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Seward Co-op
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sprout!
Everyone Welcome

OCTOBER + NOVEMBER 2010



Introducing P6

Vote for the Board

Co-op Turkey

Celebrate Co-op Month

sprout!

Seward Co-op will sustain a healthy community that has

- Equitable economic relationships
- Positive environmental impacts
- Inclusive, socially responsible practices

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Ads printed in this publication are not necessarily endorsed by Seward Co-op.

Readers are advised the food, nutrition and health information presented in these pages is for informational purposes only; consult your healthcare practitioner for medical advice.

Board Meetings

Member-owners are welcome to attend board meetings, usually held the last Tuesday of the month, 6:15 p.m., at Seward Co-op. Email the board at board@seward.coop to let them know you will be attending or to share your thoughts about the co-op.

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Hours of Operation

Open 8 a.m. to 10 p.m. daily

International Cooperative Principles

Voluntary & Open Membership
Democratic Member Control
Member Economic Participation
Autonomy & Independence
Education, Training, & Information
Cooperation Among Cooperatives
Concern For Community

SPROUT! Printing policies

This issue of Sprout! is printed with Seward Co-op's mission of sustainability in mind. It is printed on FSC-certified paper, with at least 30% post-consumer content. The dyes are water-based and non-toxic. We encourage you to recycle this paper. You can always opt out of receiving the paper version of Sprout! by contacting bspitzer@seward.coop. Find *Sprout!* at www.seward.coop/sprout.



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FROM THE GM



Sean Doyle
General Manager

Together we can create stronger local communities, a more just food system and a healthier planet. — Equal Exchange

October is co-op month, and we have much to celebrate. Seward Co-op realized a profit in the fiscal year that ended on June 30. This accomplishment is the result of hard work by staff, great governance by the board of directors and the support of you, our co-op members. The board of directors has declared a patronage refund. In a few weeks you will receive a letter detailing the amount of your refund. The patronage refund is a fundamental quality of cooperative ownership. It embodies the distinguishing feature that separates co-ops from all other business models. It illustrates the fact that profits are distributed not based on capital ownership — after all, we all own \$75 in Seward Co-op shares — but rather by each member's use of the co-op. Those who use the co-op more, receive a larger refund. This manner of distribution democratizes the profits of the business.

Included in this *Sprout!* is the ballot for the 2010 board election. This year you can choose to vote electronically. Please contact Customer Service to make sure we have your current email address if you would like to be invited to vote. You have until Oct. 18 to vote electronically, or you can vote by paper until the final call for ballots is made at the annual meeting at Augsburg College on Tuesday, Oct. 19. This year we welcome Mark Kastel of the Cornucopia Institute to our annual meeting. He will speak on "Who Owns Organics." Cornucopia is a nonprofit dedicated to safeguarding the standards of certified organic food production. Join us to celebrate the co-op's success with an evening of great food and stimulating dialogue.

These questions of "who owns organic" and "who makes and grows our food" have compelled Seward and six other co-ops around the country to develop a new product designation: Principle Six (P6). A product on our shelves will qualify for P6 if the producer satisfies two of three criteria: local, small or cooperative. We are starting P6 to provide greater clarity as who owns the companies from which our products come. Although certified organic, fair trade and local are all positive product attributes, they lack this important piece of information. As a cooperative business, we believe it is time to make this more transparent. We want to be able to help you identify whether a local product is from a small producer or a cooperative. If the ingredients are predominately international commodities, such as chocolate, we also want to make sure that they are coming from small producer cooperatives.

These criteria are important considerations because they are at the heart of being a cooperative. The Statement of Cooperative Identity instructs co-ops to work towards a more cooperative economy. This international statement articulates seven principles of cooperation which includes *Cooperation among Cooperatives*. This is referred to as the 6th principle and is why we are calling our initiative P6. This principle is further clarified by the 11 values of cooperatives. One of these is solidarity — the notion that we can make a difference by working together with other cooperatives. The 6th principle and the value of solidarity combined with the Seward Co-op Ends Statement compels us to build new ways to help our members shop according to their values.

SEWARD CO-OP STAFF PICKS

Over the last few months, the co-op staff has been busy preparing to introduce you to P6. Not only are we excited to showcase local, small producer/grower or cooperative products, but we're also proud to share the stories behind them.

Seward Café Granola

It is the best granola we carry by far. On top of this, it is produced with quality local ingredients by one of the few remaining worker collectives in Minneapolis, the Seward Café. They're the co-op's old next-door neighbors, located just six blocks west of the co-op on Franklin Avenue. — Mike T.

Hoch Apples

These apples are local and grown by a small farm. There is nothing like the start of local apple season, and this year Hoch Orchards will have a handful of apple varieties for purchase at our co-op. My favorites include Paula Red and Haralson. — Hilary

Sunleaf Naturals

I really like Sunleaf shampoo/body soap. It is local, has very minimal packaging and is a bar rather than a liquid. The company's owner delivers the products to the co-op herself — no distributor needed! The best part is all ingredients are good, clean and safe for our bodies. — Elizabeth

Native Harvest & White Earth Land Recovery Project Wild Rice

This wild rice is a great product because it is an indigenous crop that is harvested in the traditional way. Also, White Earth is using the income from the sale of the rice to repurchase the tribe's parcels of land that were at one time sold. They are longstanding partners of Seward Co-op, and we're proud to sell their products. You can find them in bulk and half-pound packages. — Nicolas

Salad Girl

My favorite P6 product is the Salad Girl pomegranate pear salad dressing. Salad Girl is a small family company in Minnesota. Their products are organic and dressing flavors change with the seasons. Pomegranate pear dressing is light and flavorful, and you need only a little to dress your salad. Furthermore, it is the only dressing (besides olive oil and vinegar) that my daughter will allow on her salad! Their website — www.saladgirldressings.com — also is very fun and colorful. — Rachel A.

Edelweiss Graziers Gouda

This is a young, soft, creamy Gouda. The best thing about this cheese, however, is that it is made from delicious southern Wisconsin grass-fed milk. The family farmers of Edelweiss Graziers operate within guidelines that emphasize rotational grazing — their cows eat no silage. The wholesome diet of the cows is reflected in the fresh, grassy flavor of the cheese. In making this product, the cows are treated humanely, the farmers are paid a fair price for the milk, and co-op shoppers get a great artisan cheese at a reasonable price. — Scott



Sunleaf Naturals products.
Photo by Tom Vogel

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On the Cover: Claudia Rhodes and her daughter, Nellie, prepare a harvest feast, made entirely of local, seasonal ingredients found at the co-op. This issue's Thanksgiving planner will help you create your own holiday menus courtesy Seward Co-op.
Photo by Chris Bohnhoff



Dave and Florence Minar of Cedar Summit Farm in New Prague, Minn. Photo courtesy Cedar Summit

Introducing Principle Six: The Co-op Trade Movement

By Allison Meyer, Communications Specialist

For 40 years, food co-ops have brought nourishing, fresh food to our communities. We've defined ourselves as leaders with our focus on local, organic and fair trade. Our commitment to these values demonstrates our members' concerns for positive environmental impacts, healthy bodies and strong local economies.

