

# the Shuttle

## Manager's Corner

### Pop-up Ideas...

by Glenn Bergman

I am always amazed at the way an organization takes on new ideas or methods of doing business. Sometimes these ideas are planned out in a business plan or strategic plan, but often it is an idea that just "pops-up." I call it managing "pop-ups." It is a way of managing ideas that just pop up, knowing when an idea has "legs" and if it fails it will not ruin the organization. It is an idea that has a potential positive outcome (meets some form of an organization's mission or fits into planning), and if the idea does not work, the worst it can do is put a small bump in the road.

I thought I would give a few of these pop ups that have taken place over the last year:

Standing in front of the meat case the other day, a shopper came up to me and asked me why we package the meats that already come in Cryovac plastic, in additional plastic and Styrofoam. I looked at the case. I remember having had a discussion about this before. Then I said, "I do not know why we do this. Perhaps because we always have done it this way." I knew, even before I was finished speak-

(continued on page 4)

## Energy Efficiency and the Green Life at the Co-op

by Steve Hebden

Late November of last year, all six display refrigeration compressors were moved from the basement of the Co-op up to the roof and a new deli walk-in box was installed in the basement space they had occupied. One of the predicted benefits of this move was that our energy usage (BTUs) and energy costs would go down. In the old set-up, heat from the compressors made its way into the rest of the building. Unless you were a barefoot shopper, you wouldn't have known that the floor above the compressor room near the ice cream display was usually very warm. And since it's no shoes, no service, there'd be no ice cream for you either.

Well, there's good news: the predicted savings in energy usage has come to pass. From January through May 2007, we have used 5.9 percent less energy (as measured in BTUs/degree day), or \$839 less than



COMPRESSORS BEING MOVED FROM THE BASEMENT TO THE ROOF LAST NOVEMBER.

could be expected (in similar weather conditions as January through May of 2006). Projected over the entire year, that amounts to \$1,865 of the store's \$31,000 annual gas and electric bill. This improvement is all the more amazing in light of the fact that we added a big piece of electricity-consuming equipment (the basement walk-in). And here's another bonus — because the refrigeration equipment will run cooler and more efficiently, it will last longer. Another factor in our recently

(continued on page 4)

## Re-examining the Role of Committees

by Stu Katz, Board President

The board is re-examining the role committees play in the Co-op and wants input from members on some ideas being considered. Historically, Weavers Way committees were responsible for certain functions that, over time, have become the responsibility of our general manager. Yet, our bylaws have not kept pace with these changing roles and responsibilities, resulting in some friction and confusion between and among the committees, the GM, and the board. Board members find it increasingly difficult and unproductive to carry out their responsibilities to monitor the operations and functioning of the committees and the GM.

After much discussion, we have concluded that a significant change in the way committees are organized and function within the Weavers Way governance structure is necessary. At the same time, the board recognizes that such changes may cause some members who have devoted long hours to serving on Co-op committees to feel displaced or unappreciated. We do not take such changes lightly and want to do whatever we can to involve members

(continued on page 4)

## Down on the Farm

### Knee High by the Fourth of July



WITH HARVEST KICKING INTO HIGH GEAR, THE CO-OP FARM IS BUSTLING WITH VOLUNTEERS HARVESTING CROPS AND GETTING THEM READY FOR SALE.

by David Zelov, Co-op Farmer

"Knee high by the fourth of July." If we were growing corn it certainly would be at least that, but alas, we are not. The rest of our crops, however, are knee high or more, and in the case of the squash, so big that we've lost a cooperator in there for three days (sorry, it still only counts as a two-hour shift).

As we move towards August, farm activities have shifted to mostly harvesting. David Siller and I are still pruning and tying tomatoes, weeding, and seeding some of the shorter season crops that we do multiple plantings of during the year — lettuce, scallions, beets, carrots and salad greens. But it's the harvesting that we seem to be spending most of our time

(continued on page 5)

## Weavers Way Film Series Presentation: Rebuilding New Orleans

by Larry Schofer

Passion and ration — that's how I would characterize Paul Mack's presentation on his week of rehabilitation work in New Orleans this past February. Passionate in his desire to help the displaced, but coolly rational in his analysis of the problems that this population faces.

A member of Weavers Way, Paul traveled to New Orleans as part of a group of volunteers coordinated by the Unitarian Universalist Service Committee, in this case through the Unitarian Universalist Church of the Restoration on Stenton Ave. at Gorgas Lane. The presentation was sponsored by the Education Committee of Weavers Way.

Hurricanes Katrina and Rita occurred in the summer of 2005. Why is New Orleans still such a mess?

Using pictures he took of individuals and homes, Paul reviewed the geography of the city and the devastation that certain areas suffered. Much of the work seems to be inspired by faith-based communities,



PAUL MACK (L) WITH MARGIE EGGERSON, A DISPLACED PERSON FROM NEW ORLEANS NOW LIVING IN PHILADELPHIA. MARGIE ALSO PARTICIPATED IN THE POST-PRESENTATION DISCUSSION.

and it is churches who have sponsored people to help those who want to return to New Orleans.

Some of the most impressive pictures were those of the insides of homes, where people left their stuff expecting to be back in a few days — dishes in the draining rack, pictures on the wall. Now, however, it is all covered in mold. Mold, dust parti-

(continued on page 7)

## Inside:

Product News	3
Sandwich Schedule	18
Co-op Runners Club	20
Suggestions	20

And of course... scads more

Weavers Way Cooperative Association  
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**Save the Date**  
**Saturday, Oct. 20**  
**General Membership Meeting**  
**Meet, Greet, & Eat**  
**"Past Meets Future"**  
details to follow

## Editor's Note

by Jonathan McGoran



One of the ways co-ops differ from for-profit businesses is the democratic way we govern ourselves. From time to time, that governance needs a fresh look, and the board is seeking input from members as they re-examine the role of committees at Weavers Way. Frankly, I think they're rushing things. A committee has already been formed to look at this, and it's only fair that we wait until they deliver their findings. I'm referring, of course, to the Ad Hoc Committee Committee, formed in 1978. Its findings should be ready sometime next year. The year after that at the latest.

Another way co-ops differ is in how we view competition. We are sponsoring a farmer's market, right across the street. Whole Foods is launching a hostile takeover of rival Wild Oats. The bid will likely be thwarted, however, in part because Whole Foods Chief Executive John Mackey and other top executives said they were going to "crush" Wild Oats to avoid "nasty price wars... which will harm our gross margins and profitability" (i.e., lower prices due to competition). And partly because, as one prominent stock analyst describes it, the FTC filing says Mackey is "obsessed with running Wild Oats out of business and that they seek to circumvent that process by taking them out and essentially dismantling the company."

Still another difference is the behavior of our leaders. Sure, Glenn Bergman can be a little loopy, but from 1999 to 2006, John Mackey was secretly posting on Yahoo Finance bulletin boards using a fake name, boosting Whole Foods and attacking his rivals, most notably Wild Oats CEO Perry Odak. Obviously, screen names aren't rare, but for eight years, Mackey consistently denied his identity, on one occasion claiming to be George W. Bush. Now, maybe Mackey's 1,394 posts touting Whole Foods and slamming Wild Oats were *not* an illegal effort to affect stock prices, but even if it's not illegal, it's hard to argue that it's not kind of icky.

Ickier still is the personal nature of some of those attacks, like when he wonders if "perhaps the OATS Board will wake up and dump Odak and bring in a visionary and highly competent C.E.O." And Mackey doesn't just get personal with his competitors. Ickiest of all is when he gets personal about himself. "I like Mackey's haircut," he wrote of himself in April 2000. "I think he looks cute."

Ick.

The *Shuttle* is published by Weavers Way Co-op and is mailed to all members.

### Deadlines for upcoming issues:

September 2007 issue: August 1, 2007

October 2007 issue: September 1, 2007

November 2007 issue: October 1, 2007

### Statement of Policy

Articles should be under 500 words and can be submitted neatly typed, on disk, or e-mailed to [jonmco@weaversway.coop](mailto:jonmco@weaversway.coop). Be sure to include your name, phone number, and membership number. Drop them off by the deadline to the *Shuttle* mailbox on the second floor of the Co-op. The purpose of the *Shuttle* is to provide members with information as well as education about co-ops, health food practices, and other matters of interest to the members as consumers and citizens of the community.

Articles express only the views of the writers and not those of the Co-op or the board of directors, unless identified as such. Articles, letters, comments, criticisms, and suggestions are welcome and should be directed to the editor. Space limitations require that the editor has the right to edit all articles.

Ad rates are available upon request, in the advertising mailbox on the second floor, or at [www.weaversway.coop](http://www.weaversway.coop). All ads must be camera-ready and submitted with payment. Products or services advertised in this paper should not in any way be construed to be endorsed by Weavers Way Co-op.



The *Shuttle*  
is printed on 100%  
recycled paper

## Have You Visited Ned Wolf Park Yet?

Ronda Throne-Murray

Ned Wolf Park is one of over 80 city-owned parks that are being tended by volunteer coordinators who donate their time organizing volunteers, material and cash donations to improve community life in their neighborhoods. We have been very fortunate in our neighborhood that many continue to have an interest in this park and contribute time and money to this project of improving it.

By the time you read this, the Ned Wolf Park sign will be prominently visible at the intersection of McCallum and Ellet streets. The sign was made by local furniture craftsman Jack Larimore and his family. Regional woodworkers and craftspeople know Jack's prominent reputation in the Philadelphia crafts movement. We feel lucky and proud to have the sign he made for us and are confident that we have the finest park sign in the city.

Just beyond the sign, I hope you enjoy the flowering plants that have been giving a show for several weeks now. Ned Wolf Park continues to make strides but still has issues that we are trying to figure out how to resolve. I will say more on that later.

Recently donated work on the park includes Co-op staffer Steve Hebden's efforts at eradicating the poison ivy without the use of pesticides. Less visible, but just as important, is the mid-June tree and garden feeding provided by Savatree, a local tree and garden care company. Their organic ArborKelp® mixture works to stimulate fine root growth, which makes plants and trees more tolerant to drought and stress. We are happy to report that the new plantings have stabilized and are flowering.

West Mt. Airy Neighbors (WMAN) spearheaded a fundraising letter delivered in the local neighborhood. Many have responded positively and sent donations in amounts ranging from \$20 to \$100 to the fundraising campaign to support the park and our efforts. A plant sale held by Susie Bloch to benefit Ned Wolf Park in early June was a smashing success. With donations from Tony Aiello from the Morris Arboretum and donations of plant divisions from neighbors, we were finally able to reimburse the park volunteers who advanced funds to the park project a few months ago. Another contribution received was three dozen assorted perennials donated by local members of the American Rock Garden Society. All of these gifts have been very helpful and we are very grateful to all of our supporters.

But it has not all been work. One volunteer group taking care of daily watering — also known as the Mt. Airy Garden Club — took a road trip to the open house at the nearby Meadowbrook Farm estate and nursery, where we toured the house and gardens and shopped in the nursery. We also toured seven local gardens in the neighborhood surrounding the Co-op on the summer solstice in June where we shared good times, food, drink and gar-



PHOTOS BY RONDA THRONE-MURRAY

THE NEW LOOK OF THE NED WOLFE PARK (ABOVE) AND SUSIE BLOCH (R) HELPING A CUSTOMER AT THE PLANT SALE TO BENEFIT NED WOLF PARK (BELOW)

dening tips.

At WMAN's annual meeting, a dozen local people whose volunteer efforts have made a significant contribution to their neighbors received Partners in Progress awards. Among those recognized were Syd Carpenter and myself as Ned Wolf Park coordinators, Susie Bloch for Corners and Porches listserv, and Caitlin Stevens for Carpenter Woods Town watch.

