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## On the Table Issue 6 Volume 1

*On the Table* is the Kootenay Country Store’s Monthly Newsletter. It is printed on post-consumer recycled paper and this entire newsletter is posted on the Co-op website in PDF format. Current and archived newsletters, specials and inserts, are also available on the Co-op web site: [www.kootenay.coop](http://www.kootenay.coop).

The Kootenay Co-op is a member-owned cooperative offering natural, organic foods and products in Nelson, BC, Canada. For more information, please visit our website.

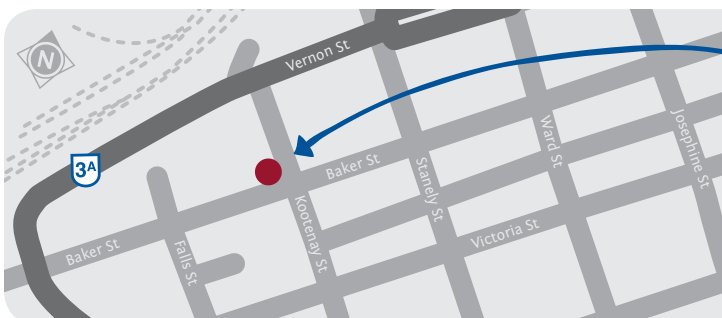
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# Local Love & the Seeds of Change

**That headline could be the Kootenay's newest bluegrass band, but it's actually the theme of our February/March Double Digest**

February at the Co-op is all about Local Love. We celebrate our farmers, suppliers, food and health products, members and staff by encouraging you to write them a Valentine! As always, we have a carrot; fill out one of our valentine cards in the store and your name will be entered to win a Local Love basket of goodies (see February Specials Insert for details).

Throughout this issue we tell the stories of the lovely businesses, organisations, initiatives and people that make the Co-op what it is: Meadowbrook Farm, Epiphany Cakes, Soup du Jar, Bohemian Essences, Lakewood Juice and Emerald Valley.

The Wellness Pages (p.8,9) are full of ideas for a month-long Valentine's extravaganza, including why you really, really, really should eat chocolate, and how to make a Valentine's icing that can't be 'beet'. Hint. Hint. Hint.

And in March, as we watch the Sun's trajectory lengthen, it's time to start getting seedy. Is there any less-guilty pleasure than drooling over the seed racks and dreaming of the garden-to-be, full of veggies with names like 'Painted Lady' and 'Carouby de Mausanne' and 'Plato' (a romaine with a very big head)? And don't

even get me started on the flowers. Our Produce pages help you make the seed shopping experience both exciting and ethical, outlining the benefits of local, heritage and organic seeds (p. 12,13).

February and March are also a time when the seeds of cooperative democracy germinate. Board Director Jen Smith fills us in on how to become a Board candidate (p.15) and Board Director Jon Steinman outlines the Membership Outreach Committee's plans to seek member input on two important issues (p.16).

Our Outreach pages (p.5) outline even more ways to reap the benefits of membership in the Co-op community; Community Donation Days, the Youth Bursary and the Environmental Fund.

We'll also update you on some food-related community initiatives: Earth Matters Urban Garden (p.5) and the RDCK Agricultural Plan (p.4). Last but not least, we'll introduce you to our new Front End Manager, Sasha (p.4).

May local love and the seeds of change keep you inspired 'til April!

*- Jocelyn Carver, Marketing Manager*



Photo: Wikimedia Commons

## Upcoming Events

**Community Donation Day**  
Tuesday, February 15

1% of sales will be donated to the Nelson Food Cupboard's Access to Protein Sources Program. This program aims to offer their customers a source of fresh protein on every visit to the Food Cupboard.

**Community Donation Day**  
Tuesday, March 15

1% of sales will be donated to BEAKS. The mission of BEAKS is to reduce wild bird death through education, rehabilitation, and release.