An important question to ask about all products, however, is who owns them and who benefits from their purchase? Because Seward Co-op is committed to building an economy that reflects and promotes the interests of consumers and of local and international small farmers, we are launching a breakthrough new initiative called Principle Six (P6): the Co-op Trade Movement. This October, along with six other cooperative partners nationwide, we will highlight products that exemplify our primary ideals and principles. The goal? increasing market access for small farmers, building co-operative supply chains and, ultimately, changing our food system.

What is P6?

Principle Six (P6) is a new initiative created and launched by Equal Exchange (a worker-owned cooperative) and six consumer grocery co-operatives — including Seward Co-op — to promote small farmers/producers, co-operative businesses, and local farmers/producers. P6 empowers consumers to use their purchasing dollars to create an economy that embodies our highest values.

What are the criteria for each P6 element?

- Local
- Cooperative/nonprofit
- Small farmer/producer

If a producer/farmer meets two of the three criteria, their products receive the P6 label.

Local defines a product grown or produced in the five-state region (Minn., Wis., Ia., N.D., S.D.), or having value added in that region. (See *Seward Co-op's definition of local to the right.*)

Co-op is defined by cooperative ownership of the business or nonprofit status.

Small producer is defined using these guidelines:

- Independently owned and operated, and
- Selling directly to stores or through a local distributor with a regional distribution area. Equal Exchange defines international small producers according to the guidelines established by Fair Trade Labeling Organization (www.fairtrade.net) for those international producers organized in co-operatives.

What is Equal Exchange?

A worker-owned cooperative based in West Bridgewater, Mass. For more than 20 years, they have partnered with small farmer co-ops and family farms in hopes of building a better food system. More info can be found at www.equalexchange.coop. Seward Co-op carries a number of Equal Exchange products.

What are the co-op principles?

The International Cooperative Alliance (ICA), founded in 1895, is an independent, non-governmental organization that unites, represents and serves co-ops worldwide. The seven cooperative principles they established are guidelines by which cooperatives put their values into practice. They are:

1. Voluntary and Open Membership
2. Democratic Member Control
3. Member Economic Participation
4. Autonomy and Independence
5. Education, Training and Information
6. Cooperation Among Cooperatives
7. Concern for Community

How can I tell which products are P6?

Look for P6 labels on the shelf, or ask co-op staff.

Why should I buy P6 products?

The dollars spent on P6 purchases support the farmers/producers who build an economy in alignment with Seward Co-op's values.

Which should I buy: local, organic or P6?

Seward Co-op still values local and organic, but P6 helps to tell the story of what co-ops do well and what differentiates us from other stores. P6 products are a culmination of our values; one can be assured they embody the highest criteria.

This fall, we are proud to launch Principle Six (P6): the Cooperative Trade Movement, featuring the following suppliers. Together with the co-op, these growers and producers provide healthful, quality products to consumers while building our cooperative and local supply chains. Look for more features of our partners in the months to come.

Grass Run Farm

Our 100-percent grass-fed-beef supplier is located just four miles across the border in Dorchester, Iowa. Ryan and Kristine Jepsen started Grass Run Farm in 2005 and partnered with two neighboring farms to produce some of the Midwest's finest grass-fed beef and pork. Seward Co-op was one of the first locations in Minnesota to carry their products, helping to bolster the success of their business.

Whole Grain Milling

Lin and Doug Hylgendorf began farming in the mid-1970s. After experimenting with fertilizers, they found a gentler, more natural option that resulted in fewer weeds and higher quality produce. After phasing out herbicides, Whole Grain Milling became certified organic in 1990. Located 163 miles from Seward Co-op, the Hylgendorfs produce organic grains such as buckwheat, rye, barley, and spelt, as well as popcorn and tortilla chips.

Cedar Summit

Dave Minar's grandfather bought Cedar Summit farm in 1926, and although the methods of raising animals have changed since then, the care put into each batch of Cedar Summit milk has not. Minar and his wife Florence raise dairy cows, as well as grass-fed beef pork, and pasture-raised chickens and turkeys. Cedar Summit uses

What happened to all of the "local" products?

We remain fully committed to local farmers and producers, many of whom are P6. Look for the blue local shelf tags, as you always have, for non-P6 local items. Local is merely one piece of the equation; geography alone doesn't create the kind of economy P6 strives for.

What is our definition of local?

Seward Co-op considers products local if: They are grown or produced in the five-state region (Minn., Wis., Ia., N.D., S.D.);

- Some level of production (beyond repackaging) takes place locally.

no antibiotics or hormones, and their on-site creamery also makes butter, cheese, cream, and ice cream.

Superior Herbals

Deb Dobbelman and her husband Steve strive to teach their customers that what goes onto their bodies is just as important as what goes into them. Her thriving natural skincare business is located in Lutsen, Minn., about 249 miles from Seward Co-op. Superior Herbals blend scents from a mixture of homegrown plants and high quality essential oils. Deb works to purchase the rest of her ingredients from female-owned independent organic producers.

Wyndmere

Aromatherapy aficionados Robin Block and Cyndi Trachi started Wyndmere Naturals in 1996. Their philosophy is to bring high quality, pure, therapeutic-grade essential oils to the market at reasonable prices. For over a decade, Wyndmere Naturals has purchased its indigenous, organic, pesticide-free plant ingredients from the same growers. Their products are bottled locally in small batches and are not tested on animals.

Rock Spring Farm

Chris Blanchard of Rock Spring Farm provides the co-op with radishes, beets, carrots, rutabagas, cippolini onions, shallots and herbs. His certified organic, eighty-acre farm is one mile south of the Minnesota border, in Winneshiek County, Ia. Chris also serves on the board of the Midwest Organic

For example, a local coffee roaster is considered local. Although the raw product is not grown here, the coffee is roasted and packaged in the area, supporting local business.

How can I tell if a P6 item is local?

In many cases, P6 will replace the local label because a significant majority of P6 items are local. Equal Exchange products are obvious exceptions.

Where can I get P6 products?

Currently, there are six founding member stores across the United States:

- Bloomingfoods Co-op (Bloomington, In.);
- Brattleboro Food Co-op (Brattleboro, Vt.);

and Sustainable Education Service (MOSES) and owns a consulting and education business called Flying Rutabaga Works.

Alsadu Elephant Poop Paper Products

Sirapak, the elephant poop co-op, consists of 10 villages whose members create journals, photo albums, picture frames and greeting cards from paper made of elephant dung. All are handmade, and proceeds support the livelihoods of elephants as well as mahouts (those who drive elephants) and their families. Proceeds also fund a hospital in northern Thailand that cares for elephants maimed by land mines.