Please remember that even a small contribution of time, tal-

(continued in page 5)

## WMAN Launches Street Tree Efforts

by Dave Tukey

Tree-lined streets are a feature of our neighborhoods in West Mt. Airy, and West Mt. Airy Neighbors (WMAN) has recently established a Street Trees Committee to promote this beautiful asset. Among its efforts, the committee is planning a tree planting project for March 2008 and is currently conducting a survey of residents in order to gauge the level of community interest in the project. The planting will be coordinated with the Pennsylvania Horticultural Society's annual bare root, street tree-planting which over the years has planted thousands of trees in Philadelphia.

To help with project planning, the Committee would like to gauge general interest from West Mt. Airy residents by asking: (a) Would you like to plant a street tree on your property? (b) Would you like to help organize tree-planting efforts on your block? (c) Are you interested in helping with the actual planting next spring? Residents can participate in the survey online and provide their contact information by accessing the WMAN website at [www.wman.net](http://www.wman.net) — look for the "Trees Survey" box under "Events News and Notes."

The street trees project is being led by Dave Tukey, who organized similar efforts through Weavers Way in 2005 and 2006 that resulted in 50 new trees on Mt. Airy's streets. Dave can be reached at

[trainbow2@yahoo.com](mailto:trainbow2@yahoo.com) or by a note in his Co-op mailbox.

The WMAN Street Trees Committee, which held its first meeting this past April, is a subcommittee of the WMAN Quality of Life Committee. It was formed in response to a growing concern about the declining number and condition of trees along Mt. Airy's streets and the deterioration of public landscapes in general. Tree planting will be an on-going and central part of its work.

The group also hopes to focus on the care of existing trees and the impact of PECO and SEPTA management. The ultimate and long-term aim of this effort will be to reduce conflicts between those agencies and residents.

Working with existing community groups to preserve and improve public green spaces is another of the Committee's goals. It is currently involved with neighbors near the Allen's Lane R8 station in organizing community input into station renovations planned for 2008.

All community residents interested in becoming involved with the Street Trees Committee or any of its initiatives are encouraged to contact WMAN at 215-438-6022 or [wman@wman.net](mailto:wman@wman.net). The committee is currently being chaired by Doris Kessler, who can be contacted at [doris.kessler@verizon.net](mailto:doris.kessler@verizon.net) or 215-242-0651.

## Emu Eggs: A Hot Seller....

by Glenn Bergman

The secret of Weavers Way's success has nothing to do with our community spirit, trust in our food products, our great customer service, nor our wonderful members/shoppers. Our secret is in the emu eggs we sell in the produce department. I am convinced this is the main reason for our growth in the past and for the future. It has nothing to do with how many emu eggs we sell, either. It has to do with the fact that we will give a product like a locally raised emu egg the space to even exist in a store when we will not give Coke and Pepsi the space to breathe.

We sell about two eggs per week for a total of \$11.42 in emu egg sales each week. Weekly total sales in the store are about \$135,000. So, percentage wise, the emu department accounts for roughly... not that much. A current survey of Pepsi and Coke type products reports that this product

(continued on page 6)

### Clarification:

A reference in the July issue of the *Shuttle* to "institutional memberships" should have been "institutional accounts." Institutions may now apply for accounts so they can purchase goods at Weavers Way, but only households can be actual "members" with equity voting rights and the other privileges and responsibilities of membership.

## Deli News

by Margie Felton

In April, Rick Spalek and I had the opportunity to travel to Milwaukee, Wisconsin for management training. Part of our trip included a visit to the Out Post Co-op where I studied the variety of cheeses they

offered. Most of the cheeses were local, raw milk, organic cheeses from Wisconsin. When I returned to Philadelphia I realized that we did not sell any Wisconsin cheese. Although I have been trying to buy products more local to Philadelphia, I thought we should at least sell one Wisconsin cheese. Wisconsin is, after all, closer to us than France, Italy or Australia.

I called our main cheese supplier and asked what Wisconsin cheeses were available. Coincidentally, our supplier told me he just received samples of Wisconsin cheeses and that he would send them our way. A



MIKE AND CAROL GINGRICH AND THEIR PLEASANT RIDGE RESERVE

few days later we received a large box containing samples of at least 30 different Wisconsin cheeses. I wasn't sure how to go about trying all the cheese but a deli staff person had a good idea. He suggested we have a cheese tasting. I volunteered my house. On a Sunday night the deli staff and a few others brought beer and wine and we sampled the Wisconsin cheese. We all took notes and I ordered some of our favorites (Pleasant Ridge Reserve and Black River Blue).

A few others were not yet available, but our supplier is hoping to have them available soon.

In August, we will feature some of the deli staff's favorite Wisconsin cheeses. Look for them in the prepared foods case.

## What's Up Upstairs

by Martha Fuller

**Thermal Bags** The Philly Summer is in full bloom. In this heat, it can be such a challenge to get home with your perishable foods intact. ThermaSnap Bags can help. Available in two sizes — the smaller one has a maximum load capacity of 20 pounds and the larger one, 30 pounds — they are sturdy and reusable, waterproof, washable, and ideal for groceries, picnics, travel, sporting, boating and the beach. They will keep your foods cool or hot, so they are handy in the winter time, too. The manufacturer advises that the more food inside the bag, the better it works. We also sell their thermal bags designed to hold a wine bottle. It can keep white wine chilled or red wine at the desired temperature. The bag is triple insulated and needs no ice.

**Sun block and protection from those summer season bugs** There are still lots of sunblock and bug balm products to be purchased, so remember to see us before that August vacation or Labor Day getaway. We also carry after-sun lotions and aloe products.

**CAP Sales** Remember to see what is on sale for the month of August — the items are always varied and you'll find something you like, want and need.

**Housewares** We have many housewares suppliers — in many cases, we make choices about whom we buy our products from and whom we support. Our aim is to have a broad array of products that will fill your need for handy and necessary products. While we all know the second floor store is space-challenged, we have frequently managed to find innovative display arrangements. If you are

unable to spot the gadget, gizmo or culinary tool you are looking for, please ask and we will assist you.

**Sympathical Formulas** This California-based company specializes in products whose formulas combine multiple homeopathic remedies in a proprietary base. The products do not contain glycerins, parabens, hormones, or synthetic chemicals. They do contain homeopathic remedies that have been proven in clinical trials to provide temporary relief from particular symptoms, conditions, and discomforts. The Sympathical Formula products are in compliance with current FDA regulations.

Their Homeopathic Eczema Lotion contains key remedies proven to provide temporary relief from symptoms of eczema, including: pustules; itching, pricking, and redness of skin; and burning, chapping, soreness, and

cracking. The Homeopathic Psoriasis Lotion combines key remedies to provide temporary relief from symptoms of psoriasis including pustules, skin plaque, guttae, and reddening of the skin.

**Boiron USA** While you might recog-

nize the name of this company from your second floor purchases or as a recommended company from your health care practitioners, you might not know Boiron was founded in France in 1932. It is considered by many to be the world leader in homeopathy, employing 3,800 employees in more than 60 countries. They produce over 1,500 homeopathic medicines. All Boiron products are manufactured in strict accordance with FDA and HPUS regulations for homeopathic medicines. This company maintains a strong com-



## August Grocery News

by Chris Switky

Howdy, shoppers. It's still summer out there, so let's cut right to the big story in Grocery Land. We've got three flavors of new **organic fruit popsicles**: coconut, orange and raspberry. They're from **Natural Choice**, and you'll find them next to the Natural Choice sorbets, eye-level in the freezer case if you're that height. At my house, we say, "Popsicles. It's what's for dinner." (...at least until mid-September...)

Also, please check out the larger (26 oz.) bottles of **Reed's beverages**, located to the left of the ice cream freezer. At this moment, we have **spiced apple brew**, and I'm hoping to get **original ginger brew** back as well. They're displayed in wooden cranberry crates, the same ones you wanted to take home last fall, but someone on staff said you couldn't. Now you know why. They're eye-level if you're under the age of 7.

Speaking of drinks, we've recently added a line of juices from

the **Lakewood juice company**. We have five flavors, all organic: orange carrot, mango, pink grapefruit, papaya, and "Good Morning" blend (consisting of orange, pineapple, white grape, tangerine, papaya, peach and banana juices).

Lakewood gets high marks for their superior quality juices, which contain no added water, and the juices are not from concentrate. Additionally, Lakewood is an independent, family-



owned company, whereas three of the other juice companies the Co-op carries (Knudsen, After the Fall, and Santa Cruz) are all owned by J.M. Smucker, a grocery industry giant.

If you've liked the locally produced Solebury applesauce, we now have **Solebury apple juice**, in half gallons, from the same Bucks County farm. It's 100 percent juice, no water or sweeteners added. **Solebury Orchards** is about as small as a company can get, and it's local. If you haven't tried the applesauce, it's gotten rave reviews from many shoppers, and even fussy staff people such as Anton.

As promised last month, more fascinating facts about emus. Emus are the second largest bird on the planet, in the shadow of only the ostrich. They can grow up to five feet in height, and run up to 30 mph. In the 1950's and 60's, emu racing was popular sport throughout southeast Pennsylvania. In fact, Weavers Way purchasing manager Norman Weiss was, as a young boy, one of the Philadelphia area's most well known child emu jockeys. (Labor laws forbid such things these days, but times were different back then.) Norman's original helmet and jersey are on display in the Weavers Way museum, located on the fourth floor of the Co-op. Norman's great affection for emus, kindled at such a young age, led to his successful career at our very own co-op, where emu eggs are sold. Ask him about it when you run into him ...in the grocery aisles.



## Produce News

by Jean MacKenzie, Produce Manager

### Finally, Good News About Garlic

Just as some really bad news is coming out of China about food safety (FYI: This is not exactly NEW news to those of us who have been following the issue), we are finally getting a few breaks with garlic.

First, Paradise Organics in Lancaster County began harvesting their beautiful, juicy, zingy fresh garlic. Yes, it's expensive (\$5.38/lb as I write this), but you need a lot less, and the flavor is just wonderful.

Second, we've been able to get non-organic garlic from Mexico recently. Mexico isn't exactly "local," but it's at least North America. And we haven't had to raise the price.

And third, our own Weavers Way Farm is starting to harvest garlic. This year's crop will not be huge, but the quality should be excellent.

### And Speaking of WW Farm . . . .

Is the produce from our farm great or what? It's amazing what Farmer Dave (Zelov) and Farmer David (Siller) are growing. As I write this, there is such abundance from the farm that we're going to experiment with setting up a table at the weekly Farmers' Market across the street. The store can't keep up with the volume of some of the harvest, notably summer squash and kohlrabi, and soon tomatoes. Selling at the Farmers' Market

will give the farm a bit more money, and will certainly give more people a chance to see and taste our very high quality produce.

### "Value-Added"?

There's a lot of buzz in the produce industry about convenience and "value-added" products. All my produce newsletters and magazines tell me how I can increase sales and make my shoppers happy if we market our produce in pre-packaged kits and units — the "value" that is presumably added is the convenience of "grab-and-go" fruits and vegetables.

No more pesky recipes to look over, no lists to make; just grab the "salsa kit" (tomatoes, onion, lime, jalapeno, cilantro). No need to actually know how to bake a potato, just grab a few pre-wrapped in microwavable plastic wrap. They say shoppers love this stuff, and our sales will skyrocket if we purchase these products or put them together ourselves.

### Really?

It all makes me wonder just what values are being added. Conspicuous consumption? Over-packaging, using mostly petroleum-based packaging materials? Shopping illiteracy?

You are the shoppers, the members, the owners. Is this what you want? Let me know what you think.