**Deadline for Youth Bursary**  
Saturday, April 30

**Deadline for Environmental Fund**  
Friday, April 15

# Public Input on Agricultural Plan Provides Food for Thought

## Ag Plan Coordinator, Abra Brynne, Fills us In

***On The Table: The Ag Plan team has been visiting communities throughout the regional district. How have the community input sessions been going?***

The formal community input sessions wrapped up in December. The response was enthusiastic, passionate, informed and thoughtful. The 13 meetings held across the RDCK reinforced how distinct each community is, while highlighting the common challenges and needs experienced by many who are growing food. We have also been receiving useful input via the surveys on our website and from interested individuals simply getting a hold of us. Some have even let us know how farming has worked in this region over the past 60 years or so.

***OTT: Can you give a few examples of citizen input that you've found inspiring/valuable/interesting?***

The common theme was the very real need to protect and more effectively enable farming and food production in this region. From the failed group efforts to own and operate a farm to the harsh reality of no retirement option short of selling the land, it is remarkably hard to be a farmer in 21st Century Canada. And yet the signs are all around us that the closer to home we can meet our food needs the better off we will be going forward. Among the input that most struck me were the following:

- The inevitable need to compete with cheap imports is actually reducing biodiversity on the farms (vegetable) because they have to focus on the crops they can raise the most efficiently and cheaply.
- Need to find ways to enable farmers to retire in dignity – ideally on the farms they lived and worked on for so long, available to pass on the knowledge to the next generation.
- Food security is not a spectator sport – we all need to participate in creating a secure food supply.
- We need a lot more farmers.
- There are lots of young people who are passionate about farming and need help getting onto the land and accessing the knowledge to help them address the inevitable challenges of being a farmer – mentoring and apprenticeships would help a lot.
- Small lot agriculture dominates farming in the RDCK due to the shortage of large expanses of flat land. This necessitates creative, efficient and high-value crops.
- We have a truly impressive farming heritage to draw on here, with many small dairies, orchards, processors and creative distribution channels that included our waterways. The ability to co-operate for our mutual benefit is rooted in our history here and is likely the key to our future.
- Another key is not to lose any more of the precious farmland we have – less than 2.5% of the RDCK is suitable for farming. Once farmland is lost it almost never returns to agriculture.
- The locally owned retailers present more opportunities and way less barriers than the chain stores.

***OTT: What is the next step?***

The input we receive is being incorporated into the Background Report. The draft of the Background Report will be ready for early February and we welcome feedback from anyone who cares to read it. Then we shift our focus to creating the actual Ag Plan.

***OTT: When will the Ag Plan be finished?***

We will have a draft of the Ag Plan ready at the beginning of March to circulate to the various government bodies to review to ensure that our recommendations do not contravene any laws and genuinely support agriculture here. Then the Ag Plan will be made available to RDCK residents to review and provide feedback. The final Agricultural Area Plan is to be presented to the Board of Directors of the RDCK at their May meeting.

***For More Information check out [www.agplan.ca](http://www.agplan.ca)***

# Applications Invited for 2011

See the Community Outreach Pamphlet for guidelines, available at the tills or online: [www.kootenay.coop/publications/commout09.pdf](http://www.kootenay.coop/publications/commout09.pdf)

## Community Donation Days

Every third Tuesday of the month, the Co-op donates 1% of sales to an eligible group. Priority is given to local non-profits for a food related project, but all groups are encouraged to apply. Support the valuable work of these local organizations by shopping on the following days:

### Tuesday February 15<sup>th</sup>

1% of sales will be donated to the Nelson Food Cupboard's Access to Protein Sources Program.

### Tuesday March 15<sup>th</sup>

1% of sales will be donated to BEAKS.

#### Recently Donated:

\$266.50 to Books for Kids in November 2010

\$336.44 to Friends of the Family in December 2010

\$272.55 to La Leche League in January 2011

## \$500 Youth Bursary

### Deadline for Applications: Saturday April 30

All youth (up to and including 25 years) who are pursuing post-secondary education and are active Co-op members, or whose parent(s) are active Co-op members, are eligible to apply.

## \$500 Environmental Fund

### Deadline for Applications: Friday April 15

Non profit groups in the West Kootenays are eligible to apply for a specific environmental project in our community. Examples are: Increasing local food security; climate change; fossil fuel reduction; waste reduction; composting/recycling; organic farming; gardening/urban farming; pesticide reduction; wildlife and/or greenspace preservation.