Kadejan Rotisserie Chicken by the Deli

Kadejan is located in Glenwood, Minn. Their chickens and turkeys are raised free of antibiotics and hormones and, after harvesting, all products are air-chilled without adding any water or broth. Kadejan's farm is family run and employs an additional 15–20 people depending on the season. In the Deli, we add rosemary, sage, thyme, salt, black pepper and olive oil to make this a delightful centerpiece for any meal.

Sliced Cheese by the Deli

In the past, many co-op customers have expressed interest in sliced cheese. Most pre-packed sliced cheese, however, is either low in quality or high in price. In response, we recently introduced Seward's Own sliced cheese. We slice and vacuum pack Cheddar, Provolone and Swiss cheese — the same all natural, Wisconsin cheeses we sell in blocks in the cheese case. Look for sliced cheese next to Seward's Own sliced lunchmeat.

- Community Mercantile Co-op (Lawrence, Ks.);
- Davis Food Co-op (Davis, Calif.);
- Equal Exchange (West Bridgewater, Mass.);
- Seward Co-op (Minneapolis, Minn.); and
- Willy Street Co-op (Madison, Wis.).

Where can I get more information about P6?

Information is available at www.p6.coop and www.seward.coop. Check the Customer Service desk for a list of all P6 items. Also, look for signage and additional information on P6 throughout the store.



P6 Launch Event

Saturday, Oct. 2,
11 a.m.—4 p.m.

Join us for food, prizes and specials as we introduce P6. Co-op staff will answer questions about P6 and we'll also have:

- Demos of P6 products;
- Will King and his acoustic Spanish guitar in the seating area;
- Local art by co-op staff;
- 1-day specials on P6 items throughout the store (look for the fliers);
- Shopping cart give aways — purchase \$20 or more in P6 products for a chance to win (check your receipt to see the percentage of your purchase that is P6); and
- Gift basket drawing at the Customer Service desk.

Plus: The P6 launch coincides with the 11th annual Seward Arts Festival (Friday, Oct. 1–Sunday, Oct. 3), featuring more than 200 artists, musicians and performers, with open studios, performances, and live music events throughout the neighborhood. It's a great time to visit Seward!



(Far left) Garlic kielbasa from the co-op's Meat & Seafood department, roasted sweet potatoes and braised greens. (Top) Turkeys from Ferndale Farms near Cannon Falls, Minn. at sunset.



(Bottom) Roasted purple and orange carrots with basil, rosemary-garnished Deli rotisserie chicken, and green bean and heirloom tomato salad with mint.

Turkey photo courtesy Ferndale Farms.

Food photography by Chris Bohnhoff

Let Us Help You Celebrate

Make your Thanksgiving meal as delicious and easy as possible. Whether you're a foodie who likes to prepare every dish from scratch, or you'd rather have the co-op do the cooking for you, there's something here for you.

Gift Voucher Raffle

Fill out an entry form at the Customer Service desk between Nov. 1 and Nov. 14 for your chance to win a \$50 gift voucher to Seward Co-op. Perfect for your holiday meal purchases.

Help and Inspiration

Ask at the Customer Service desk or check our website, www.seward.coop, for assistance in planning your perfect holiday. You'll find a:

- Holiday staples checklist to make your shopping easy;
- Cornucopia of recipes for holiday feasts, both traditional and eclectic.
- Co+ entertaining guide; and
- Full gluten-free product list.

The Main Dish

See the co-op's Talkin' Turkey Guide for tips on bird preparation, and use the order form in this issue to turn in at the Meat & Seafood department. As always, we'll also offer meat alternatives in our Frozen department.

Meat & Seafood

For the upcoming turkey day, Seward Co-op is making a few changes in order to give you and your family more options. This year, we will feature Ferndale Farms fresh turkeys and Larry Schultz organic frozen turkeys, as well as a limited number of Wild Acres fresh turkeys.

We chose Ferndale to be our major supplier of fresh turkeys for a number of reasons. Ferndale is a small, family-run turkey producer located just outside of Cannon Falls, Minn. They raise their turkeys naturally, without the use of preventative antibiotics. The birds are free range, able to forage naturally. Ferndale also grows their turkeys from immediately after the hatch, enabling them to control the process from the very start. We are proud to support and feature a company that is doing all of the right things. Be sure to look for an entire line turkey products from Ferndale in the poultry section of the meat case.

If turkey isn't your thing, we also will carry an assortment of geese, duck, pheasant, poussin, salmon and various beef and pork roasts. Plan ahead and special order your desired feast to ensure availability. Just fill out the form (right) or call Seward's Meat & Seafood department at 612-465-0894 or Customer Service at 612-338-2465.

Turkey Order Form

All orders must be placed before Sunday, Nov. 21.

TODAY'S DATE _____

NAME _____

PHONE _____
(Please print legibly.)

CHOOSE YOUR TURKEY...

Larry Schultz Organic Frozen Turkey \$2.99/lb.

Ferndale Fresh Turkey \$2.39/lb.

AND THE WEIGHT

10-12 lbs. 12-14 lbs. 14-16 lbs.

16-18 lbs. 18-20 lbs. 20-22 lbs.

(We make every attempt to supply the weight you requested, however, we can't guarantee all weights will be available.)

PICK UP DATE _____

Return order forms to the Meat & Seafood Department. Please no phone orders.

Seward Co-op
GROCERY & DELI 
Open 8-10 Daily | 612-338-2465
www.seward.coop

Bread Pudding with Pumpkin and Cranberries

Ingredients:

- 1½ lbs. egg bread, raisin bread or brioche
- 1 pint whipping cream
- 1 pint milk
- 5 eggs
- 2 egg yolks
- 1 cup sugar
- 2 cups canned pumpkin puree
- 1 cup fresh or dried cranberries
- 1 tsp. vanilla extract
- ½ tsp. pumpkin pie spice

Method:

1. Preheat oven to 325°. Grease a 4-quart baking dish with butter.
2. Cut bread into 2-inch cubes and place in prepared 4-quart baking dish.
3. Place cream and milk in a saucepan; bring to boil. Remove from heat.
4. Place all remaining ingredients in large bowl;

stir to blend. Stir in milk mixture and pour over bread.

5. Bake in preheated oven for 30-40 minutes or until top is golden brown and custard is firm. Serve with whipped cream or fruit sauce, such as raspberry.

Notes: Bread pudding can be baked one day in advance, but make sure not to overcook it. Cook it just until eggs are set. Before reheating, combine ½ cup milk and ½ cup cream in a bowl and stir. Drizzle over the pudding; break up the mixture gently with a spoon so the milk mixture will run through the bread. Bake 25-30 minutes in a 300° oven. Serve warm. Serves 6-8

Braised Wild Greens

Ingredients:

- 1 bunch mustard greens
- 1 bunch collard greens
- 1 bunch red Swiss chard

- ½ cup chopped bacon
- ¼ cup diced onion
- ½ teaspoon chopped garlic
- Ground black pepper to taste

Method:

1. Wash greens well in cold water; drain. Remove stems and chop leaves. Set aside.
2. In a large, heavy-bottomed pan, cook bacon on medium-high heat until it is halfway cooked. Add onion and garlic; cook until onion is softened and bacon is light brown. Drain off fat, if desired. Reduce heat to medium.
3. Add greens and cook until tender, 10-30 minutes.