(continued on page 6)

**Green Energy**

(continued from page 1)

improved energy efficiency is that computer-wrangler Norm Weiss has obliged staff to turn their computers and monitors off at the end of the day. This could reduce computer energy use by about \$25 annually for each computer. Hey, every little bit helps us move in the direction of becoming carbon neutral.

And speaking of aiming for carbon neutrality, two grant applications have been written and submitted to the Pennsylvania Department of Environmental Protection by Weavers Way. The first, for solar electric panels, was a combined effort by myself, Co-op member Ron Celentano (Celentano Energy Services) and Heat Shed, a regional solar voltaics contractor. The other application, co-written by former staffer



Emily Neuman from team New Hampshire and myself at team Weavers, was for a pair of Earth Tub composters. Imagine a huge teacup, about four-feet high and eight-feet wide, filled to the brim with a hot (120° F), steaming compost brew. If we hit the dualfecta, we will be generating some electricity and composting all of the food wastes from our store and the High Point and Blue Marble cafés by this time next year.

**Manager's Corner**

(continued from page 1)

ing, that I was going to ask Dale to change the process as soon as possible. Not only will this save plastic, Styrofoam, and space; it will save plenty of time in wrapping. The product may not look as neat, but the savings in labor and packaging are substantial.

In the fall of '06, I remember Norman and Emily coming back from a tour of urban farms and telling me that we should do an urban farm. I remember standing in the hallway in front of the mailboxes. I knew that as soon as everyone agreed that we should do this, that we were going to start on our road to hire a farmer and get started with a real farm. We had already looked at the potential payback on this process, and we knew that if we really wanted to do something about reducing our carbon footprint, growing produce two miles from the store was the right thing to do. If it does not work in three years I rationalized that the worst would be about a \$150,000 loss. Sounds like a large number, but it will not

put us under and it has a very positive pay back in many different areas of local, organic, and energy reduction. So here we are with Farmer Dave and 1.5 acres.

A few months ago a group put together the idea to start a community composting program. It would cost us about \$3,000 to get into this and some dollars in labor to maintain the process, but it was something that fit perfectly into our mission and our ends. The worst that could happen is that we would have to sell off two large composters. So, Steve Hebden (see his article beginning on page 1) sent in a grant application to the state to make this a reality. I hope we get it and start on this process. We might be recycling kitchen scraps from West Mt. Airy in a few months.

As I look around, I see many of these "pop-up" ideas from members, shoppers, and staff that have made this interesting store what it is today. Keep those ideas coming in, fill out the comment book, send us e mails, letters, etc. Stop us in the aisles... we might not react right away, but at least the idea is out there.

**Role of Committees**

(continued from page 1)

directly in the decision-making process with regard to this important governance issue.

This article and the subsequent dialogue we hope it inspires are part of our attempt to communicate better how the board carries out its responsibilities and to engage members in a discussion of some of the changes being considered. Members are clearly the life-blood of Weavers Way and we want to be sure that you fully understand why the board feels that changes are necessary. We want you to have an opportunity to raise questions and offer suggestions about how to best involve members in contributing to the Co-op's mission and sustainability.

The governance structure we use demands an unbroken chain of accountability between the board and the GM and we are concerned that our current committee structure weakens this link. At the same time, we understand that membership involvement is essential to everything that makes us a co-op. The challenge is to structure the organization in order to gain a high level of member input and participation while ensuring that the work and decision-making required of our seven million dollar per year co-op continues to occur. In representing the members, the board develops written policies that detail to the GM what we want him to accom-

plish and what types of behavior or events must not be allowed to occur, (e.g. excess debt or discrimination in hiring). We have devoted hours to writing these policies and to the difficult and time-consuming task of monitoring them. We take our fiduciary and oversight responsibilities very seriously.

In our vision, most committees will not be permanent. They will be created to carry out specific tasks requested of them by the GM or board. They will continue to meet until they have completed their assigned task and then be disbanded. The board understands that if we change our current committee structure, we must strengthen and/or develop new policies to ensure the inclusion of members in the work and organizational life of the Co-op. We have come to this proposal after much thought, discussion and debate and welcome and encourage the members to share their thoughts with us.

On Tuesday, Sept. 18, at 7:00 p.m., the board will be holding an open meeting (at a still undetermined location) to discuss this proposal. I look forward to an ongoing discussion and dialogue about this issue. Please feel free to contact me either at katzstu@comcast.net or call me at home at 215-242-9256 to discuss personally. In addition, I encourage your participation at the meeting.

Thank you.

**Farm-Fresh Produce at Farmers' Markets Near You**



**The Food Trust**

**Cliveden Park**  
Chew Ave & Johnson St.  
Wednesday 2pm-6pm

**West Oak Lane**  
Ogontz & 71st Aves.  
Tuesday 2pm-6pm

**Germantown**  
Germantown Ave. & Walnut Ln.  
Friday 2pm-6pm

Markets accept EBT/Access cards and FMNP vouchers

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PHOTOS BY DAVID SILLER AND DAVID ZELON

The Co-op farm at Awbury is producing more than just good food. Here are a few pictures of some of the students from local schools who came out to help at the farm this year. Can you see your child? Over 150 students from schools and camps have visited the farm and plans are underway for a more formal program. Hopefully sometime soon, with a few visits to the farm, your child will be asking for the Kolhrabi from the farm at the kitchen table along with the brownies  
 ~ David Siller

### Down on the Farm

(continued from page 1)

doing (which I guess means we've done something right earlier in the season). Each week, our sales seem to be getting higher, particularly with the onset of peppers, eggplant, and tomatoes. The squash harvest has exceeded our expectations, with a record 175 pounds on a single day in June. The vast majority of the produce continues to be sold through the Co-op, with small amounts going to a couple other local outlets. There are only a couple of crops that we seem to have more of than you folks can consume. (Please eat more fennel.)

On that note, if you are seeing vegetables you are not familiar with and need some recipe ideas, or just to witness some of the goings on at the farm, take a look at the farm blog, written by dedicated farm volunteer Jennie Love

(<http://straightfromthefarm.wordpress.com/> — or link from the Co-op website, [www.weaversway.coop](http://www.weaversway.coop)). I also would like to encourage you to give me feedback, good or bad, about the quality of the produce. Please send me an e-mail me at [farmer@weaversway.coop](mailto:farmer@weaversway.coop) or you can leave a note my mailbox. Something that I am particularly interested in is how tolerant people are of insect damage on some of the leafy crops. So far, I have not sprayed anything at all to control insect pests, relying instead on beneficial insects and row covers to prevent damage. In cases where damage will completely ruin a crop, I will probably use an organically approved pesticide (contrary to popular thought, organic does not mean pesticide-free), but if damage is minimal, I would just as soon not spray with anything. Your thoughts are welcomed.

So who has been doing all of this har-

vesting you may ask? Who is sweating away in the hot sun picking those purple string beans one by one? David and I are certainly not alone out there. There is no way we could do it all without you folks, so I'd like to give a big thanks to all of you who have been coming out to harvest on Tuesday, Thursday and Saturday mornings. In addition to cooperators, we have also been enjoying the help of a group of cooks and chefs from La Salle University who join us for two of the har-

vests each week. They are joined by our interns Ezra and Tracy, as well as dedicated farm helpers Jennie (of the blog) and Brandon (who lives nearby). Thank you all.

I would also like to thank everyone who has generously donated equipment to the farm over the past few months. We hope that, together with bountiful harvests, this will help us to break even financially sooner than we thought. See you out on the farm.

### Ned Wolf Park

(continued from page 2)

ent, resources or money will be helpful and because the park is a public space, we will all benefit from it. On that note, we still need help with getting PECO and/or the city's Streets Department to install additional lighting on the existing light poles. We also need materials, funds and volunteers for repairing the wooden retaining wall.

If you have interest or resources to help us meet our goal of total rehabilitation in two years or less, contact Ronda at [rondazmail@verizon.net](mailto:rondazmail@verizon.net) or (215) 848-4222 to donate services or materials, or send a check to WMAN at 6703 Germantown Ave., Suite 200, Philadelphia, PA 19119. (You can learn more at [WMAN.org](http://WMAN.org) or Google Ned Wolf Park). For more information about Savatree go to [www.savatree.com](http://www.savatree.com).

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**Emu Eggs**

(continued from page 2)

line of carbonated beverages and snacks represent the highest percentage of total grocery store sales (by a large percentage). This means that if we placed more salty snacks or a stack of Coke in the emu space we would clearly make more money.

Eliminating the emu egg may improve our pocket lining, but it would do nothing to help our emu farmer, Marcus Bass, who live in Sewell, New Jersey. They raise emus and sell them (or I think give them away to happy homes). Also, eliminating emu eggs from our product line would also make it impossible to get the "Wow!" that is so important in marketing. Let's face it, showing a six-pack of Coke to a teenager (or anyone) is not a "Wow-effect" driver, but taking out an emu egg from its nest and giving it to a new shopper or potential member or school tour group gets plenty of "Wow."

The other day a few members of the La Salle University culinary team were working on the Weavers Way farm, helping out and getting their hands into the local Germantown soil (school is out and they have some time to see what we are doing in their community). When they were finished working at the farm, Co-op member Royer Smith, the executive chef at LaSalle (formally the executive chef of the Convention Center and prior to that of Frog Commissary Catering for many years) brought four of his chefs over to the store for a drink and to see where the farm product was sold. While touring them around, they found the emu eggs and the "Wow!" effect took over. None of them

had ever used an emu egg in cooking, but they were really interested in the product and how to use it (just like any other egg).

As I walked upstairs for a meeting, I realized the emu eggs do not only help place a few bucks in our farmer's pockets, but it also gives us that specialty feel. We might not sell many, but shoppers can tell their friends about the emu egg and even pick one up when they really want one. When I was a chef at the Commissary Restaurant, we sold our food on a cafeteria line format. We were known for our French, Thai, and other foods served in a relaxed, cafeteria atmosphere (many of you might remember the place). You would come in and pick up your tray and the first section of the cafeteria line was called the "Charcuterie" section. We sold homemade patés (country, duck, chicken liver, etc), smoked salmon with different spreads and salmon roe. We also sold black Russian sturgeon caviar (different grades). The next section was salads, followed by hot items, soups, our famous vegetarian chili, entrees, and then our homemade desserts (always the heart tart). I remember the "Wow!" effect that the first section always had on our customers. We did not sell very much Russian caviar, nor did we sell much of the paté, but the veg chili flew out. The owner, Steve Poses, realized that the first section set the tone of the place, but that it was a relaxed way to enjoy food, people, the entire community, and the love of life. The first section was there to "Wow!" those that needed it, or were there experiencing the restaurant for the first time.

So how do you cook an emu egg? The



PHOTO BY JONATHAN MCGORAN

**BENJAMIN ELLICH OWEN & EMU EGG**

same way you would cook a half dozen chicken eggs. When I use them in a frittata or timbale custard type item I add perhaps an additional chicken egg yolk or two to make sure it sets up well. If I am making an omelet or other breakfast egg dish, just use it as you would any egg. It is sure to get a "Wow!" early in the morning from guests, especially when you show them the size of the egg. A great item for a special summer brunch.

Enjoy the "Wow!"

**What's Upstairs**

(continued from page 3)

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## Pesto for Pasta, Peace and Pleasure

by Peter Samuel

In July, if you have a garden you know there are certain things that will start screaming out at you every time you walk among the plants. In my garden, it is the herbs and especially the basil. "What are you saying?" I ask. "What? Make some pesto?" And then some of the other herbs get into the act — the cilantro, oregano, sage, parsley and even a few squawks from the arugula. One day last year the cacophony was deafening.