## Earth Matters Garden 2010 Environmental Fund Recipient

The Earth Matters Urban Gardening Education Project received the Co-op's Environmental Award in 2010. The Earth Matters project leaders put the \$500 awarded to excellent use and an amazing summer was had by many in the community who were involved with the garden.

Earth Matters Garden is a community education garden of edible and medicinal herbs where all community members can participate, by helping, learning, exploring and enjoying nature. Students from Katimavik and LVR volunteered their labor and two students were

hired to coordinate and manage the garden space. Volunteers from the Supported Employment Program learned valuable skills about garden maintenance. A variety of workshops were held where people learned about a specific topics such as Companion Plants, Urban

Gardening Solutions, Composting, Harvesting Herbs, Yoga and more.

The 2010 garden season was a huge success. The garden was a great place for community to come together and the hope is to expand efforts this coming year.

# Epiphany Cakes

One gray Vancouver afternoon, as I was baking a Lemon Poppyseed Bundt Cake with pretty sugar glaze dripping off of it, I recognized a wonderful, familiar feeling. It was the feeling of getting lost in the creative process. My love of baking began at that

moment. I wanted to learn more and immediately enrolled in the Baking and Pastry Arts program at Pacific Institute of Culinary Arts on Granville Island and began my studies to become a pastry chef.



Melissa Owen - Epiphany Cakes Owner & Pastry Chef. Photo: Alison Watt

## Epiphany Banana Bread

Melissa Owen, Epiphany Cakes

I love this recipe; it's fool-proof and very moist and delicious and it fills the house with the most divine smell .

MAKES: 2 loaves

3 cups organic wheat flour	1 1/3 cups coconut oil
1 tsp baking soda	2 tsp vanilla
3/4 tsp salt	3 ripe bananas
3 eggs	1/2 cup walnuts (optional)
1/2 cup buttermilk	1/2 cup dark chocolate chips
2 cups sugar (brown or white)	

Grease two standard sized loaf pans.

Preheat the oven to 350°F.

Combine all the dry ingredients except sugar and sift into a medium bowl. Set aside.

Smash the bananas with a fork (or puree in a food processor) until smooth and no large chunks remain. Set aside.

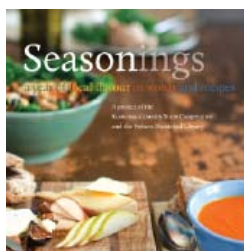
If using coconut oil, melt oil over low heat in order to liquefy before starting the recipe.

Combine melted oil and sugar in a large bowl and whisk until smooth and well combined. Add vanilla.

Add the eggs one by one, whisking after each addition.

Using a spatula, fold in the dry ingredients. Very important: do not over-mix! Once the flour mixture is incorporated, add the bananas and then buttermilk. Fold in the chocolate chips and walnuts.

Pour into prepared pans and bake for approximately 1 hour; rotate the pans half way through the baking time. The banana bread is done when a knife inserted in the center comes out clean.



Recipe from *Seasonings* Cookbook. Thank you Melissa Owen.

I worked as a pastry chef in Vancouver until 2005 when my son Nile was born and our family moved to Nelson. In the spring of 2006 I opened my own little cake and pastry shop and called it "Epiphany Cakes" because of the way that lemon bundt cake had changed the course of my life and career.

The business started small but quickly grew as people seemed to respond to the ethos behind Epiphany Cakes: Baking from scratch, prepared with love using organic ingredients. My ingredients are organic and sourced locally whenever possible. Throughout the year I receive fresh organic eggs from a farmer in Glade, who tells me that his chickens are the happiest on earth (I've visited his picturesque farm and I am inclined to believe him).

– Melissa Owen, Epiphany Cakes

Check out Epiphany's everyday treats available at the Deli: Tarts, Alpine Almond Bars, Backcountry Cookies and Date Squares.

## Extra Virgin Olive Oil

Olive Oil that comes from the first pressing of the olive and is extracted without using heat (a cold press) or chemicals, is awarded “extra virgin” status. The less the olive oil is handled, the closer to its natural state, the better the oil.

