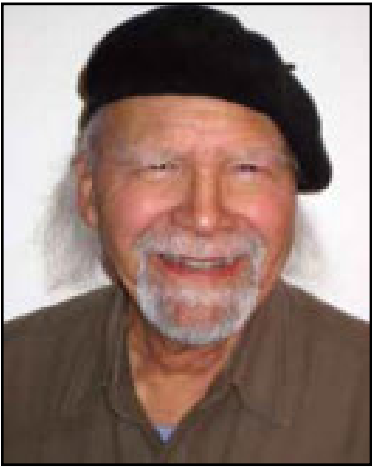
talks and cooking demos on what Slow Food means and how people can become more involved. In 2012 I decided to transform my slow food fundamentals into a community meeting space which is now LOFO. This restaurant is where people come to enjoy local, organic, or homemade food that tells the story of the farmers that surround us in Central New York.

3. What do you see as SRFC's role in the broader community?

I think of the SRFC as a hub. A centralized location that showcases the cross section of what our city and its surroundings are made of- the food that is grown, the people that grow it, and the unique products that we have to celebrate our bounty and family traditions.

4. Please provide a personal statement, including anything you feel is relevant to your candidacy.

I've known since I was 8 that food would play a very important role in my life. I didn't know it was going to lead me on a life long journey, and I never knew that food advocacy was something that would resonate with me as strongly as it does today. I own a farm-to-table restaurant but food is not just something we serve from a menu, it's a tool to connect our community, it's a common denominator we all share, and it is one of the only art-forms that is also a basic need. We use food as a way to inspire and educate our community on how to engage with one another and support each other through their food choices. Because both my personal and entrepreneurial mission statements align so closely with those of the SRFC I think I would make for a strong participant on the Co-op's Board. Thank you for this opportunity.



Karl Newton, M.D.

Name: Karl Newton, M.D.*Candidate Questions and Personal Statement*

1. Describe your involvement with SRFC. Include amount of time spent and specific activities, if appropriate.

I joined the SRFC sometime in the late 1970's, at first just to shop where friends shopped and the food choices seemed more healthful. Later, with more time available in retirement, I became interested in and involved with Co-op operations, spending time on two different member committees.

2. Describe any volunteer or paid experience relevant to serving as a Co-op Board member.

I was a leader of a clinical group for years at a psychiatric center, which required a fair amount of sensitivity to other viewpoints and collaboration. However, that was quite hierarchical and I have had to learn much more about cooperation on the SRFC board since 2011.

3. What do you see as SRFC's role in the broader community?

I believe the SRFC's role is to be a beacon in the broader community, showing what can be achieved by cooperative operating principles. With a stronger cooperative, we could also inspire similar ventures in other parts of the city.

4. Please provide a personal statement, including anything you feel is relevant to your candidacy.

I fully support the cooperative model of operating for our retail grocery store as well as for worker cooperatives and financial cooperatives (e.g. credit unions). I accept and will willingly pay a premium to support the firm establishment of such ventures as appropriate.



Larry Rutledge

Name: Larry Rutledge*Candidate Questions and Personal Statement*

1. Describe your involvement with SRFC. Include amount of time spent and specific activities, if appropriate.

I have been a member since the mid 1970's and on the board since 1987 with a year or two out three years ago.

2. Describe any volunteer or paid experience relevant to serving as a Co-op Board member.

I have worked in construction and property

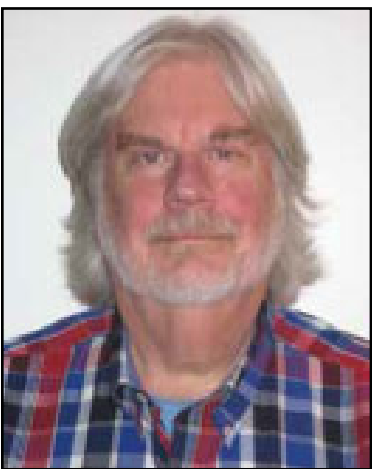
development and management my entire adult life. This experience is crucial to a smooth relocation.

3. What do you see as SRFC's role in the broader community?

I think we need as many examples of cooperatives in our local and the larger community as possible to be examples of the way to proceed in these crazy times.

4. Please provide a personal statement, including anything you feel is relevant to your candidacy.

My tenure shows I have the commitment to our Co-op despite the need for new blood. I hope more younger cooperators will come along and displace me on the board someday but for now I'm all in.