With hands over my ears I ran back to the house and started pulling cookbooks off the shelves to scan them for pesto recipes. My children gave me the usual looks of dismay, and the question, "Now what are you doing?" hung in the air. I didn't want to explain about the noise in the garden, or what that look was in my eyes — I was still out of breath.

In no time at all, I gave my preliminary report, "Fifteen cookbooks have pesto recipes" I exclaimed. "So?" somebody replied, and left me to it. When I discovered a vegetarian cookbook with no pesto I threw it across the room, "Worthless," I cried, thinking of those beligerent herbs still shrieking in the garden. "Pasta" I yelled, "We must have pasta tonight"

Over the years, I have made pesto in the food processor with basil, and once even blended a sage pesto (very strong by the way), but my survey of the books gave me a whole new appreciation for the possibilities.

Besides the traditional "Pesto Genovese" with basil, garlic, pine nuts, and parmesan cheese, there was: pistachio-almond pesto from Sicily with mint, green olive and capers; red pepper pesto; sun-dried tomato pesto; parsley pecan; spinach walnut; arugula and basil; marjoram pesto with capers and olives; and

even a tofu pesto (from *Moosewood*, of course). I didn't find my sage pesto, but I know I didn't make that up myself. And the variety of cheeses added into the mix was also quite varied, including sheep cheese, goat cheese, Fontinella, and Romano.

Pesto was born in the Ligurian region of Italy in Genoa, and the word has nothing to do with basil; it means "pound." The real pesto fanatics say that is the "only way" to make perfect pesto, that you must pound it by hand in the "mortario" by means of a wooden stick called "pestello" (purists insist on a marble mortar and a boxwood pestle).

In order to allow the full release of its aroma the little leaves of basil should be crushed. They say the action of the wrist is of great importance. It must be a round movement, which squeezes the leaves rather than injuring them. Gradually you pour in extra virgin olive oil (Ligurian, of course), add some unrefined salt and again pound the mix and finally sprinkle in the freshest parmesan cheese and the pine nuts with some more olive oil and keep stirring (pounding?). The result should be a creamy pesto, thick but not too stiff. You can add a little pasta water to thin it slightly. Alice Waters suggests that the process of hand pounding basil is one of the more intoxicating things you can do in the kitchen.

Others say that to make a really good pesto you need to chop the ingredients and you must get a good sharp knife and preferably the Italian kind called a mezzaluna. Once you decide to put aside your processor or blender — hand chopping the ingredients will only take twenty or thirty minutes, but you will be in ecstasy the whole time

A slightly different version of the

sauce exists in Provence in southern France, where it is known as Pistou. In contrast with the Genovese pesto, pistou is made with olive oil, basil and garlic only: cheese may be added, but no nuts. Pistou is used in the typical *soupe au pistou*, a hearty vegetable soup that is served in the summer to showcase all the delicious produce available in the markets or from backyard gardens. It's said that this classic of Provençal cuisine was created in the 18th century by a duchess in order to seduce a marquis. Soup can do that.

Basil has been known to all the Mediterranean people since the age of the Romans, probably originating from the northern coast of Africa. Now it grows in many regions throughout the world, and is prominently featured in cuisines such as Italian, Thai, Vietnamese, and Laotian.

The name "basil" is derived from the Greek word *basilikohn*, which means "royal," reflecting that ancient culture's attitudes towards an herb that they held to be very noble and sacred. The tradition of reverence of basil has continued in other cultures. In India, basil was cherished as an icon of hospitality, while in Italy it was a symbol of love.



PHOTO BY PATRIZIA SCHIOZZI

Basil has all kinds of health benefits. It is a very good source of vitamin A and beta carotene, which acts as an anti-oxidant. It is also a good source of magnesium, which promotes cardiovascular health by prompting muscles and blood vessels to relax, thus improving blood flow and lessening the risk of irregular heart rhythms. Basil is also an excellent source of vitamin K, vitamin C and potassium, and a very good source of iron, and calcium.

Pat Piro has the delightful job of helping out Bonnie Shuman, the head of prepared foods at the Co-op, and one of Pat's tasks is to make the pesto. The Co-op produces two kinds — basil and sun-dried tomato. Pat said she usually makes the pesto Tuesday and Friday and that the Co-op probably sells at least 60 containers of basil and 30 of sun-dried tomato in a

(continued on page 8)

### Rebuilding New Orleans

(continued from page 1)

cles containing who knows what, heavy metals brought in with the sludge turned over by the hurricane related flooding — all these are threats to local residents.

The big question is how the people can be helped to return. Paul emphasized the UN declaration of the right of displaced people to return to their homes, but he sees some sinister forces at work that are working against this principle. It is clear to him that many of the rebuilding plans are intended to make New Orleans smaller, whiter, and less poor. That means preventing many former residents from returning.

Taking one well-known rebuilding plan as an example, Paul showed that it was only locally organized residents who stopped what would have been a takeover of their neighborhoods by redevelopers. New Orleans has been criticized for not having a rebuilding plan, but this is not exactly true. It has had more than one plan, but these had elements of race and class built into them.

And what about the crime we hear about? Of course there is a lot of crime in such a devastated community, but Paul pointed out that this is a complex issue, tied to slow rebuilding, unemployment, divided families, closed schools, poor infrastructure.

The presentation was not all policy-oriented. It was much more people-oriented, and it was the people in New Orleans who most impressed Paul and his group. It was people working together to make a difference, although the tasks are so large that it is unclear what the results will be.

What can people do? Paul and others are helping to build a network of supporters and volunteers. One place to look for more information online is [www.commongroundrelief.org](http://www.commongroundrelief.org). For information about volunteering, visit [www.commongroundrelief.org/node/314](http://www.commongroundrelief.org/node/314).

This presentation was another in the film series of the Weavers Way Education Committee. After a pause in August, the monthly series will resume in September, generally on the second Wednesday of the month at the Little Theatre in Video Library.



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## Pesto Genovese

- 3 Cups Loosely Packed Fresh Basil
- 3 Tablespoons Pine Nuts, Lightly Toasted
- 2 Cloves of Garlic
- (or more if you love the stuff)
- 3/4 Cup Extra-Virgin Olive Oil
- 1/4 Cup Freshly Grated Parmesan Cheese
- Salt to Taste



Place basil, nuts, garlic and salt in the food processor, and process 1 minute. Slowly start pouring in the olive oil until you reach the desired consistency. Add the cheese, and mix well. Stir into fresh cooked pasta immediately or eat in one of the suggested ways listed below. Makes about 1 1/2 cups of pesto.

### Pesto

(continued from page 7)

typical week. She described how Jean McKenzie, the produce manager, brings in four cases of basil, Pat pulls the leaves off and mixes the whole concoction in the giant mixer called the Robot Coupe. Then she adds the garlic, pine nuts and olive oil. "Our secret ingredient at the Co-op is organic baby spinach to keep the pesto nice and green," she confided in me. "And no, there is no way I could do it by hand with a mortar and pestle. It's too much."

In my perusal of the cookbooks, I learned that the variety of ways to eat pesto goes far beyond pasta. Here are some ideas: on mashed potatoes, a dollop in soup, on broiled fish or chicken, on fresh steamed vegetables, use instead of mayonnaise with vinegar in dressing or marinade, mix with mayonnaise for a dipping sauce, spread on pizza dough or

crostini, mix into butter and serve on corn on the cob, add to fresh crab and brie in a phyllo dough, put on hamburgers, put on eggs or on an omelet. Wow

Luckily, this is a food that most of my children (except for Colin) will gobble up, and it keeps the noise down in the garden too.

If you are going to make pesto yourself instead of buying it from the Co-op, here are a couple of things to remember: When you mix up a big batch and plan to freeze some, leave the cheese out, pour into an ice tray, and after it freezes put the cubes into bags to later bring to room temperature and use as individual servings. Or if you are going to eat it in the next couple of days, it can be stored in the fridge with a thin layer of oil on top. It should last a few days that way. But of course, it is best when you mix it into fresh-cooked pasta and serve immediately.

## Soda: Not so Refreshing!

By Marsha Low

It's summer time and, for many of us, that means it's soda-drinking time as well. But maybe it's time to think about drinking less soda. Why? Sodas have been shown to have harmful effects on your health, from promoting tooth decay, to obesity and diabetes, to possibly causing cancer.

Most people know that sodas contain large amounts of sugar. The average 12-ounce non-diet soda contains ten teaspoons, usually in the form of high-fructose corn syrup. With the average person in the U.S. drinking over 50 gallons of soda each year (more than their intake of water and vegetable juice), is it any wonder that soda consumption has been linked to obesity and diabetes? Indeed, a study by the Harvard School of Public Health found that women who drank soft drinks daily had twice the risk of diabetes as those who drank little or no soda.

Less known is that there seems to be some risk of certain types of cancer from drinking sodas. Some have been shown to contain high levels of benzene, a substance classified as a known carcinogen by the Food and Drug Administration. It forms in beverages that contain sodium benzoate or potassium benzoate, combined with either ascorbic acid (Vitamin C) or erythorbic acid (d-ascorbic acid), according to the FDA. Unfortunately for the careful consumer, soft drinks with high benzene content are perfectly legal in the U.S., because the benzene limit for drinking water does not apply to soft drinks.

While the FDA said in March 2006 that benzene formation in soda is minimal and no cause for concern, The Environmental Working Group (EWG), a nonprofit public health watchdog organization, uncovered FDA tests which found significant benzene concentrations in certain beverages.

Between 1995 and 2001, the FDA tested 24 samples of diet soda for benzene in its Total Diet Study. Of those 24, 19 (79 percent) were contaminated with benzene above the federal tap water standard of five parts per billion (ppb). The average benzene level was 19 ppb, nearly four times the tap water standard. The FDA has not made public the brand names or manufacturers of these drinks. The EWG is currently demanding that the FDA continue to conduct more testing, make results public, and require soft drink manufacturers to reformulate their products to eliminate benzene-forming ingredients. Currently, PepsiCo, Coca-Cola and Cadbury-Schweppes are facing class action lawsuits over benzene-forming ingredients in their beverages — specifically PepsiCo's Pepsi Twist, Vault Zero and Fanta Orange-Pineapple drinks from Coke, and Crush Pineapple from Cadbury. (Although the lawsuits mention one or two specific drinks, other drinks from these companies may contain benzene-forming ingredients. None of their flagship products, Coke, Diet Coke, Pepsi, Diet Pepsi and Schweppes Ginger Ale, contain the ingredient combinations, however.)

What's a concerned consumer to do? When buying sodas, look at ingredient labels and stay away from sodas, sports drinks and juices containing ascorbic acid/vitamin C or erythorbic acid/d-ascorbic acid in combination with either sodium benzoate or potassium benzoate. Or, try organic sparkling juices and sodas, like those made by Blue Sky Soda and Santa Cruz Organic, which are generally made without artificial ingredients. Or look for drinks that are 100 percent fruit juices combined with sparkling water. Better yet, why not drink more water? It's sugar-free, calorie-free, and it's regulated under stricter safety guidelines than soda.

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## Study Finds Organic Produce Richer in Disease-Fighting Antioxidant

by Sustainable Food News

New research suggests organic fruit and vegetables may be better for the heart and overall general health than eating conventionally grown crops.

Researchers at the University of California, Davis found that organic tomatoes had almost double the amount of antioxidants called flavonoids, a type of antioxidant credited with everything from helping to prevent some types of cancer and dementia to fighting high blood pressure, which cuts the risk of heart disease and stroke.

The study was published June 23 in the online edition of the Journal of Agricultural and Food Chemistry.

“Comparisons of analyses of archived samples from conventional and organic production systems demonstrated statistically higher levels of quercetin and kaempferol in organic tomatoes [79 percent and 97 percent higher, respectively],” the study said.