Studies have shown that olive oil may offer protection against heart disease, has a beneficial effect on ulcers and gastritis, lowers the incidence of gallstone formation

and Spanish researchers also suggest that including olive oil in your diet may also offer benefits in terms of colon cancer.

When extra virgin olive oil is consumed unheated, it enables you to reap the full benefits of the flavor, aroma and health properties.

It is perfect as a condiment, drizzled over fish, meat, steamed vegetables or baked potatoes, in

salad dressings, as a bread dipper, as the base for mayonnaise and uncooked sauces, or rubbed on a piece of bread.

Try the bulk extra virgin olive oil on sale in February.



### SUPPLIER PROFILE



## Premium, fresh salsa using organically-grown tomatoes

Emerald Valley Kitchen produces fresh salsa using organically-grown tomatoes along with many other organic ingredients at a great price.

These no fat, no cholesterol, very low calorie salsas are delicious with chips, bread or tortillas, and are great as sauces, marinades, and for braising vegetables or

meats. They are high in Vitamin A and the red salsa is high in the antioxidant lycopene.

Their medium salsa is well loved for its fresh, full flavor with a nice bite. If you want a salsa with some extra zing, try the hot salsa with habanero pepper. The beauty of the habanero pepper is that it

allows the flavor to come first and the heat to come on at the end.

See February specials for sale pricing on their mild, medium and hot salsas. Enjoy!



# Love, Chocolate, and Mineralization Keeps a Good Thing Going

“The beverage of the gods was Ambrosia; that of man is chocolate. Both increase the length of life in a prodigious manner.” - Louis Lewin, MD



Photo: Ever Jean

What nourishes the heart? We all know that love is the most vital nutrient to keeping our hearts, minds, spirits, and bodies thriving. Next to love our bodies need essential nutrients, many of which are minerals. For humans, magnesium is one of the most important and the most deficient mineral in the standard diet (over 80% of Americans are deficient in this mineral.)

Magnesium is vital to healthy heart function and is concentrated 18 times greater in this muscle than in the blood stream. It is also the main nutrient missing when heart problems occur. There are many good magnesium supplements on the market, but the absolute best source of magnesium as well as other minerals including chromium, iron, copper, and zinc, is raw cacao.

Raw cacao has the highest amount of magnesium, chromium, and antioxidants of any food on the planet.

The antioxidant content of raw cacao benefits the cardiovascular and general whole body health.

The Mayan and Aztecs referred to chocolate as yollotl eztli which means “heart blood”, and is still revered as sacred. It was given at marriages, celebrations of love, and as a key component of ceremonies, as well as used as a currency and monitored by the ruling class.

The nutrient density of raw cacao benefits every function of the body and longevity in humans. Giving raw chocolate communicates your love and depending on the situation, amorous intent, as well as your desire for that person to live a long and healthy life. May you have a very love filled Valentines Day.

- Robin, Wellness Manager



bohemian  
ESSENCE

## Bohemian Essence

{LOCAL}



Come and experience Bohemian Essence, a skin care company using organic and fair trade ingredients. Created with therapeutic essential oils and antioxidants that help to protect against fine lines and uneven skin tones, creating a smoother more vibrant complexion. This beautiful product contains no harsh preservatives and is made in small batches with care right here in the Kootenays.

## Beet Root Powder

Product  
Feature

Even though it has been a part of folk medicine as far back as the Romans, it was not until the early 1900 when French chefs began to use beet root as a culinary ingredient.

Beet root powder is used around the world for its antispasmodic and aphrodisiac qualities. One of the root's main active ingredients is betaine. Betaine has been shown to assist the liver in processing fats and to lower LDL cholesterol as well as blood pressure levels. Besides helping to boost the immune system, beet root can also be used to assist in the healing process of infections, wounds, anemia and coughs.

The powder of the beet root is used in kitchens all over the world as a natural food colouring agent.

– Myriam, Wellness Clerk



### Beet Root Icing

Why not surprise your sweet Valentine with a cupcake topped with pink icing?

½ cup cream cheese	1 cup icing sugar
¼ cup butter	1-2 tsp beet root powder
½ tsp vanilla	

Dissolve the beet root powder in 1 tbsp of hot water. Mix the butter and the icing sugar in a bowl then add the vanilla and the cream cheese. Add the beet root powder liquid. Stir well et voila!