You can clean and chop ingredients one day in advance and store in plastic bags or airtight containers in the refrigerator.

DELI MEALS

Our kitchen will again offer delicious heat-and-eat dishes to make holiday preparation a breeze. Our menu includes traditional side dishes such as herb stuffing, maple-glazed yams, classic mashed potatoes, green beans almondine, cranberry relish and home-style gravy. Please allow 48 hours for all orders. The deadline is noon on Monday, Nov. 22.

Three order options are available:

Buy your favorite dishes a la carte in individual or family sizes;

Purchase single-serving complete meals (including a vegan option); or

Purchase a preportioned meal that includes all the side dishes needed to feed a party of up to six people for \$49.99. (Turkey not included; please order your turkey from our Meat & Seafood department).

Join us for a Thanksgiving dinner on the hot bar on Thanksgiving Day (Thursday, Nov. 25). We'll have turkey with all the

fixings including stuffing, mashed potatoes, gravy, yams, and other traditional holiday fare for just \$7.99/lb.

Pies, Pies and More Pies!

All through the holiday season, Seward Co-op is featuring pies in the Deli department. You'll find your favorite classics prepared with the pure, high-quality ingredients you expect, made with care and full of flavor. Watch for special pricing on pies for the holidays! In addition, check out other seasonal baked goods and cookie packages in our Deli. Perfect for home or office parties!



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- Supports local business

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Visit woodfromthehood.com for more information

It's Electric!

Seward Co-op Offers Online Voting

This year, in an effort to make voting in our board elections more accessible and sustainable, Seward Co-op offers e-voting. We are working with Votenet Solutions so that members may vote via either paper or electronic ballot.

How E-voting Works

A voter can vote electronically only if invited by email. All co-op members with working email addresses will receive an invitation, which will include voting instructions and a password. The eBallot system allows voters to print a confirmation of their choices, which comes with a Certificate of Authenticity and a unique confirmation number. This number can be cross-referenced with the final tally and allows a voter to verify that his/her vote was tallied correctly.

E-voting will take precedence over a paper ballot. If two members of the same family vote both electronically and by paper, the e-vote will be the valid vote. The paper ballots received throughout the election period will not be opened until after

the electronic vote is closed. When the e-vote is complete, we will receive a master list of who voted and a tally of the votes. The electronic voting will be allowed until the end of business on Monday, Oct. 18. Paper ballots will be accepted the day of and at the annual meeting on Tuesday, Oct. 19. The ballots will be merged manually the day of the annual meeting.

All members not receiving a password email or not wishing to vote electronically may still vote via paper ballot (available in this issue and at the Customer Service desk). We also will do a final call for ballots at the annual meeting.

BOD QUESTIONS

All candidates for the board of directors answered the following questions, in the following order:

1. Describe your experience with cooperatives.
2. Summarize your business and financial oversight experience.
3. What do you believe are the primary challenges facing the Seward Co-op today, and how can you help the co-op to meet those challenges?
4. Why do you want to serve on Seward Co-op's Board of Directors?
5. How could the co-op better serve its members?

Please refer back to these questions as you read through the candidates' responses.

We hope that this new, environmentally friendly process will make it easier for more members to vote. Please contact us at cs@seward.coop or 612-338-2465 if you have questions about voting. More information about Votenet and the eBallot system, along with all of the board candidate bios, is available at www.seward.coop.



Dan Nordley
Communication/
Design

I began working with co-ops in the mid-'70s, including a 10-year stint with DANCe Warehouse, the co-op grocer distributor back in the day. As a driver and trucking coordinator, I got to witness the growth of the new-wave cooperative movement from the vantage point of a truck driver's seat and a couple of boards. Then, in the early '90s, I joined Seward's board for three years, and again from 2000 to 2009, serving as its president from 2001 to 2006. Much happened during that last stint: a couple of expansions, a new general manager, a new store — 5,000+ new members, \$15 million sales growth.

Also, I'm the principal owner of Triangle Park Creative (TPC), which provides print and web design for many local and national cooperative enterprises and associations. Our work includes producing the Mix and publishing the Cooperative Grocer, the co-op's national trade magazine.

Most of my colleagues are in the co-op community, and I have attended many national cooperative conferences. In 2009, I was honored with the Cooperative Development Fund's Cooperative Service Award (food co-op division).

Most significantly, I get my food almost exclusively from food co-ops, and, after all, you are what you eat.

2. Along with cooperatives, TPC serves nonprofit organizations involved with progressive social, environmental and economic issues. I've been very fortunate to mostly work with businesses and organizations intent on improving the quality of life for a greater community. I think I'm pretty well versed in knowing how to balance business realities with altruism — very challenging! I also published the Seward Profile (later renamed The Bridge) neighborhood newspaper for 20 years. Talk about big lessons in business realities and altruism — hoo-boy.

3. From my vantage point, I can easily say Seward Co-op has rapidly become one of the largest, most impressive, most successful food cooperatives in the country. When we undertook the expansion to the present location, we were hoping to be profitable in three years. In less than two years, the co-op is already profitable — during a recession!

When you walk into our store, you can just feel that people like shopping and working there. Our management and staff are living the co-op brand and delivering on the promise to help our community be healthier.

In years past, this question has been more about challenges of survival. It is so exciting to see our resources grow in a way that the challenges are now more about how best to enhance the health of our community. This may be a harder challenge. I think I offer an extraordinary mix of knowing what's going on with cooperatives on the local, regional and national level, with a positive legacy of involvement with Seward's brilliant growth. I think I can help keep pushing things along a bit.

4. After my last nine-year stint on the board, I needed a break, but I miss it, and think I still have much to offer. Mostly, it's about wanting to still be part of a movement that is such a constructive response to so many problems.

5. Continue to grow the membership and connect Seward with other cooperative enterprises. Seward Co-op is one of many cooperative ventures in this area. I think we can continue to pursue stronger collaborative initiatives with other metro co-ops in order to better pool resources, drive down costs, and create more opportunities for people to shop co-op.

We have a wonderful message about a healthier way of doing business. We have more than 7,000 members who can carry that message to personal and professional networks. I'd like to see the co-op do more in the way of education and better equip our members with a story about why cooperatives can help make our world more socially, economically, and environmentally healthier. Thank you.



Dipankar Sanyal
Architect

1. My experience with cooperatives is mainly being a customer. Before I arrived in the U.S. as a graduate student from India, I had some exposure with the cooperative system of purchasing. To beat the high cost of textbooks and increase the quality of food in the college dormitory in India, I belonged to a student cooperative to manage purchasing of textbooks and dining hall food. It was rather rudimentary, but it provided us with affordable and quality student life by keeping the corporate contractors out of our lives. In 1975 when I arrived at the U of M—Minneapolis campus, I sought out Southeast Cooperative — now defunct — to volunteer and shop.