Dan Sanders

Name: Dan Sanders*Candidate Questions and Personal Statement*

1. Describe your involvement with SRFC. Include amount of time spent and specific activities, if appropriate.

I have shopped at SRFC for many years. However, in 2010 when SRFC was seeking to become my neighbor, with their proposed move to E. Genesee St. I took the opportunity to join the Coop. so that I could voice my approval of the move. At the time I was very dismayed to find a lack of support amongst the Coop's members. Undeterred about the support my wife and I continued to speak out in favor of

the move to both our neighbors and to the City Planning Board. When the Coop's move was defeated by the Planning Board I was approached by the Board President and asked if I would be willing to run for a position on the Board. I said I would be pleased to run and after a brief campaign I was elected. Once elected, I was asked if I would be willing to serve as Vice President. I agreed not knowing that within 6 months the President would resign and I would assume that role. For the next 18 months I served as President. With the advent of the current board I am now serving as Vice President once more.

2. Describe any volunteer or paid experience relevant to serving as a Co-op Board member.

As President of the SRFC I oversaw the work needed to revise our Bylaws. At that time we were operating under a set of bylaws that were woefully out

of date and in need of new provisions that would enable the Coop to be more democratic and operate in a businesslike manner. No bylaws are ever perfect but I feel the work we put into our current set of bylaws enables the membership to be represented better and lays the ground rules for the operation of the Board in a clear and concise manner.

3. What do you see as SRFC's role in the broader community?

I see SRFC's role as one of a provider of healthy food alternatives to our community and as a vehicle for our local farmers, dairymen and women, bakers and other providers to sell the products of their labor. We should also be a vehicle to expose and remedy the plight of third world farmers by offering their products for sale. We should be the source for the community to use when it is in need of an alternative for the over processed products being offered by commercial grocers. I also see us as the cheer leaders for the organic and healthy food movement by providing information to the community on all of these issues.

4. Please provide a personal statement, including anything you feel is relevant to your candidacy.

As I have stated above I have served on the board of the SRFC for the past four years. I believe my time on the board has been worthwhile for every member of the SRFC as I have tried to take the side of what would be the best for the SRFC on every issue we have faced. I have provided a level of experience on a number of issues the board has faced and feel our decisions have been the better for it. Knowing that our store is operating on borrowed time as far as its structural components and fiscal abilities are concerned I feel I would be an asset to the Coop by continuing my service on the board. Therefore, I would ask for your support and vote to remain on the Board of the Syracuse Real Food Cooperative.



Quarterly Photos Fall 2014



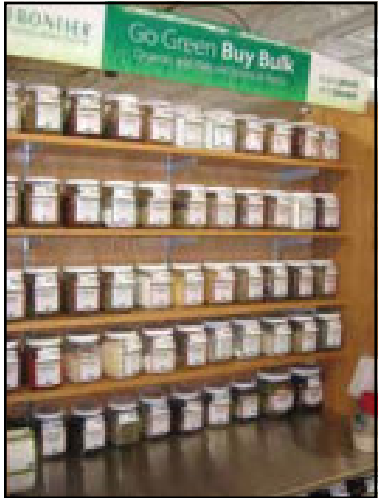
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Adria Shows Off The HBC Specials



Allagash Brewing Rep Serves Co-op Tasters



Frontier Bulk Herb Display Is New



Don Tables At the Syracuse Research Corporation Health Fair



Co-op Family At Taste Of Westcott Event



Jen, Scott, Reina & Alex Sample The Juice



Co-op Table At Westcott Bulb Giveaway



Scott & Leah Dress Up At The Co-op For Halloween



Leah Registers In For Halloween



Jeremy & Natalie At Taste Of Westcott Event



Wendy Of Common Thread CSA Tabling At SRC Health Fair



Jeremy Talks To Visiting SU Honors Class At Co-op



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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.

Quarterly Photos Fall 2014



Reina Tables For Westcott East Neighborhood Assoc. At Bulb Giveaway



Co-op Staff Enjoys A Labor Day Get Together



Looks like serious conversation at get together



Westcott Bulb Giveaway Table

Blast From The Past Coop Christmas Party

Memories Long Ago, by Marcy Waldauer, Co-op Member

I just finished reading the latest issue of "The New Leaf," and I got to reminiscing... With the holidays coming up, I have been thinking of Christmas at the Coop. But first some background.

I have belonged to the Syracuse Real Food Coop for, like forever. I first joined in 1973, or thereabouts. At the time I was a graduate student SUNY College of Forestry, now SUNY ESF, and my husband, Marc, was a student at SU Law School. We were living in the old "shacks" in SU's married student housing. A fellow graduate student, Joanne Inguilli, invited me to join "her" Coop, now in its very own building on the corner of Kensington and Miles. Joanne moved out of Town many years ago, but I am still a member.