## Weleda's Pomegranate Skin Care Line

Weleda's Pomegranate Regenerating Body Care is proven effective to help prevent and reverse visible signs of aging, such as dryness, diminished elasticity in the skin and age spots. The 100% organic pomegranate seed oil in their new Regenerating Body Care product line helps to promote skin renewal, protects against skin-damaging environmental influences and enhances your skin's vitality and natural radiance. See the February flyer for select products on sale.



Genuine Health Greens+ products will no longer be a yellow-tag item. Genuine Health is discontinuing the special pricing that allowed us to offer this price to our customers.

*Thank you for  
your understanding*



Since 1935, Lakewood has produced a diverse line of pure organic and premium fruit juice products using the finest ingredients. Today, their business continues to thrive as they fulfill their mission to deliver top quality fruit products that are manufactured under guidelines of integrity and with respect to the

environment, their customers and fellow employees.



Lakewood juices are a delicious natural source of anti-oxidants, phytochemical nutrients, dietary fiber, vitamins and minerals. Lakewood takes

pride in producing a line of fresh-pressed 100% pure organic and premium juices, with no additives or artificial ingredients of any kind.

Lakewood is proud to contribute 10% of the proceeds from the sale of all their juices to charitable organizations through their Helping Hands program.

[www.lakewoodjuices.com](http://www.lakewoodjuices.com)

# CASE LOT SALE

April  
25-30  
2011

## Spring Case Lot Sale

# April 25-30

Active Members Only, while Quantities Last

The twice yearly case lot sales are a perfect opportunity to stock up for the season at great prices. These savings are only available to active members, so check now to see if your membership is current.

A list of sales items will be published in early April.

## SUPPLIER PROFILE



## Hand-crafted soup based in New Denver

Soup du Jar is committed to creating delicious and comforting soups while supporting the local community and economy! We buy local and seasonal where available and provide bursaries to local students.

Soup du Jar got its start in Nakusp, in June of 2006, when Kayte took a dozen jars of her Sweet & Spicy Black Bean soup to the local farmer's market. She sold out in half an hour.

Since then, Soup du Jar has developed a reputation for serving beautiful, delicious and comforting soups. Soup du Jar products are now available in retail shops, cafes and school lunch programs throughout the West Kootenays. Soup du Jar employs three people including Kayte Rock (owner/operator).

- Kayte Rock, Soup du Jar



### Baked Pinto Beans

Can also be made with navy, great Northern or soybeans. Serves: 4-6

2 tbsp Olive Oil	¼ cup molasses	2 tsp mustard powder	½ tsp pepper
1 medium Diced Onion	2 tbsp red wine vinegar	2 tsp cumin powder	1/8 tsp clove powder
2 cloves chopped garlic	2 tbsp brown sugar	2 tsp salt	1 ½ cups water
1/3 cup tomato paste	1 tbsp Worcestershire Sauce	1 tsp thyme	5 cups cooked pinto beans (2 cups dry beans)

Soak beans for at least 6 hours then discard the water. Preheat oven to 350F. Saute onions and garlic in oil over medium heat for 2-3 minutes or until onions are soft. Stir in tomato paste, molasses, vinegar, brown sugar, Worcestershire sauce, mustard, cumin, salt, thyme, pepper, clove powder and water. Stir well to mix. Add cooked beans and transfer to casserole dish. Cover and bake for 1-½ hours.

Thank you to [www.grainworks.com](http://www.grainworks.com) for this hearty bean recipe.

# Heritage Seeds

## Why Buy Heirloom/Heritage Seeds?

Always wondered what your secret super power was? Why not save the planet by protecting us from a loss of genetic seed diversity?

Think we're joking? Not at all. Plant genetic diversity is disappearing fast. The Food and Agriculture Organization of the United Nations (FAO) estimates that since the beginning of the 20th century, about 75% of the genetic diversity of agricultural crops has been lost worldwide. It is genetic diversity that allows wild and domesticated plants to survive diseases, climate changes, pests and other threats.

The good news is that every 'garden variety' gardener can contribute to genetic plant diversity; by buying, growing and saving heritage and heirloom seeds.