2. Currently, I work as an architect/project manager for Minneapolis Public Schools to maintain their 70 buildings. My day-to-day work involves making strategic business decisions, budgetary allocations and managing building trade employees. All these have to reflect the mission of the school district. I personally manage a construction budget over \$5,000,000 and supervise 40 people.

3. Not being involved in the Seward Cooperative's management, I am unable to comment on this issue literally. However, in my 30 years as a customer living through three store locations and my acquaintance with many Seward Cooperative employees, I perceive that Seward's primary challenge is managing its growth in an orderly, relatively risk-free and sustainable manner.

4. I subscribe to the philosophy of sustainable food security for the community and fair and equitable treatment of all participants in this process. I am a consumer of sustainable food.

I can devote time, as my sons are adults.

Finally, I can use my expertise in facility planning for future physical growth of the Seward Cooperative. Prior to my current employment, I have designed grocery stores and grocery distribution centers for clients like SUPERVALU.

5. I am convinced that in order to better serve its members, Seward Cooperative must educate its members about its mission and values rather than merely stocking its shelves.



Jill Krueger
Attorney

1. I have been a member of food cooperatives for the past 15 years, including the past seven years here at Seward. I truly enjoy and value the cooperative model and the sense of community from being part of a co-op.

2. I have been an attorney at a nonprofit law office for about 11 years. My work involves providing legal information and advice to farmers about contracts, marketing, loans, debt restructuring, and navigating federal programs. As a senior staff member at a nonprofit organization, I have helped shape funding proposals, met with potential and current funders, and been charged with estimating project costs and then completing projects. From 2002 to 2009, I was a member of the advisory committee for St. Martin's Table, a restaurant/bookstore that serves vegetarian food, sells books concerning peace and justice, and donates the tips received by volunteers to antihunger organizations.

3. The Seward Co-op faces the challenge of success. It is quite effective at providing healthful, high quality food that is produced in a context of economic fairness, environmental soundness, and social responsibility. There will always be work to do to maintain these. Yet I believe the challenge is to build upon them. For example, many Seward Co-op members are hungry for policies at the local, state, and federal level that would make these kinds of foods more accessible to everyone and that would support the farmers who want to produce them and make a reasonable living. I have engaged in detailed analysis of the 2008 Farm Bill, and I could help the co-op to provide education to prepare to advocate for changes in the next Farm Bill.

While other stores now carry some organic and local foods, co-ops still have a unique role in building strong neighborhoods, promoting democracy, and encouraging people to work together. I can help Seward Co-op to focus on offering members more information about farm policy and how it relates to healthful eating; more classes to build skills in growing, cooking, and preserving food; and more discussion of how to build community.

4. I'd like to be on the board to serve the community and be more involved as the co-op tries to balance growing as a business with remaining true to our core values.

5. The co-op can provide a forum for members to discuss things we can do individually or cooperatively to make thoughtful choices to: buy foods in season, drive our cars or ride our bikes, bring our own bags, cook at home or enjoy the deli, and donate to food shelves and other community organizations.



Leah Janus
Incumbent
Attorney

1. I have had the privilege of serving on the Seward Co-op Board of Directors for the last two years. In that time, I have learned about Seward Co-op, the cooperative system in general, the workings of the board and our community. Having gone through the learning curve associated with beginning to serve on the board, I am now comfortable with my role as a board member, contributing my skills and viewpoints to the board's work within the policy governance model.

2. In addition to my work as a commercial litigation attorney, my work on the board has provided me with valuable experience regarding financial oversight and related matters as they pertain to the co-op.

3. On the heels of the successful move and expansion, we are in a great place — figuratively and literally — as a co-op. As a board, we have worked and will continue to work with management to ensure that the debt incurred to finance the expansion does not undermine the long-term fiscal stability of the co-op.

Seward's growth and success also bring new responsibilities. We must continue to find new ways to reach out to underserved segments of our community. Our new facility provides an opportunity to broaden our support of community efforts that are aligned with the co-op's core values of sustainability, equality and socially responsible practices.

4. I want to continue to serve on the board because I have really enjoyed my first two years of service, and I believe that I have more to contribute during the coming three-year term. Seward's commitment to healthful and sustainable food and environmentally responsible lifestyle are consistent with my family's values. Being on the board has been a meaningful way for me to be involved in the community and to contribute to the co-op. It has become one of the ways in which I define myself and my place in the community. I would be grateful for the opportunity to continue to contribute to our co-op and our community through my work on the board.

5. Seward does a superb job of serving its members and the larger community. As a co-op and a community, we must challenge ourselves to think about and implement outreach to underserved segments of our community.

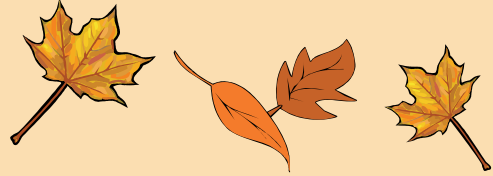
Candidate bios continued on page 9.

Welna II Hardware

Friendly, Helpful,
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BAGS -- both paper
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Pam Kaufman
Actor



1. I've been shopping at and a member of Seward Co-op since we moved to Seward from Dinkytown in 1978. I had been a member of the tiny, now-gone Southeast Co-op before then. But I really learned about co-ops when I worked at Land O' Lakes (a very large farmer-owned co-op) and on the board of the Land O' Lakes Credit Union, also a co-op. The co-op business model fits very well with my own ethical sense of how a business should be run.
2. At Land O' Lakes I was a systems analyst responsible for the general ledger and other financial systems. I was also responsible for selecting and overseeing the implementation of the Credit Union's first computer system. By contrast, I was president of the board of a small ballet company, so I've had financial oversight responsibilities with very large, medium-sized and very small companies.
3. It seems to me that, in an environment of ever-increasing recognition by large corporate stores and producers of the greater consumer demand for "organic" "natural" products, it is incumbent upon Seward and the other network food co-ops to ensure as well as possible that customers get the truly organic, sustainably grown and processed products they expect at fair prices for farmers and producers, as well as customers.
4. I am very passionate about Seward Co-op and have thought about running for the board many times, but now seems to be the right time in my life to do it. As a very longtime shopper and member and even investor in the Co-op, I would enjoy and take very seriously my role in helping to make wise choices about the future of Seward Co-op.
5. To me, the question of how the co-op can better serve its members is the toughest. I've watched as Seward has grown from the little storefront at 22nd and Franklin, that later doubled to the size Welna II Hardware is now, through the old "new" store, to the fabulous new store we have today. Each step has served our family better and better 'til now it's just about perfect for us. So now it's not just about my own family, but our community's families and the greater community and what can and should Seward Co-op be doing to promote a healthier, happier, and more peaceful world. Oh boy, that sounds grandiose, but I think we do make a difference.