Previous comparative studies of organic and conventional produce yielded few results given the difficulties in comparing soil quality, irrigation practices and the handling of harvested produce.

But this study was a ten-year comparison of the influence of organic and conventional crop management practices on the content of flavonoids in tomatoes.

The flavonoids — quercetin and kaempferol — were measured in dried tomato samples archived over the period from 1994 to 2004 from the Long-Term Research on Agricultural Systems project (LTRAS) at UC Davis, which began in 1993.

Researchers, led by UC Davis professor Alyson Mitchell, suggested that cover crops and compost used in organic farming over time gradually increased the amount of organic matter and overall fertility of the soil, reducing the need for compost to keep inorganic nitrogen levels high.

That lack of growth-promoting nitrogen triggered a defense mechanism in the plants causing them to devote more energy to producing flavonoids.

“The increase in levels of flavonoids over time in organic tomatoes corresponds not only with increasing amounts of soil organic matter accumulating in organic plots but also with reduced manure application rates once soils in the organic systems had reached equilibrium levels of organic matter,” the study said.

The lower levels of flavonoids in conventional tomatoes were caused by “over-fertilization,” the study concluded.

The study cautioned, however, that not all organic tomatoes may contain more flavonoids than their conventional counterparts given the differences in soils and growing methods on farms.

And, at least one detractor of the study believes that higher flavonoid levels do not necessarily make organic food healthier than processed food.

“Tomato ketchup has higher levels of lycopene, a strong antioxidant, than tomatoes,” said Sir John Krebs, former chair of the UK’s Food Standards Agency.

“So, if you wanted lots of lycopene you should eat ketchup.”

Few will argue with the idea that the best way to consume antioxidants is eating at least five portions of fruit and vegetables every day.

## U. Michigan Study: Organic Farming Can Feed World

by Sustainable Food News

Organic farming can yield up to three times as much food as conventional farming on the same amount of land, according to new findings, which refute the long-standing assumption that organic farming methods cannot produce enough food to feed the global population.

Researchers from the University of Michigan found that in developed countries, yields were almost equal on organic and conventional farms.

In developing countries, food production could double or triple using organic methods, said Ivette Perfecto, professor at University of Michigan’s School of Natural Resources and Environment, and one of the study’s principal investigators.

“My hope is that we can finally put a nail in the coffin of the idea that you can’t produce enough food through organic agriculture,” Perfecto said. She said the idea that people would go hungry if farming went organic is “ridiculous.”

For their analysis, researchers defined the term organic as: practices referred to as sustainable or ecological; that utilize non-synthetic nutrient cycling processes; that exclude or rarely use synthetic pesticides; and sustain or regenerate the soil quality.

“Corporate interest in agriculture and the way agriculture research has been conducted in land grant institutions, with a lot of influence by the chemical companies and pesticide companies as well as fertilizer companies — all have been playing an important role in convincing the public that you need to have these inputs to produce food,” she said.

In addition to equal or greater yields, the authors found that those yields could be accomplished using existing quantities of organic fertilizers, and without putting more farmland into production.

The idea to undertake an exhaustive

review of existing data about yields and nitrogen availability was fueled in a round-about way, when Perfecto was teaching a class about the global food system and visiting farms in Southern Michigan.

“We were struck by how much food the organic farmers would produce,” Perfecto said.

The researchers set about compiling data from published literature to investigate the two chief objections to organic farming: low yields and lack of organically acceptable nitrogen sources.

Their findings refute those key arguments, Perfecto said, and confirm that organic farming is less environmentally harmful yet can potentially produce more than enough food.

“This is especially good news for developing countries, where it’s sometimes impossible to deliver food from outside, so farmers must supply their own. Yields in developing countries could increase dramatically by switching to organic farming,” Perfecto said.

While that seems counterintuitive, it makes sense because in developing countries, many farmers still do not have the access to the expensive fertilizers and pesticides that farmers use in developed countries to produce those high yields, she said.

After comparing yields of organic and convention farms, the researchers looked at nitrogen availability. To do so, they multiplied the current farm land area by the average amount of nitrogen available for production crops if so-called “green manures” were planted between growing seasons.

Green manures are cover crops which are plowed into the soil to provide natural soil amendments instead of synthetic fertilizers. They found that planting green manures between growing seasons provided enough nitrogen to farm organically without synthetic fertilizers.

Organic farming is important because conventional agriculture — which involves high-yielding plants, mechanized tillage, synthetic fertilizers and biocides — is so detrimental to the environment, Perfecto said. For instance, fertilizer runoff from conventional agriculture is the chief culprit in creating dead zones — low oxygen areas where marine life cannot survive.

Proponents of organic farming argue that conventional farming also causes soil erosion, greenhouse gas emission, increased pest resistance and loss of biodiversity.

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**The Simplicity Dividend**

**Bridal Registries: Wedding Tax or The Best Idea Ever?**

by Betsy Teutsch

The practical side of me loves wedding registries, and the values-driven side of me has grown to loathe them, as brides and grooms seem ever bossier. Registries are nothing new, of course. We registered for gifts in 1973 and as a result received two lovely sets of china and 10 place-settings of silver. Beyond that it was open season: we received all sorts of gifts not designated. Most we used, a few we actively hated, and many we came to appreciate and even love over time.

The pros of a gift registry are:

- efficiency. You can order the gift and you're done. The store ships it and you don't have to wrap it, schlep it, or even buy a card.
- the couple picks what they choose and you know your gift is to their taste, especially helpful if you hate shopping or don't know the couple well enough to key-in to their life style. Easy. Done.

From my point of view, the negative list is more extensive.

- It's impersonal. No way to write a note to go with your gift, except electronically.
- The choices are not prioritized. Recently after scrolling through scores of chosen items, I finally decided, once I

added on the shipping/gift wrapping charges, to just purchase a gift certificate from the registry and let the couple decide. (By the time you add the wrapping and shipping, it's an extra \$20, which seems mostly wasted.)

- The options are overly directed. The attitude expressed, even if it's not intentional, is don't even think about giving us something not on our list. I find it arrogant that young couples think they know more about what they will need over a lifetime than people who have actually lived a generation or two longer.
- I don't like being limited to chain stores and/or mass produced items. Some of my favorite wedding gifts are pottery and other handmade crafts (easily purchased on the second Floor of Weavers Way), which you can't purchase from a registry. It's also nice to give a family heirloom or something more personal.
- I am often turned off by the actual items chosen, since they are way pricier and more extravagant than anything I own, and I live a perfectly abundant life. I like to feel simpatico with the gift I'm giving, since it's an

expression of my values.

- I don't like not knowing whether our gift arrived, since brides and grooms (or bride + bride and groom + groom) are often really terrible about writing thank-you notes.
- The old-fashioned side of me feels uncomfortable with the couple knowing precisely, down to the dime, what I spent on their gift. It feels so calculated. Why don't they just send a bill?

A few brides and grooms I know have recently worked to transcend the tax-assessment feel of store registries. While they feel obliged to include conventional stores on their wedding sites, because that's what lots of their guests prefer, they expand their suggestions, including favorite charities and causes. One couple said they would love gift certificates to local bookstores and garden shops and described their literary loves and their garden, giving guests a sense of their values and passions. A few years ago we gave a giant composter to a couple, since they had included it on a wishlist, and it really spoke to me; I totally enjoyed sending it to them. The fancy china comes out maybe once a year, but that composter is used every day.

Another way some couples counteract the gimmes is to request non-material gifts. We were recently asked by a bride's friend to submit a favorite recipe, along with all the other invitees, which they will make into a cookbook for the bride and

groom. My sister's sister-in-law Dale did something similar for her future daughter-in-law, collecting recipes from all the immediate family, including copies of recipes written by grandmothers no longer alive. (She made copies for all the contributors, and I'm sure they are treasured.) A nice custom in the Jewish community is to send close friends and family fabric squares to decorate, which are then sent back and stitched together to create the wedding canopy. None of these touches are in lieu of a material gift, but they serve to make guests feel like they are more than ATM's. Some couples create an online donation registry, but the site notifies the couple the amount of each contribution, something which makes some people (like me, for example ) uncomfortable. And what about the most obvious wedding gift? Cold cash, of course. It's nice to receive, but I can tell you, 33 years later, it's the beautiful, thoughtful items that I enjoy, the cash long ago having been plowed into aggregate savings. Many of the brides and grooms I know are mature and earn more than I do, so money feels like a really weird gift. If they really are starving students, money is a great idea, perhaps along with a smaller material item. Wedding registries are here to stay, but I'm ready for a gifters' revolt

Please visit my blog, [www.money-changesthings.blogspot.com](http://www.money-changesthings.blogspot.com), where this essay is posted, and add your thoughts.

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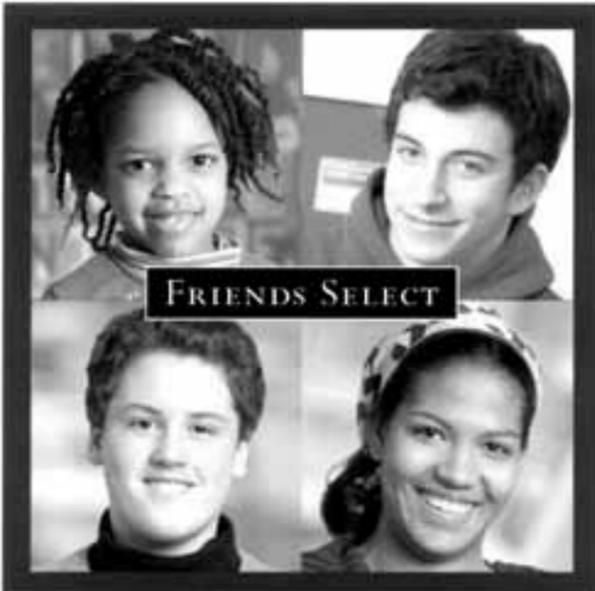
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**Garden Gleanings**

**Dead-Heading: What and Why**

by Mark Goodman

**Dead-Heading: What and Why**

We've all heard the garden term "dead-heading," but not everyone understands its importance. When a plant produces a flower, we are struck by its color, beauty, and — sometimes — aroma. But a flower is more than just a pretty picture. It's an important part of a plant's seed production and survival. Most garden flowers have a seed pocket or pod at the base of the petals. For example, if you cut open a rose hip — the little ball at the base of the rose petals — you'll find seeds. When the flower withers, the energy of the plant will go into seed production rather than forming new flowers. It is the seed that will generate new life and perpetuate the species.

However, gardeners are not worried about species preservation. We can always get more seeds. We want more flowers and color. If we cut off the spent flower (dead-head) and the incipient seed pocket, the plant's energy will then channel into new flower production so that — again — it can produce more seeds. So by dead-heading your snapdragons, dianthus, and pincushion flowers, you are stimulating new flower growth. Is it work? Yes. Is it worth it? Also, yes.

**Recycling Water**

When I discovered that my new house didn't have a stationary tub in the basement, I thought, "Oh no. What am I going to do with all that dehumidifier water?" Problem solved. Each morning, I empty the pan of water into one of my garden watering cans. If they are full because it rained, I pour the water into a reserve pail for those hot, twice-a-day waterings. So the humid basement and lack of indoor drain has become a plus: I save on water use (and bill), and my

plants are growing nicely.

**Garden Book Recommendation**

A great book for lovers of both gardening and poetry is *The Wild Braid* by renowned poet Stanley Kunitz. Along with his poems on gardening and nature are transcriptions of his reflective conversations with writer-friend Genine Lentine. Making the book even richer are photographs by Marnie Crawford Samuelson of Kunitz and his Provincetown garden.



Here is an excerpt from the poem "The Round."