"The genes in heirloom seeds give life to our future. Unless the 100 million backyard gardeners and organic farmers keep these seeds alive, they will disappear altogether. This is truly an instance where one person—a lone gardener in a backyard vegetable garden—can potentially make all the difference in the world."

- Annie B. Bond, Author/Green Living Expert, [www.care2.com](http://www.care2.com)

## Weekly Produce eNEWS

- Advance notice of weekend specials every Thursday
- Best value for your food dollars
- Nutritional information
- Storage, prep & cooking tips & tricks
- Recipes that are simple, unusual & creative

## Sign up at [www.kootenay.coop](http://www.kootenay.coop)

Select your interest:

- Co-op Events, Classes & Workshops
  - Monthly Newsletter & Specials
  - Weekly Produce Specials
- unsubscribe at any time



Photo: Wikimedia Commons



Photo: Wikimedia Commons

## Why buy local seeds?

Simply put, seeds grown in this area are adapted to meet the joys and challenges of our particular patch of the planet: soils, climate, pests and more. This adaptation means they need less support from you to thrive. It also means you are supporting a local supplier and contributing to a strong local economy.

## Why buy organic seeds?

Non-organic seed crops are actually very heavy users of synthetic agricultural chemicals, as the plants are in the ground longer and have fewer chemical restrictions than crops that are grown for human consumption.

Seeds produced organically adapt better to the organic growing conditions in your vegetable garden.

By buying organic seed you are supporting farms and businesses that are committed to organic agriculture.

The Kootenay Co-op Produce Department carries a lovely selection of local, heritage, organically-grown seeds from great businesses like:

- *Stellar Seeds*
- *Laird Creek Essentials*
- *Mad Dog Farm*
- *Sunshine Farm*
- *Mountain Seed Co.*

-Jocelyn Carver, Marketing Manager



## Meadowbrook Farm

Meadowbrook Farm is a 20 acre farm located in the Salmo Valley, originally owned and operated by George and Maurgo Wilson. The Wilsons have been growing and delivering certified organic salad greens since 1998. Kootenay Sprouts was purchased and changed to certified organic production in 2003. Their products are sold and consumed in a 50 km radius of the farm with many local restaurants and cafes in addition to the Co-op carrying their organic produce.

In 2009, George and Maurgo's daughter Laura, her husband Kevin Stavast and their young family relocated from Calgary back to the farm that Laura grew up on. They became partners in the business, freeing up George and Maurgo to spend more time sailing, kayaking, swimming and playing with their grandchildren. Laura and Kevin now own the farm, and have added a third child-Tyler-to the family.

We are fortunate to be able to enjoy certified organic Meadowbrook greens and sprouts all year round.



# New Front End Manager Sasha Lampis



First of all, I would like to thank the membership, as patrons, for being so supportive of the amazing place we call the Co-op, and for brightening the day for many a front end worker with your smiles and kindness. It is an honor to serve this community.

For those of you who don't know me – you might remember the cashier with the big fuzzy black pom-pom ...? I've been a cashier at the co-op for 6 years, working also at Customer Service, on the Board of Directors, and, most recently, in the Wellness Department.

This store is such a wonderful and unusual

place to shop and to work. I feel strongly that my life has been made much easier by having a liveable wage for me and my daughter, schedule accommodations for being a single parent, educational opportunities above and beyond expectation and a whole lot more.

The best aspect of my employment, though, is that I get to work every day with the most sincere, heartfelt, smart, and funny group of people in the Kootenays –the membership and staff. I look forward to continuing to serve our community and staff in my new position as Front End Manager.

All the best to you and yours in this New Year,

– Sasha Lampis, Front End Manager

## Member Feedback

My kids will tell you I'm always justifying my behaviours by saying "One day I'll be dead". I usually reserve that justification for major things in my life – quitting my job at the age of 55 without a pension; pulling up stakes and moving to Nelson because I had long ago been a hippie here, swimming in Kootenay Lake in May.