Rebecca Monro
Incumbent
Associate Director



1. I currently serve on the board of directors and have been extensively involved with Seward Co-op since 2004. I was part of the board as we expanded into the new store. Over the past six years, I have invested much time and energy into learning about, and sharing with others, why the cooperative model works and how it positively affects those it touches. I firmly believe that cooperatives contribute to healthy communities and healthy economies. Seward Co-op plays a central role in my life, providing a safe and wonderful place for me to nourish my family.
2. I have been the treasurer of the Seward Co-op Board for the past two years. In 2007, I earned my MBA, and I currently manage the Carlson School of Management's Institute for Research in Marketing. Since 1998, I have actively served on the boards of directors for several social justice nonprofits. I am passionate about helping the organizations and businesses I am involved with develop a foundation based on good financials and first-class strategic decisions. A solid plan and invested stakeholders is what turns an idea into a business.
3. Like every person and entity, Seward Co-op is operating in an uncertain time. But unlike many others, the co-op is succeeding — thanks to a stable management team and dedicated member-owners. A thriving business like the co-op doesn't happen by accident, and it isn't something to take for granted. The primary challenges for this co-op include, but are not limited to:

Staying competitive in an industry where conventional grocery stores are trying to commoditize and "own" organic and natural foods;

Continuing to meet the community's needs as both a grocery store and an anchor of the neighborhood; and Anticipating the future and laying out the plans for "what's next?" while continuing to be successful today. My background and experience will help the co-op face these challenges and identify new ones.
4. Simply put, Seward co-op is a vital part of the community. When I shop at the store, I see healthy families, happy kids, satisfied staff and delicious food. I want the world to look this way. I may not be able to influence the rest of the world, but by serving on the co-op's board of directors I can contribute my time, energy and management skills to ensuring that the co-op continues to positively affect everyone who walks through its doors.

5. The co-op excels because its management and staff spend a lot of time building relationships — with farmers, with community leaders and with you. We can continue to serve members better by communicating future plans and engaging with you to find out what you need this store to be. Additionally, the co-op needs to stay competitive and viable by running a solid business and offering the food and products the community needs.

FROM THE BOARD



By David Hoffman-Dachelet
Board President

Seward Co-op members, it is time to decide who you want to hold responsible for the future our cooperative by casting your vote to elect members to the board of directors. The candidate profiles are available in this month's Sprout, so read through them carefully before filling out your ballots. Maybe read it a couple times because you own a business with over \$21 million in annual sales, and these are the people who are going to oversee that business for you and guide it into the future.

Democratic member control is a basic cooperative principal, and members exercise that control through their elected board of directors. The board, in turn is responsible to see that the co-op fulfills the needs of its members. The hitch is, of course, that the board is made up of volunteers and none of us really knows how to run a grocery store.

So the board turns the hard part of running our business over to a general manager (GM). We're a policy governance board, which means that we've developed a very formal set of policies that outline how we're delegating our authority to the GM and requires we be shown proof that that authority is being well used. That's a pretty gross simplification of policy governance (PG), but rest assured that your new board members will be learning the PG process so you don't have to. One of the most powerful results of policy governance is that the process grants the GM considerable discretion in the business decisions made by the co-op but every one of those business decisions must further the goals of our Ends Statement.

I hope you've noticed our Ends Statement. The board spends a lot of time thinking

about it and writing it, and we like to plaster it everywhere. As cooperatives go, our Ends are pretty short:

Seward Co-op will sustain a healthy community that has:

- Equitable economic relationships;
- Positive environmental impacts; and
- Inclusive, socially responsible practices.

The Ends are the measure by which we judge everything that the GM (and the co-op) does. Every year, we ask the GM to report to us how he or she has realized our Ends. Every year, those answers are getting more and more impressive as the list of accomplishments grows. This year, we've seen our most profitable year ever, achieved Leadership in Energy and Environmental Design (LEED) Gold Certification for our new store, our co-op has mentored and supported a wide range of other co-ops and cooperative endeavors, and generally expanded our ability to realize our Ends.

So here's what the Ends Statement has to do with our board elections: Our Ends describe what the board thinks our members need and to what purpose they want our (considerable and growing) collected resources used. When you make your election decision, keep in mind whether those Ends reflect your desires for the co-op and whether the candidate you're voting for will share that view. The current board is pretty satisfied that we're getting amazing results under these Ends and that the needs of our members are being well met, but the Ends are not static. They can and should be changed as the needs of our members change. So your selection of board members will write the future of our cooperative. Choose wisely.

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Celebrating National Co-op Month

A Local Co-op Primer, By Claudia Rhodes, Events Coordinator

Appreciate for a moment what co-ops mean to us. First of all, the cooperative structure has been an integral part of how we have organized our communities and our very survival since the beginning of history. Long ago, Native-American people from these parts formed highly organized cooperatives not only to take down bison in collective group hunts, but also in the processing of the kill, and the democratic distribution of the bounty across familial groups. Similarly, early European-Americans organized across communities in land clearing, barn raising and fence building. Fast forwarding to current times of economic globalism, we find that some of the biggest "Fortune 500" companies also happen to be cooperatively run businesses. The diversity of business types organized within the cooperative model is staggering. Within our own community, a variety of different types of co-ops thrive.

Seward Co-op Grocery and Deli is a Consumer cooperative. Consumer co-ops are owned by

their customers. Most cooperative businesses fall into this category. The following are a few other familiar businesses in our community that are consumer cooperatives:

Riverton Community Housing, a dining cooperative located in Dinkytown, was organized in 1939 as "the Château" for students and staff at the University of Minnesota. In the 1970s, the Château reorganized into a housing cooperative. The Château then restructured again into Riverton Community Housing. The Riverton now oversees five "lease-hold" cooperative housing establishments, including the Château, Marcy Park Co-op, Marshall Co-op, Franklin Avenue Co-op, 4th Street Co-op, and the Cole Townhouses. Riverton Housing is dedicated to affordable, quality housing for the student community. www.riverton.org

Becketwood provides "cooperative living for people over 55 years of age." Becketwood

originated from the proceeds from the sale of an Episcopal orphanage. In this consumer cooperative, residents own an equal share of the entire building and campus, not just an individual unit, as with a condominium. www.becketwood.com

Seward Child Care was created by neighborhood parents in 1973 and is governed by parents to this day. The teachers run the daily program collectively. The Seward Child Care curriculum focuses on building antibias and peaceful life skills, child-initiated learning, democratic participation, and environmental awareness. www.sewardchildcare.org

Spire Credit Union and U.S Federal Credit Union are just two near-by credit unions with which many of us are familiar. Credit unions are also consumer cooperatives in which members pool their finances in order to establish credit. Members can then use that credit for business

continued on page 12

and private economic growth in their own communities. www.spire-banking.com and www.usfed.org.