Light splashed this morning on the shell-pink anemones swaying in their tall stems; down blue-spiked veronica light flowed in rivulets over the humps of honeybees; this morning I saw light kiss the silk of the roses in their second flowering, my late bloomers flushed with their brandy.

This book is all the more amazing when we learn that Kunitz was 100 years old when it was written.

**August Reminder**

Don't give up on your garden in the dog days of August. If you go on vacation, have someone reliable water it, or hook up an automatic sprinkling system. If you stay home, weed and dead-head. You'll be glad in September and October that you took care of your garden in August.

**Rabbit From the Sky: A Summer's Tale**

by Mark Goodman

It was the summer of 1972, when I worked at a teenage summer camp in Maine, that I saw the rabbit fall from the sky. You may think that I'm one of those tall-tale spinners who got caught up in the folklore and charm of rural Maine. But it really happened. Here's how.

On the day that the campers were due to arrive, I was chosen to drive a school bus to Bangor airport to pick up some campers and their luggage. However, the bus broke down with engine problems, so I went to a farmhouse to call the mechanic that serviced camp vehicles.

While waiting for the tow truck, I heard a constant mewling and found a skinny stray tan and white calico kitten. In Maine, calico cats are called "money cats," because they supposedly bring good luck.

About an hour later, long-time Mainer Clifton Brann showed up in his truck with a friend. The two old-timers hooked the tow apparatus to the front of the bus, lifting the front wheels off the ground, and away we went. I rode in the bus with the cat.

After a few miles, I saw Clifton waving at me frantically. Finally, his friend stuck his head out of the window and shouted, "Hit your brakes" I did, and both vehicles came to a halt. Clifton told me that his brakes failed and that the bus would have to be the brakes for the 20-mile trip back to Brann's Garage.

He went slowly, and when he wanted

me to brake, he'd wave his arm out of the window. I admired his calmness in such an anxiety-producing situation, not to mention his Yankee ingenuity. I didn't question the safety of his strategy; I just went along with the plan, and our unlikely tandem meandered through the Maine countryside — the tow truck providing the power, and the bus, with a city slicker and a money cat, supplying the brakes.

If the story had ended here, it would have been enough to repeat on those cold winter days when the locals gathered and swapped yarns around the makeshift 55-gallon drum wood stove at Brann's Garage. But about five miles later, I saw a quick shadow, and then a large furry ball hit the windshield of Clifton's truck. I stopped the vehicles, and before we could make sense of what hit us, we saw two hawks dive and then ascend. Apparently, one of the hawks had caught a rabbit, and while flying off, an interloper contested the quarry, causing the original captor to drop its prey. For a moment, I felt as if I was in a fantasy tale a la *Alice in Wonderland*. Even Clifton and his buddy, who had pretty much seen it all, were taken aback by the aerial oddity.

Finally, we made it back to home base, and I walked to the nearby camp with the kitten on my shoulder. I met the campers, and my first camp story was about the broken-down bus, the money cat, the brakeless tow truck, the fighting hawks, and the rabbit that fell from the sky.

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## Don't Lose Your Pet This Summer – Or Any Other Time For That Matter

by Jessie Morgan

"Lost pet" flyers break your heart. They also proliferate in the summer, when we spend more time outside with our pets or go on vacation and leave our pets in someone else's care. According to the American Society for the Prevention of Cruelty to Animals, over 95 percent of lost pets are never found. Don't let your pet become one of those sad little faces on flyers stapled to telephone poles. Here's how to prevent it.

Keep an identification tag on your pet at all times, even indoors. On the tag should be your address and your home and cell phone numbers with your area code. If you're leaving the pet in someone else's care, put that person's number on the tag as well or on an additional tag.

Some people insist that they don't need a tag because their pet never goes out without them, but you never know what might happen. One local dog was attacked by yellow jackets — he didn't stop running until he was in Roxborough. Cats often slip outside when a child or visitor fails to block the door. Cats have also been known to jump into parked cars and wind up in another state.

And if you think an ID tag undermines your pet's autonomy — think about it. An ID tag makes it easier for those of us who don't speak dog or cat to help a lost critter get back where he or she belongs — with you.

You can make tags instantly on machines at Petco, PetSmart, and some of the smaller pet stores. If your cat goes outside, buy several elastic collars with bells and make several tags. Your cat will lose them. More and more people, however, are keeping their cats indoors full-time. The cats are safer (from cars, dogs, and thieves) and so are the birds (from cats). Don't kid yourself into thinking you can supervise your cat outside. Once Fluffy gets a taste of the great outdoors, you'll never hear the

end of it. You will become a slave to your cat's every whim (as if you're not already) and before you know it, you'll be letting your cat out without you.

Don't rely on the kindness of strangers. Look where that got Blanche DuBois. There are some very sick individuals out there and it's our job to protect our pets from them. A sweet, friendly dog or cat should never be left outside alone, even in your own fenced yard, since anyone can walk off with them. It's a fairly safe bet that someone who would steal a pet does not have the animal's best interest at heart.

Train your pet to come when called in case he or she does get out. Yes, cats can learn this too. If you don't know how, take a class, hire a trainer to teach you, or read a book and practice, practice, practice until he or she comes to you immediately every time you call. By law, we are required to keep dogs on a leash unless you're in a fenced yard or approved, fenced dog park or kennel. If someone else walks your dog, make sure he or she knows these rules. Ask them to put the leash on before opening the door and to only take it off when they're back inside. Don't count on your dog knowing that "Fido, come" means the same thing when uttered by someone other than you. Your pet sitter should practice, practice, practice with your pet too.

While on vacation, if you hire a cat sitter, have them keep the cat inside the house the entire time you're away. If Fluffy's used to going out, she may be unhappy, but she'll be there when you get back. Check pet sitters' references and insist on this safety protocol regarding dogs on leash. A boarding kennel is a safe alternative, but most pets don't like them and good luck getting a reservation at a good kennel for the summer at this late date. The better pet sitters are probably also al-

ready booked. Ideally, you and your dog already know someone very reliable and safety-conscious who can stay at your house or keep your dog at their home.

Teach your dog to stay in your car or wait inside your door until you tell him he can come out. If your car breaks down or you live near a street (duh), the safety advantages of this learned behavior are obvious.

Microchips, tiny devices injected into the animal by your vet, can be lifesavers. If someone who finds your pet takes it to a vet, that vet should scan it for a chip, which contains your contact information. Unfortunately, if your pet is stolen, the thief is unlikely to get your pet scanned.

If, God forbid, your pet does get lost or stolen, panic is appropriate, but you must also take immediate action. Right now, as soon as you finish reading this article, take a good picture of your pet in case you have to make flyers. Contrary to some people's opinion, flyers do work. Keep information on the flyer to a minimum: Picture (preferably in color), name, breed, date lost, last known location, and every applicable phone number. As soon as your pet is missing, put flyers on every surface you can find for several blocks around the point last seen. Post flyers at local vets' of-



PHOTO BY NICK BOBAY

fices. Ask neighbors to check their garages and basements for your wayward cat. Put flyers in neighbors' mail slots and mail boxes. Use ink that won't run in the rain.

Call every shelter and visit them at least every other day. The shelter staff may not recognize your pet from your description. I know a Golden Retriever who was listed as a Labrador at a local shelter. Fortunately, the owner went to the shelter and found his dog.

Run classified and display ads with pictures in all local newspapers.

Local shelters include:  
PA SPCA: 215-426-6300;  
Philadelphia Animal Care and Control (PACA): 267-385-3800;  
Montgomery County SPCA: 610-825-0111.

Jessie Morgan is founder of Animal Rescue Network, retired vet tech, and professional pet sitter for over 30 years

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## Protecting Beach-Nesting Birds

By Brenda Malinics

This year I began volunteering with The Nature Conservancy and trained to become a beach patroller in Cape May to protect endangered piping plovers, least terns, black skimmers, and American oystercatchers who nest along the beaches. Patrollers at this ocean-side nature preserve interact with visitors and collect shorebird observation information and human use/disturbance data. They also collect trash from the preserve.

The piping plover, or *charadrius melodus*, is an endangered species. These small, sand-colored birds with the dark ring around their necks and the yellow legs make their home on the beach dunes at the Cape May Migratory Bird Refuge (CMMBR), formerly known as The Meadows. Plovers deposit their sandy-colored eggs in shallow depressions on the sand. CMMBR is approximately 400 acres sitting between two very crowded beaches — the free public state park and beach and the Cape May town beaches, which require a fee to access.

Human disturbance and loss of habitat remain key factors in the decline of the piping plovers. For this reason, each season the Nature Conservancy erects fencing around plover nests, monitors the beach, and attempts to educate the public, all in an effort to give the plovers a better chance for survival in their natural world. Once a nest is confirmed, "exclosure" cages are placed over the bird, allowing it to freely move about while keeping predators away.

In just my brief experience as a patroller, I could sense that the survival of these birds is tenuous. Many disregard not only the signs warning people to stay away from the fences and to not walk dogs along the that section of beach during nesting season, but they even ignore the personal pleas to stop other behaviors prohibited on the preserve, such as fishing, swimming, jogging, and sunbathing.

Because this sensitive beach is sandwiched between two of the most populated beaches in the area, and because many folks walk from Cape May town to the lighthouse along the ocean, there is constant traffic and human/bird interaction. The birds, especially if they have precocial nestlings in tow, are often too threatened/frightened to walk to the wa-



PHOTOGRAPH BY LUTHER GOLDMAN, U.S. FISH AND WILDLIFE SERVICE

ter's edge to forage. They can quickly die of starvation or dehydration. I was incredulous to learn that over Memorial Day people set off fireworks and breached the fenced-in nesting area to play Frisbee.

In working with animals, I have learned that I see the best and the worst of humanity. This has also been my experience at CMMBR. I have met people who have traveled from London and Australia and Vermont and Washington to see these birds. Most visitors are pleasant to talk with and respectful; unfortunately, there are always exceptions.

The Nature Conservancy needs more volunteers to do patrols through the end of August. You only need to commit to two shifts per season. Anyone seeking a fulfilling experience working to protect this remarkable habitat and the species that inhabit it should contact Alyssa Allen at 609-861-0600 ext. 19 or via e-mail at [aallen@tnc.org](mailto:aallen@tnc.org).

### Fire at Cape May Animal Outreach Shelter Kills Cats And Kittens

On May 18, the trailers housing rescued and adoptable cats of Cape May suffered an electrical fire and all 37 cats and kittens perished. The shelter needs a lot of support and donations to achieve their goal of building another shelter on the 3.5 acre parcel of land recently purchased. Please send any donation to:

Animal Outreach of Cape May County  
PO Box 1225, Cape May, NJ 08204  
609-898-1PET / [www.aorcmc.org](http://www.aorcmc.org).

A memorial was held at the state park for all the cats who died. There were framed photos of each cat and kitten that perished in the fire and each cat's name was called. At the conclusion of the memorial, each attendee was given a white carnation to toss into the ocean. Needless to say, there was not a dry eye in the house.

## Litter in the Park is More than Just Ugly

by Denise Larrabee

Many haunting legends surround Devil's Pool where the Wissahickon and Cresheim Creeks meet in Fairmount Park. Lately, the old stories are eclipsed by litter left by people picnicking in the area surrounding this once scenic spot. This summer, the Friends of the Wissahickon (FOW), a nonprofit organization dedicated to preserving the Wissahickon section of Fairmount Park, is encouraging park users to stop littering and carry out what they bring in.

"We want Devil's Pool to be enjoyable for the entire community," says Executive Director Maura McCarthy. "But littering in the Wissahickon is damaging to the park."