The old store was described in a 40th anniversary New Leaf article (Spring 2012). Although you can still see the tin ceiling and wood floor, today's store looks quite different from what it looked like 40 years ago. At that time it was one large room with a counter in the back right corner (in front of the present office), with a bank of shelves along the wall, stocked with dry goods. The scale we used at the time still hangs from the ceiling in today's produce area. You needed to bring your own bags and containers and one of the volunteers would weigh out your flour or peanuts or lentils. The Coop did not stock either sugar or chocolate for many years, as they weren't healthy foods. Along the wall opposite to the dry goods station were dairy coolers; the produce was somewhere in between.

At that time we cut our own cheese from large wheels. The cheese kept getting moldy (no surprise!) and one of the first "modernizations" was to assign and train specific volunteers to cut cheese and bag raisins and other sticky goods. I suspect that cut down on spoilage quite a bit.

The milk seemed to go sour immediately upon getting home from the store, especially during the summer. That was more difficult to fix. The original Coop membership was dominated by SU and ESF students, and during the summer the demand for dairy products plummeted. Still, the problem with sour milk was one of the driving forces behind the move to paid staff. In another blog I'll tell that tale and the downfall of "consensus decisions." Today I'd like to tell about one Christmas at the Coop.

There was no option 40 years ago to join the Coop as a non-working member, nor

were there any paid employees. Each member needed to work one shift each month. My preferred shift was Monday night supervisor. As a Syracuse resident I was well aware of the garbage pick-up schedule and I could be counted on to make sure the trash was put out at the curb before locking up so the volunteers coming in Tuesday could be confident that the trash and garbage had been picked up that morning.

One problem with having so many student members, all of whom were required to volunteer at the Coop each month, was that it was really difficult to set the work schedule for December. The students all wanted to get in their hours before they left for vacation, but not before or during finals. As it happened, the Monday night I was store supervisor coincided with the last day of finals for the fall semester. As a result there must have been something like 15 volunteers signed up to work that night. On the other hand, no one was coming in to buy, as it was snowing pretty heavily (no surprise there) and the students were all leaving Town and had no need or desire to purchase groceries. There must have been 3 or 4 workers for each shopper!

This surfeit of workforce was new to me. I did an informal survey and sent home a few students who asked. I sent a few volunteers out with shovels to make sure the sidewalk was shoveled. We did some extra cleaning-up around the store.

Then a "light bulb" went off (you know, one of those incandescent things that use a lot of electricity?). I sent ESF undergraduate Bonnie Abrams, now living in Rochester, to get her guitar. She was then and still is an accomplished musician with a beautiful voice. Several of the volunteers paid a bit into a till and sprang for some cheese and crackers, fruit and cider. And, voila, a Christmas party. Bonnie entertained up and led a sing-along, and we generally enjoyed ourselves. In retrospect it was probably an excellent use of time and volunteer resources.

Afterwards, I was afraid to tell my "superiors" about our party. Even though we were all volunteers, I was afraid of getting in trouble for doing something without permission. As so many of those at the party left for an extended vacation, I don't think anyone even talked about it and it certainly took me a long time to leak the story.

When I think back to the early days of the Coop —moldy cheese, sour milk, organizational chaos (yes, I remember the fiasco of non-ordering) and the ridiculous "consensus rule," I am really glad the Coop looks and functions as it does now. I no longer have to work, beer, chocolate and sugar are all for sale, and the paid staff runs an excellent shop. The future looks considerably better than the past; someday we will be in a larger place, with a restaurant (or at least a snack bar).

Perhaps we just look at the past through rose-colored glasses. Or maybe it's just that thinking about our impromptu Christmas party always makes me smile. Happy Holidays to you and the entire Coop family, and Best Wishes for a Happy and Healthy-Eating New Year!

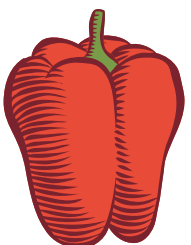
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5.

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.



Co-op Supplier Spotlight

Better Brittle, Syracuse, NY

Better Brittle and the Syracuse Real Food Co-op have a special relationship. When Christiana Semabia started Better Brittle back in 2009 the Co-op was a crucial part of her start-up process and they helped Christiana source ingredients before she even started her business. The Co-op was the first grocery store to carry Better Brittle and Better Brittle still purchases ingredients from the Co-op and is a proud Co-op member. The Co-op continues to be one of Better Brittles' bestselling stores.

Christiana Semabia began making the Better Brittle recipe for friends and family after returning from a year abroad as a university student in Ghana. It was so well received that she began selling it alongside her farmer's market stand where she sold fairly traded baskets that she purchased directly from weavers in northern Ghana. In 2009, with the help of Marty Butts, of Small Potatoes Sales and Marketing, she began wholesaling to stores. As mentioned, the Co-op was the first grocery store to carry Better Brittle.