Ace Hardware is a Purchasing Cooperative, to which South Minneapolis' Welna Hardware, Fratallones, Nicollet and Hudson's Hardware all belong. Ace Hardware is wholly owned by its independently operated store owners. When retailers affiliate with Ace, they purchase shares of company stock, which gives them voting rights in the cooperative. Unlike a franchise-centered business model — which maintains a certain degree of control over its franchisee's promotions, product offerings, policies and operating standards — Ace ultimately gives each establishment the authority to establish their own operating standards and overall business processes. As members of a purchasing co-op, Ace stores band together to enhance their wholesale purchasing power. www.acehardware.com

Similar to the Ace model, Seward Co-op has joined together with many other grocery Co-ops nationwide to form the National Cooperative Grocers Association (NCGA). Through NCGA, the co-ops gain purchasing power, which we use to provide reduced pricing on certain items, as seen with the new Co+op: Stronger Together program. Look for the new fliers in this issue, or read details at www.seward.coop.

The Hub Bike Co-op is a Worker co-operative, a business that is owned and democratically governed by its employees. The Hub has been up and running in its Minnehaha address since 2002, and they recently added the 201 Cedar Ave. store on the West Bank. Worker cooperatives focus on creating an egalitarian and respectful working environment, along with a variety of other goals unique to each business.

Producer co-operatives are most commonly found in the agriculture production realm. Here, farmers band together to survive in an industry that is increasingly centralized. Without cooperatives, farmers are often trapped by the processing companies who can dictate the prices paid them for their crops. Once farmers organize for better prices, they can begin to explore the next steps of not only processing, but also marketing their own goods. This has had a major financial impact because the farmer's share of retail food prices is often very small. By moving closer to retail, farmers can retain the profit that was previously going to middlemen. Major brands the co-op recognizes are Pastureland Dairy (butter and cheese), Wisconsin Growers (fresh produce), and Organic Valley, to name just a few.

In the larger geography, there are also hybrid cooperatives around the United States that mix and match several forms of the cooperative model into their business workings. Many of these are, interestingly, food co-ops. For more on this topic, visit the National Cooperative Business Association (NCBA) at www.ncba.coop. The NCBA will give you more information on the cooperative business model and will even assist you with starting your own cooperative.



Co-op members enjoy dinner and conversation at the 2010 annual meeting at Augsburg College. Photo by Chris Bohnhoff

2010 Member-Owner Meeting

All members are invited to attend

When: Tuesday, Oct. 19, 6–8 p.m.
Doors open at 5:30 p.m.

Where: Augsburg College,
720 22nd Ave.
Christensen Center Commons, 3rd floor

Tickets: Adults
\$5 in advance/\$15 The day of the meeting. **Save \$10 by purchasing your ticket before Oct. 19!**

Children (5–12)
\$3; Free for children 4 and under

Childcare will be provided during the business portion of the meeting. In order to ensure that we have the appropriate number of adults on hand, it is important that you sign up early if you plan to bring your children and utilize this service. Please register at the Customer Service desk by Sept. 30.

An ASL interpreter and interpreters for the hearing impaired will be in attendance.

Dinner, prepared by Seward Co-op's Deli, will begin at 6 p.m., followed by the business portion of the meeting, beginning at 6:45 p.m. Seward Co-op members not interested in attending the dinner are welcome to attend the business portion of the meeting free of charge.

Menu

- Maple-glazed chicken
- Balsamic Beets with caramelized onions (vegan)
- Smoked salmon cakes
- Rosemary wild rice and lentil pilaf (vegan)
- Sautéed fall vegetables and marinated tempeh (vegan)
- Four-cheese lasagna
- Mac 'n' cheese (for the kids)
- Organic salad bar
- Local cheese platters
- Rustica breads
- Mini dessert platters

Parking: Limited parking space available on the Augsburg campus in Lot L. Parking is first-come, first-served. Co-op staff will direct traffic in the lot the night of the meeting and distribute parking vouchers. The parking voucher should be displayed on the dashboard of your car while you are attending the meeting.

Bike Parking: Augsburg College has a bike rack located between the Christensen Center and Urness Hall. A map of the Augsburg campus is available at www.augsburg.edu/about/map.html or at the Customer Service desk.

Guest Speaker

Mark Kastel is co-founder of the Wisconsin-based Cornucopia Institute, a progressive farm policy research group. He also is director of the institute's Organic Integrity Project.

Kastel's experience includes political consulting, lobbying work on behalf of family farm groups, and business development work benefiting family-scale farmers. He has played a key role in a number of cooperative ventures designed to empower farmers in the marketplace. His development work focuses on creating sustainable farmer-owned businesses with an emphasis on dairy production and marketing.

More information at www.seward.coop.





BC. 20628624



WHAT'S STILL SCARY ON NOVEMBER 1ST?

Contact us to receive, "*The Haunted House: 10 Dangers Lurking in Your Home*" and learn how to create a home that's safe and green year-round. Happy Halloween from Metamorphosis!



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October & November Classes

Featured Instructor

Jill Jacoby began her culinary career in 4-H. After thoroughly researching breads, cookies and pasta, she settled in with canning and preserving. In the summer, Jill takes advantage of Minnesota's bountiful growing season, working in her home garden and engaging in fresh-food opportunities across the state. The rest of the year, she preserves her harvests so she can share her cooking with others. Jill believes that preserving has become a lost skill and a missing link in food security and sustainability.

Small Batch Preserving with Fall Produce

Demonstration/
Hands-On

Saturday, Oct. 9,
1–3 p.m.

\$30/\$25 members



Discover the possibilities in preserving with the bounty of the autumn garden. In this class, participants will prepare and preserve batches of fall fruits and vegetables, as well as learn some of the ways to use these items in cooking throughout the year. An emphasis is placed on canning and preserving safety, selection and preparation of ingredients, and canning method. Recipes include grape walnut conserve, tangy sauerkraut, marinated red bell peppers and tomatillo sauce. Recipes may change subject to availability of fall produce.

Small Batch Preserving for the Holidays

Demonstration/Hands-On

Saturday, Nov. 6, 1–3 p.m.

\$30/\$25 members

Learn preserving techniques in order to prepare fantastic holiday gifts, such as vinegars, fruit butters, herbed jellies, and marmalades. This class will focus on canning and preserving safety, selection and preparation of ingredients and canning method.

October

Chocolate Bliss

Saturday, Oct. 2
10:15–11:30 a.m.
\$13/\$9 members
Mary Langfield, CHHC

Introduction to Homeopathy

Wednesday, Oct. 6
6:30–8:30 p.m.
\$22/\$18 members
Heather Sawdey,
Holistic Health Practitioner

Introduction to Holistic Nutrition

Thursday, Oct. 7
6:30–8:30 p.m.
\$22/\$18 members
Heather Sawdey,
Holistic Health Practitioner

Small Batch Preserving with Fall Produce

Saturday, Oct. 9
1–3 p.m.
\$30/\$25 members
Jill Jacoby

Everyday Toxins: They're Everywhere!