Litter is not only ugly, it is also unhealthy for the environment:

- it attracts vermin and the diseases they carry;
- open containers (paper cups, beverage cans) can hold rainwater, providing breeding sites for mosquitoes;
- litter endangers aquatic life through choking or polluting the water;
- it blocks drainage systems and causes flooding; and
- litter may be a fire hazard (ie., cigarette butts).

Litter has long been a problem at Devil's Pool, but park users have observed an increase in the amount of beer bottles,

soda cans, plastic bags, and other debris this summer. While littering is illegal, a 70% decrease in Fairmount Park Commission (FPC) funding since 1970 and significant reductions in staff have made it increasingly difficult for Fairmount Park's employees to maintain the park and enforce its rules.

Fairmount Park's District 3 provides only 11 employees to maintain 2,300 acres of parkland and countless trees lining the streets in 18 northwest Philadelphia neighborhoods. Devil's Pool is particularly difficult to maintain because it is secluded and difficult to access by truck, making trash collection challenging.

### What You Can Do to Help

"There are two positive steps people can take to help make Devil's Pool enjoyable for the entire community," says McCarthy. FOW encourages park users to:

- Carry out what you bring in. Bring trash bags with you on your picnic and carry out your trash.
- Join FOW or one of the 80 friends of parks group in Philadelphia.

For more information on the Friends of the Wissahickon, or to become a member, visit [www.fow.org](http://www.fow.org). Concerned citizens wishing to report problems at Devil's Pool are urged to contact the Fairmount Park Commission at 215-683-0200 or FOW at [office@fow.org](mailto:office@fow.org) or 215-247-0417.

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## Summer Reading, 2007

by Mark Goodman

It's time to look at some books to get you through the time between dips in the ocean; to be companions on long bus, train, or plane rides; to help you relax after dinner; or to activate your dream life before you fall asleep.

If you like books that stimulate and intrigue well as educate, I recommend *Men of Maize*, by Miguel Angel Asturias, a Guatemalan writer who won the Nobel Prize for literature in 1948. This book focuses on the plight of Guatemalan Indians, who even in the 20th century live with the negative effects of 500 years of exploitation, cultural dislocation, and colonialism. Asturias uses myths and religious transcriptions from the Mayans and Aztecs to show how 20th century indigenous Guatemalans are still connected to their past, however tenuously.

The University of Pittsburgh Press edition, translated and edited by Gerald Martin, offers valuable cultural information and insights. Unfortunately, *Men of Maize* is currently out of print (another poor decision in the publishing industry), but thanks to the Internet, it's available through the popular used book outlets. The book that brought Asturias international acclaim, *Mister Presidente* (sometimes sold as *El Senor Presidente*), a terrifying look at Latin American politics, is the only work by Asturias still in print in the U.S..

While we're in Latin America, let's look at *Tropical Synagogues*, a collection of

short stories all written by Jewish Latin Americans, edited by Ilan Stavans. Stavans, a Mexican Jew, has reached into South America, as well as Central America and the Caribbean, to compile a wide range of stories that capture the Jewish experience south of the border. Authors include Alberto Gerchunoff (Argentina), Clarice Lispector (Brazil), and Isaac Goldemberg (Peru), along with 18 others.

Young children (fourth thru sixth grade) can appreciate *Angel Island*, by Larry Dane Brunner. *Angel Island*, in the San Francisco Bay, was the Ellis Island of the West, processing immigrants predominantly from Japan and China. Rather than being a welcoming and friendly environment, Angel Island functioned more as a prison or concentration camp, with crowded conditions, poor food, and barbed wire.

Older readers (high school and adult) can get an in-depth view of Angel Island by reading *Island: Poetry and History of Chinese Immigrants on Angel Island, 1910-1950*, edited by Him Mark Lai, Genny Lim, and Judy Yung. The poems were carved into or inkbrushed onto the walls of the barracks and capture the travel stories, hopes, despairs, successes, and setbacks of the immigrants. Historical photographs embellish both Angel Island books.

A book with local flavor is *We Were There: Voices of African American Veterans from World War II to the War in Iraq*. Author/compiler Yvonne Latty, a reporter for the *Philadelphia Daily News*, and Ron

Tarver, an *Inquirer* photographer, both live in Philadelphia, Tarver in Northwest Philly. Each of the men and women who have served in the Armed Forces is introduced with a biographical sketch and a photograph. Then they tell their tales of service. This personal approach gives a clear voice to African American veterans who often get overlooked in media and history book accounts of our recent wars.

Those of us who lived through the Civil Rights era of the 1950s and 1960s will doubly enjoy the new short story anthology, *Stories of the Civil Rights Movement*, edited by Margaret Earley Whitt. Why doubly? First, the stories are great. Second, we can relive in our minds and hearts that tumultuous, noble time when people risked so much to stand up for their beliefs.

Those who didn't live through the Civil Rights Era can grasp the magnitude and intensity of the times through these 23 well-crafted stories, divided into five sections: school desegregation, sit-ins, marches and demonstrations, acts of violence, and retrospective. Authors include Lerone Bennet, Jr. (former editor of *Ebony Magazine*), Eudora Welty, Alice Walker, John Updike, and James Baldwin.

For readers who prefer magazines to books, take a look at the bimonthly *Black Issues Book Review*, which emphasizes books by and about African Americans. There are featured writers and personalities (Bebe Moore Campbell, Barack Obama, Angela Bassett) and reviews of books on African American — and African —

history, culture, and literature. There is a literary calendar focusing on publishing events, readings, and symposia. The "Childrens Bookshelf" highlights books for young readers. The January/February 2007 issue honored Philadelphian Vanesse Lloyd-Sgambati for her stalwart efforts in creating the African American Childrens Book fair, held each February at the Community College of Philadelphia. Authors come not only to sell and sign books but to discuss them with children and their parents.

Finally, if you want to be kept abreast of environmental issues, especially when our administration treats the natural world like an expendable commodity, *Sierra Magazine* is a must. The magazine is part of the package when one joins the Sierra Club. Recent issues have presented articles not only on global warming, backpacking, and Galapagos Island, but also on more urban oriented topics such as a Los Angeles High School that sponsors a 13-mile hike from the inner city to the ocean, "Six City Escapes" (no, Philadelphia is not one of them), and urban transit. Co-op members will appreciate last year's May/June article on buying locally grown food.

So whether it's a book or magazine, beach or living room, for pleasure or research, keep your mind active with some energizing reading this summer.

*Black Issues Book Review* is available at Borders. You can get the books mentioned here through Big Blue Marble Bookstore.

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## Northwest Philadelphia's Other Urban Farm

By Nicole Juday

Co-op members have been following the developments at the Co-op Farm at Awbury Arboretum with great interest. A local farming success story, the farm at Awbury signals a positive change regarding food, nutrition, and awareness about the path food takes from the farm to the table.

As many people feel concerned about the increase in diet-related health problems, particularly among children, and with increasing recognition of the environmental implications of eating food grown thousands of miles away, there is growing determination on the part of city dwellers to support local agriculture. Philadelphia is one of the cities at the forefront of a growing urban agriculture movement, and it has become home to a number of urban farms in the last five years. A few of these include Somerton Tanks in the Northeast, Mill Creek Farm in West Philadelphia, and Greensgrow Farm in Kensington.

A newcomer to the urban farm scene in Northwest Philadelphia is the Wyck Home Farm, and yet this urban farm can not be called new at all.

A Historic House Museum and Garden, located at Germantown Ave. and Walnut lane in Germantown, Wyck was owned by the same Quaker family from 1690 to 1973, when it became a non-profit registered as a National Historic Landmark.

One of the first farms to be established along Germantown Ave., Wyck originally encompassed fifty acres of gardens and farmland. Besides domestic farm animals, the farm produced grain, flax, fruit, and vegetables for consumption by the family and to bring to market. Now two and a half acres including the house and outbuildings, the current footprint of Wyck's garden is much smaller than it was three hundred years ago. Nevertheless, with the help of a grant from the Fels Foundation, this year the vegetable garden has been ex-

panded and planted intensively with many types of produce, and already the Home Farm is producing a significant amount of food.

In an effort to create ease of access to its local food, Wyck has worked with The Food Trust to bring a new outdoor multi-vendor farmers' market into the neighborhood. On July 6, the Germantown Farmer's Market at Wyck began selling its produce, supplemented by Lancaster County produce grown by farmer Amos Fisher. The market will run every Friday from 2-6 p.m. until November in front of Wyck House on Germantown Ave., and will offer seasonal, local, chemical-free produce and ornamental plants and flowers.

It is the mission of Wyck to bring

fresh, healthy, local food to the Germantown/Mt. Airy neighborhood, as well as opportunities for both children and adults to learn more about where their food comes from, and information on how to grow it. But a visit to Wyck is more than a chance to check out a nice looking vegetable patch. Also on site is one of the only intact rose gardens in the country from the 1820's, as well as an historic house museum with an extraordinary collection of furniture and artifacts that date back to the early eighteenth century.

Wyck is open for house and garden tours on Tuesdays and Thursdays between 12-4 p.m., and on Saturdays between 1-4 p.m. For more information call 215-848-1690, or visit [www.wyck.org](http://www.wyck.org).



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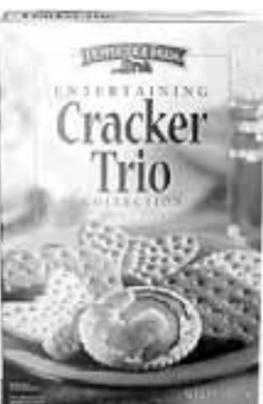


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## What Can I Learn from a Ripe Tomato?

by Susie Bloch

Did you know that the cycle of seasons in nature is woven into the fabric of who we are? Do you ever wonder why just about everyone notices the weather and has something to say about it? Have you ever wondered why some people love hot bright summer days and others come alive on cool, silvery foggy mornings? What have you noticed about yourself in each season?

Oriental medicine and philosophy are based on the observation of nature, particularly the changes of the seasons. The ancient Chinese associated each of the seasons with one of five elements. These five elements — wood, fire, earth, metal, and water — are energetic movements or qualities inherent in all phenomena of nature. They are also the ground of who we are — our organs, body functions, senses,

tissues, emotions, mental processes, and the seasons of our lives.

The ancients taught that change and movement are what life is (dead things do not change). The seasons can teach us to accept the inevitability of change and guide us to flow with life's circumstances. Just as different energies predominate when a plant sprouts in spring (wood), matures and flowers in summer (fire), ripens fruit (our tomato) for late summer's (earth's) harvest, drops its leaves in fall (metal) and goes dormant in winter (water), each of the seasonal energies governs distinct and essential aspects of who and how we are as humans.

Cultivating the seasonal energies in ourselves through awareness and lifestyle choices helps us sustain our health and live with greater ease and vitality: (1) Traditional acupuncture helps re-awaken

free flow and balance in our energy systems. (2) Balancing activity and rest is very important. Take short breath, stretch, or meditation breaks throughout your work day (Even a few deep, slow breaths can help you release and recharge your energies). (3) How we eat is as important as what we eat (more below in the Practical Tips section). (4) Chinese medicine views long-held emotions as a major cause of physical disease. There are many techniques to help emotions move. Ask yourself "what's here now?" then, acknowledge it, and breathe it out. Or smile. Or pat yourself on the back. (5) Soft gentle exercise such as qigong, tai chi, yoga, swimming, and walking help us stay fluid and healthy.

Elsewhere in this issue of the *Shuttle* is an article about the present season, late summer. It will be followed by a series of articles introducing you to the essential qualities of each season as it manifests in us, body, mind, and spirit. Each will contain practical suggestions to cultivate well-being now and to plant seeds for your future. I've gathered these pearls from

clients in my acupuncture practice, my teachers, and various writings: Janice Mackenzie's *Discovering the Five Elements One Day at a Time*; Sandra Hill's *Reclaiming the Wisdom of the Body: A Personal Guide to Chinese Medicine*; and *Meridians*, a publication of Tai Sophia Institute; *Harmony*, published by Traditional Chinese Medicine World Foundation.