Better Brittle is a Syracuse based maker of all natural West African style brittles. The company makes it by hand in 3 pound batches, using the recipes and techniques Christiana learned in Ghana.

Christiana says, "The ingredients are carefully sourced and consist of evaporated cane juice, roasted Virginia and Carolina peanuts, and unsulphered coconut, and we use a culinary flake salt from Seneca Salt Company, which produces salt from Seneca Lake. We purchase some of these ingredients from the Co-op."

She says, "People often ask – 'How is West African style brittle different?' The answer is that the biggest difference from the peanut brittle we knew as kids is that we don't use corn syrup. As a result,

Better Brittle doesn't have that rock hard candy texture that is associated with peanut brittle. There is also less sugar and more peanut than traditional



recipes." In talking about new products Christiana says, "Coconut brittle is new this year. It is similar in texture to our classic West African style brittle but with coconut rather than peanuts. Another new product is a 60% dark chocolate covered brittle that is made in partnership with Lune Chocolat of Manlius, NY. Emily and Mike Woloszyn, who are the owners of Lune Chocolat, have been wonderful in helping us to develop our chocolate covered brittles. They add the chocolate in their shop in Manlius."

Christiana adds, "We are very grateful to all the Co-op members and customers who have shown us so much support from the very start!"

And we at the Syracuse Real Food Co-op are glad that on a special day back in 2009 Christiana decided to start a relationship with the Syracuse Real Food Cooperative which has now spanned the last five years and is destined to continue on into the future. If you haven't yet tried the Better Brittle products, we encourage you to stop into the Co-op and get started soon.



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



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We Need a Permaculture Working Committee

By Frank Cetera, Project Facilitator & Founder of The Alchemical Nursery



Permaculture Garden Signs In Use

Sign up now as a volunteer for the backyard Permaculture working committee. Help organize the work plan and material needs. Coordinate days and times for meetings and outdoor tasks. Assist with regular maintenance, plantings and infrastructure improvements.

After a fun 2014 where we installed colorful member painted plant identification signs, started the herb spiral bench by installing concrete footings, and enjoyed the space during the Summer member

meeting - it's time to start thinking about 2015.

A few members have already expressed interest, and we hope a few more will as well. Please notify Member Services Coordinator Don DeVeau at the Coop at 315-472-1385 if you are interested, or email Frank Cetera at 315-308-1372 or franklen9807@gmail.com. We'll set up a meeting that works for us sometime in the Winter, based on everyone's availability.

We'd like to have a group of 5-7 volunteers who are willing to work together, and shepherd the progress on the backyard forward. Volunteers will continue to co-create this space cooperatively, sharing ideas, resources, and creativity based on the 12 Principles of Permaculture Design, and your own experience as well!



Do you have a delicious pie recipe? Grandma's best casserole? Maybe a killer dip? Or a signature cocktail?

The Westcott Neighborhood Association is publishing a neighborhood cookbook highlighting all of the best recipes from our community!

Sharing recipes is a great tradition! In our neighborhood—full of potlucks, restaurants, family and friend gatherings, and community events—we eat well.

To be a part of our cookbook, please fill out the following submission form with your best dish. Send your recipe via survey at <https://www.surveymonkey.com/s/7NSRVB6>, or email Reina Apraez at reinapraez@gmail.com for a .PDF of the submission form.

Profits from the Westcott Neighborhood Cook Book will help fund current and future projects sponsored by WNA. All recipe contributors will receive one free cookbook.

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!



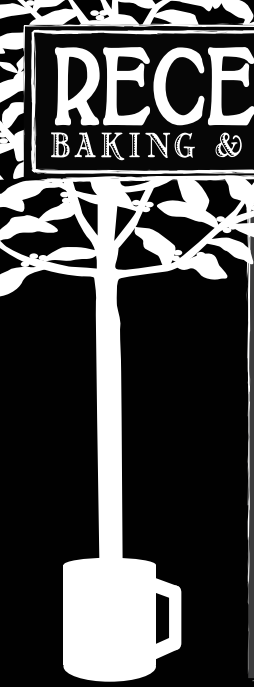
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- 2-** Zerodraft completes your Free Home Energy Audit and provides you with energy saving recommendations!
- 3-** After Zerodraft receives reimbursement from NYSERDA for completing your audit a donation of \$50 is made to fund the Co-op's market study.
- 4-** PLUS every homeowner completing an audit is entered to win a \$100 gift card to the Food Co-op as a bonus!



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Winter is coming and Zerodraft is offering all subscribers to this newsletter a discount on furnace cleaning and tune up!

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