When the recipe for curry parsnip soup came in my Co-op weekly produce specials email my first inclination was to ignore it. After all, I can't stand curry or goat cheese and there's no love lost between me and the common parsnip. However, one day I'll be dead. If I could walk away from a career, secure existence in a housing co-operative and the land of no sales tax, surely I could challenge old taste buds. At the very least I would know I still can't stand curry or goat cheese.

THANK YOU SO MUCH for sending recipes with your produce specials emails. Curried Parsnip Soup was AMAZING!!! (as was Kale & Sweet Potatoe soup, a recipe you sent just before Christmas). Thank you for expanding my experience. Please keep those emails coming!

Best New Year wishes to everyone at Kootenay Co-operative. Kind regards,

– Paula Hudson-Lunn

Thank you. We really appreciate when you take the time to let us know how we're doing and are really pleased the Produce eNEWS bulletins are a source of culinary inspiration for your family meals. Happy cooking!

– Freya Shaw, Marketing Assistant

# Your Co-op Wants YOU!

## Interested in being a Board Director? Candidate Package now available.



Our Co-op is governed by the Board of Directors, which is made up of a diverse group of talented, enthusiastic people who have been elected by the member-owners at the Annual General Meeting which takes place each September.

The Board meets once a month, and also engages in committee work on a regular basis throughout the year. This year, there will be four seats open for election on the Board. A term on the Board lasts for two years, after which time you must stand for re-election. The nomination deadline is April 30th, 2011. There are many compelling reasons to consider running for the Board, including the chance to provide leadership, gain a deeper understanding of, and offer input to, the challenges and opportunities that our Co-op experiences, the ability to work closely with others who are passionate about sustainable local food systems, talented staff, local growers and producers, while supporting the health of our community.

Full details and the candidate application form can be found at the Customer Service desk at the Co-op and on our website at: [www.kootenay.coop/publications/CandidatePackage.pdf](http://www.kootenay.coop/publications/CandidatePackage.pdf)

We welcome your contribution of skills, time, and passion. If you are interested in running for the Board, or would like to find out more about other opportunities to actively engage as a member, we encourage you to contact the current Board by emailing us at [board@kootenay.coop](mailto:board@kootenay.coop) or contact General Manager, Deirdrie Lang at 250-354-4077. Warm regards,

*– Jen Smith, Board Director*

**Deadline for  
Candidate  
Applications**

**Saturday, April 30**

**Candidate  
Eligibility  
Confirmed**

**Tuesday, May 31**

**In-Store  
Voting  
& AGM**

**Fall 2011 (Dates TBA)**

# Member Outreach Committee

## Member input sought on key questions



Serving our community  
for 35 Years.



With the Board having recently breathed new life into our once-active Membership Outreach Committee, I'm excited to share this month's update as the Committee's new chair.

Maintaining and cultivating relationships with the member-owners of the Co-op is of course one of the most important roles of your Board and one I know that we all take great pride in. It's also refreshing that in our effort to enhance that critical role we play by revisiting the Membership Outreach Committee, we do so at a time that is perhaps one of the most captivating periods in the Co-op's evolution. It's also a time that is lacking something tangible to hold on to as we imagine a future home for the space that we've long since outgrown, and so in reaching out at this important and uncertain time, the Board recognizes that the most tangible building blocks of the Co-op right now are the members (which of course are all of us).

In the coming months, the Membership Outreach Committee which is made up of both Board Directors and management will be hosting a series of focus groups that will seek to collectively set a direction for the Co-op around two key proposed developments: the membership benefits structure and the effort currently underway to secure a new physical space for the store.

In our survey distributed to members last summer, some important questions were presented, which, among them included revisiting both the opportunities we collectively have to ensure members are offered products at the fairest price and to permit the Co-op to manage its finances in the most predictable and efficient way possible. In particular, the survey proposed a number of options which included transitioning the current structure of the membership appreciation day discounts into a new model that might better suit the Co-op and its members.

Your feedback on the options available to us is really important in helping the Board and management continue down this exciting path that the Co-op has chosen to take.

Some members have already indicated an interest to be a part of such focus groups, but if you have not yet expressed that interest, you're invited to contact [Jocelyn@kootenay.coop](mailto:Jocelyn@kootenay.coop)

We look forward to hearing from you in the near future. On behalf of your Board,

*Jon Steinman*