Wednesday, Oct. 13
6:30–8:30 p.m.
\$20/\$17 members
Katherine Krumwiede,
Diamond Stone Oriental
Medicine

Healthful Holiday Eating

Thursday, Oct. 14, 7–9 p.m.
\$15/\$10 members
Mary Langfield, CHHC

Managing the Blood Sugar Rollercoaster

Wednesday, Oct. 20
6:30–8:30 p.m.
\$30/\$25 members
Nutrition Educator from
Nutritional Weight and Wellness

Sweet Treats, Healthful Eats: Gluten-Free

Thursday, Oct. 21
6:30–8:30 p.m.
\$40/\$35 members
Johanna Eager,
Shine Health Counseling

Intro to Raw Food

Saturday, Oct. 23, 11 a.m.–1 p.m.
\$35/\$30 members
Alissa Barthel

Vitali-Tea: Steeping for the Health of It

Wednesday, Oct. 27
6:30–8:30 p.m.
\$20/\$17 members
Katherine Krumwiede, Diamond
Stone Oriental Medicine

Yeast Gone Wild

Thursday, Oct. 28, 7–9 p.m.
\$25/\$20 members
David S. Cargo,
St. Paul Bread Club

Raw, Vegan Desserts

Saturday, Oct. 30, 11 a.m.–1 p.m.
\$35/\$30 members
Alissa Barthel

November

Multigrain Breads

Wednesday, Nov. 3, 7–9 p.m.
\$25/\$20 members
David S. Cargo,
St. Paul Bread Company

Small Batch Preserving for the Holidays

Saturday, Nov. 6, 1–3 p.m.
\$30/\$25 members
Jill Jacoby

Urban Chicken 101

Wednesday, Nov. 10
6:30–8:30 p.m.
\$12/\$10 members
Albert Bourgeois,
Chicken Aficionado

Sweet Treats, Healthful Eats: Holiday Baking

Thursday, Nov. 11
6:30–8:30 p.m.
\$40/\$35 members
Johanna Eager,
Shine Health Counseling

Healthful Holiday Eating

Saturday, Nov. 13
10:30 a.m.–noon
\$15/\$10 members
Mary Langfield, CHHC

No-Knead Breads

Wednesday, Nov. 17, 7–9 p.m.
\$25/\$20 members
David S. Cargo,
St. Paul Bread Company

Sweet Treats, Healthful Eats: Gluten-Free Holiday Baking

Thursday, Nov. 18
6:30–8:30 p.m.
\$40/\$35 members
Johanna Eager,
Shine Health Counseling

How to Shop the Co-op on a Budget

Saturday, Nov. 20
11:30 a.m.–12:15 p.m.
Free to All. Preregistration at
Customer Service required.
Claudia Rhodes, Events
Coordinator, Seward Co-op

Important Class Information

Please preregister at Customer Service. Prepayment required. No refunds given for cancellations received less than 48 hours before a class. Questions? Please contact Claudia Rhodes at crhodes@seward.coop. For an updated listing, visit www.seward.coop.

Co-op News

Patronage Refund

The co-op had a record year last year, with sales totaling more than \$21.3 million. The board of directors has approved a patronage refund to its members.

The total refund for the fiscal year ending June 30, 2010, is \$270,722. Twenty percent of this total patronage refund is in the form of cash, and the remaining 80 percent is in the form of nonvoting Class B stock.

Members will receive a letter notifying them of a refund, which will be electronically credited to their member account. Due to processing costs, the minimum voucher size distributed is \$1. Once again, members have the option of donating their refunds to the Seward Co-op Community Fund (SCCF) at the registers or the Customer Service desk.

P6 and Seward Arts Festival

Seward Co-op is a primary sponsor of the 10th Annual Seward Arts Festival, which will take place Friday, Oct. 1, through Sunday, Oct. 3, throughout the Seward neighborhood. The event will feature a variety of artistic creations by Seward residents, including several by co-op staff. Look for their creations around the store all weekend long. Seward Co-op will launch the new Principle Six (P6) initiative during the festival, on Saturday, Oct. 2, with demos, prizes and in-store events.

VOTE!

Your vote is an important element of your membership in the Seward Co-op. If you haven't done so already, please remember to cast your ballot in this year's board of directors' election. Ballots

are available at the Customer Service desk and in this issue of the Sprout! This year, members with working email addresses will be able to vote online, as well. Read more about electronic voting on page 6 of this issue.

Annual Meeting

Join us on Tuesday, Oct. 19, in Augsburg College's Christensen Center for our annual member-owner meeting. The meeting will begin at 6 p.m. with a delicious meal prepared by the co-op's Deli. The results of the board of directors election will be announced, along with the recipients of this year's Seward Co-op Community Fund (SCCF) grant. Tickets (\$5 adults and \$3 children in advance, \$15 the day of) are on sale at the Customer Service desk. All members are invited!

Thanksgiving Hours

Seward Co-op will be open Thanksgiving Day, Thursday, Nov. 25, from 8 a.m.–3 p.m. We will resume regular hours the following day.

Turkey Orders

Make sure you have your Thanksgiving bird in plenty of time to enjoy the holiday. Just fill out the order form on page 5 of this issue and bring it in to the co-op's Meat & Seafood Department. We'll make sure you get the turkey of your choice.

Co+op: Stronger Together

Look for new Co-op Advantage fliers — now available more often! The flier features the new "Co+op" logo, and is now printed biweekly. The *Sprout!* now includes two coupon fliers. And, as always, they're available in the store at the Customer Service desk.

Scorecard/Annual Report

At the annual meeting, we will issue Seward Co-op's annual report and Scorecard.

The Scorecard is designed to be dynamic, with management and staff implementing new measures and commitments based on results. Copies will be available at the Customer Service desk following the meeting, as well as online at www.seward.coop/scorecard.

Seward Goes Gold

Seward Co-op has received Gold Leadership in Energy and Environmental Design (LEED) Certification for our new building. We are proud to achieve this goal that we set out to accomplish when we began planning the expansion project. From the day we broke ground on the site, LEED standards guided and challenged us to create a store that was environmentally friendly to workers, shoppers, our community and our planet. For more information on the project, see our LEED brochure at the Customer Service desk, or visit www.seward.coop/LEED.

Zipp's Beer Tasting

Once again, Seward Co-op will be participating in Zipp's Liquors seasonal beer-tasting event, Tuesday, Nov. 9, 6:30–9 p.m. at the Eagle's Club, located at 2507 E. 25th St., Minneapolis. The co-op's Cheese department will offer great pairings, the Meat & Seafood Department will provide samples of homemade sausages, and the Deli will prepare a delicious selection of foods to complement any libation.

Seward, P6 + You Grow Your Principles.

Join the movement! The Seward Co-operative, Equal Exchange along with 5 other co-operatives are launching an exciting new initiative called Principle Six. Principle Six supports products that represent our highest values by promoting: small farmers, co-operatives and non-profits, and local businesses! Select products with the P6 logo next time you visit Seward Co-op and join the movement at P6.coop!



Principle Six
co-operative trade movement