### What about that ripe tomato?

Late summer, from mid-August to mid-September, is associated with the ele-

(continued on page 17)

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**Ripe Tomato**

(continued from page 16)

ment earth. Within the five element model, late summer is a fifth season when the days grow noticeably shorter and life seems to slow down. It has been described as a still point which facilitates the sometimes difficult transition from the exuberant expansion of summer to autumn's contraction and descent to winter. Late summer is when Mother Earth offers abundant harvest for our nourishment.

The stomach and the spleen/pancreas are the organs of the earth element. These organs receive, transform, and distribute nourishment throughout the body, mind, and spirit. All that we ingest — food, ideas, experiences — is churned into a hearty, nutritious stew from which the best essences are extracted to produce our body's vital energy (qi).

Earth governs the ability to reflect and turn things around in the mind.

Earth holds us and keeps us grounded, fully present in our bodies and in life as it actually is. Earth/late summer is our capacity to harvest what we have sown, to

savor it, to be nourished by it, and to generously share it with others. It is our capacity to be thoughtful and to give and receive sustenance. Late Summer/Earth is also the embodiment of our center, the place in ourselves where we are most at home. Are you at home in your body? Where do you go to be truly comfortable? What helps you feel centered?

**Practical Tips for Cultivating Late Summer & Earth**

Take a moment at bedtime to remember three things from your day that you are grateful for.

Notice what you're hungry for. It may not be food. Perhaps something else is lacking. What nourishes you mentally? Spiritually? Emotionally? How can you bring more of these qualities into your life?

The stomach prefers warm food and drink to create its 100 degree soup. To support healthy digestion, hold the ice and eat salads and fruit at room temperature, not straight out of the fridge.

Eat seasonal foods, locally grown, to support the health of your organs and your qi.

If you crave sweets, ask yourself "is there enough sweetness in my life?" If not, look for non-sugary sources of "goodies."

Sit down while you eat and take the time to chew and savor every bite. A calm attitude while eating improves digestion and nourishment. Don't eat when angry or anxious.

Stand for a moment in your garden, a farmers market, or a pick-your-own farm, and take in the abundance of the season's harvest.

Listen to the singing of the crickets. Sing to yourself.

Treat yourself to a massage. A warm bath can be surprisingly refreshing and soothing on a hot day.

Take a slow walk today, and feel your feet on the ground as your legs absorb earth's stabilizing energy. Or lie down on the earth and feel the solidity in your flesh.

Do you often give of yourself, making sure that others have what they need? Wonderful. And are you equally able to nurture yourself? Remember what many forget: knowing how to nurture yourself

is essential to your well-being.

If you crave sweets, savor seasonal fruits, sweet corn, root veggies, and squash. After even a few days without refined sugar, your palate will appreciate their natural sweetness.

Eat a healthy breakfast. Morning is when your digestive organs are most active and able to extract and process the most nourishment.

Take a moment before eating to remember where your food comes from and thank your digestion for its part in bringing this food to you. Then, after you eat, take a moment to feel the satisfaction and contentment that follows a good meal.

Remember: we are part of the nature that is here to sustain and teach us. Now, when the energies of this season of Late Summer are here to support you, nourish yourself well, be more generous, and thank the earth for its bounty.



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Selection of sandwiches is subject to availability of ingredients.

MONDAY	TUESDAY
Falafel with Tahini Regular BLT Vegan BLT Turkey or Ham, Brie and Mango Chutney <b>Sandwich Special of the Day</b> Veggie Wraps	Hoagie Day Italian with Provolone Roast Beef with Provolone 3-Cheese – Swiss, Provolone and American Turkey with American cheese Falafel with Tahini <b>Sandwich Special of the Day</b> Veggie Wraps

WEDNESDAY	THURSDAY
Corned Beef with Cole Slaw and Russian Dressing Falafel with Tahini Grilled Chicken with Asparagus and Dijonnaise Tuna with Provolone Turkey or Ham, Brie and Mango Chutney Turkey with Cole Slaw and Russian Dressing <b>Sandwich Special of the Day</b> Veggie Wraps	Corned Beef with Cole Slaw and Russian Dressing Falafel with Tahini Portabello Mushroom with Smoked Gouda Turkey with Cole Slaw and Russian Dressing <b>Sandwich Special of the Day</b> Veggie Wraps

FRIDAY	WEEKENDS
Hoagie Day Italian with Provolone Roast Beef with Provolone 3-Cheese – Swiss, Provolone and American Turkey with American cheese Tuna with Provolone Vegan Turkey and Cheese Vegan Ham, Salami and Cheese <b>Sandwich Special of the Day</b>	Baked Tofu, Roasted Red Pepper, Sprouts and Hummus Cotswold, Apple, Sprouts and Red Onion Dates, Walnuts and Cream Cheese Feta, Olives, Hummus and Roasted Red Peppers on Grilled Nan Bread Grilled Veggies with Carrot Tofu Tahini Sauce Ham, Brie, Apple and Honey Mustard London Broil with Provolone Smoked Turkey with Mozzarella, Sun-dried Tomato & Pesto Tuna Salad, Waldorf Chicken Salad or Egg Salad

### SANDWICHES OF THE DAY

On a rotating basis, we offer the following:

Barbeque Chicken with Peppers & Onions	London Broil
Buffalo Chicken with Bleu Cheese	Pastrami with Cole Slaw and Russian Dressing
Egg Salad	Ricotta Cheese, Pesto and Spinach
Fresh Mozzarella and Pesto	Roast Beef with Bleu Cheese
Ham, Swiss and Dijon	Turkey Swiss and Dijon
Hummus, Feta and Olives	Waldorf Chicken Salad
Italian Sausage with BBQ Sauce	

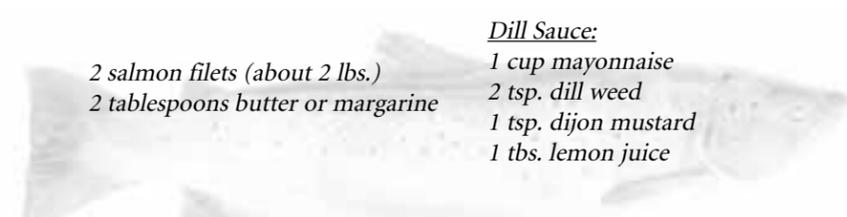
### SALADS

When ingredients are available, we offer:

Chicken Caesar	Fruit
Caesar	Greek
Beet	Waldorf

## Coho Salmon with Dill Sauce

Summer is the season for wild Alaskan Salmon. The Omega 3 fatty acids EPA and DTTA make this fish a very delicious and heart healthy choice. The salmon remain abundant and their habitats intact. The fisheries are well-managed and sustainable. This month, we are featuring Wild Coho Salmon at the special price of \$13.80 per pound.



#### Dill Sauce:

- 2 salmon filets (about 2 lbs.)
- 2 tablespoons butter or margarine
- 1 cup mayonnaise
- 2 tsp. dill weed
- 1 tsp. dijon mustard
- 1 tbs. lemon juice

Remove skin from the salmon filets and wash with cold water. Dry the filets with paper towels. Coat the bottom of baking pan with the butter or margarine. Mix the dill sauce ingredients in a small bowl. Place the filets skin-side down in the baking dish. Coat the filets with the dill sauce mixture. Bake at 375 for 15 minutes or until the filets flake. Serves four.





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## 33rd annual Irish Festival

**Commodore Barry Club**  
6815 Emlen Street in Philadelphia, PA

[www.philadelphiaceiligroup.org](http://www.philadelphiaceiligroup.org)

*A 5 Day Celebration of All Things Irish*

- September 5th - Spoken Word
- September 6th - Irish Circle of Songs
- September 7th - LUNASA in Concert & Dance Workshop
- September 8th - 12 Hours of Music and Dancing w/ Robbie O'Connell & Aoife Clancy
- September 9th - Irish Set Dancing

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Denise Chapline, Jessica Rodriguez Becker, Noelle Dames, Larry DiFranco



**Suggestions**

(continued from page 20)

s: "What happened to the kosher cheese — Tillamook? We only eat kosher cheese in our home."

r: (Margie) The kosher cheese is still in stock. It moved one row down and to the right a few spaces. (Norman) Let's hope the kosher cheese doesn't get shpilkas and "sort of travels around" like the Living Granola.

s: "Though I believe Fair Trade is very important, so is taste — the new chocolate chips are half as good as the old ones and I won't buy them."

r: (Chris) Sorry to hear your displeasure with the Fair Trade chocolate. Sales of this item are strong, so I believe that we're going to keep stocking them.

s: "The whole wheat Roling's challahs are stale. They used to be yummy. What happened?"

r: (Nancy) They only come on Thursday and Friday, leftovers may be around after that. I usually reduce them by Tuesday, perhaps I need to do so sooner.

s: "It would be great to have *quart* size Spectrum Organic Mayonnaise — especially for summer salads."

r: (Chris) Shelf space is a little too

tight to add quart mayo to our condiment section. You can preorder this item, minimum of 3 jars, for \$5.14 per jar.

s: "We've really been missing the organic string beans — the long ones don't do it. There just aren't places in this area that look out for us humans — the Co-op does what it can, I'm sure, given the type of demand."

r: (Jean) We're starting to have lovely green (and purple) green beans organically grown in our own Weavers Way Farm. They're beautiful, fresh, and tasty, and reasonably priced (\$3.50/lb.).

s: "Napa cabbage, please."

r: (Jean) Done. It's in the organic produce case.

s: "Could we stock fireplace logs?"

r: In accordance with our value of sourcing locally, we are bringing in a line of fireplace logs. However, Carpenter's woods may end up with a little less shade as we are part of a program where kids in the juvenile justice system chop down trees with axes (an anger management technique), split them, and leave them out in the Henry School yard to dry. Then Henry third graders bundle them which gives the seventh graders practice removing splinters from the third graders. Win-win for everyone.

**Brian Osborne Spreads "The Word" at Philly Fringe**

by Chris Kaiser

Don't be fooled by that mild-mannered, curly-haired, hatted man standing next to you at the check-out counter, because Brian Osborne has an explosive energy when he is performing on stage.

Brian, artistic director of Elastic Theater, will premier his one-man show "The Word" in September at The Philadelphia Live Arts Festival and Philly Fringe (Christ Church Neighborhood House, 20 N. American St., Sept. 7-8 at 10 p.m. and Sept. 9 at 7 p.m.

"The Word" spotlights the very charming and often paranoid psyche of Marjoe Gortner, one of the most electrifying evangelists of our time. By the time Marjoe was 4 years old in 1947, he had already performed his first marriage to cameras on the Universal Studios Lot in Hollywood. He then went on to earn his parents millions of dollars as he toured the country spreading "The Word." Eventually, Marjoe (named after Mary and Joseph by his evangelical parents)



BRIAN OSBORNE AS MARJOE GORTNER

PHOTO COURTESY OF BRIAN OSBORNE

traded his Bible-belt revival tours for a career as a "B" movie actor and self-professed rock star.

Directed by Suli Holum, Brian Osborne ("Bitch on Wheels," 2006 Philly Fringe) is Marjoe, a natural-born performer who redefines himself again and again while searching for his own inner truth...a cultural chameleon in a never-ending cycle of excess and oddity.

For more information visit [www.elastictheater.com](http://www.elastictheater.com).

**Concerts at Pastorius Park**

Back by popular demand, Weavers Way will once again be supplying refreshments at the popular Summer Concert Series at Pastorius Park in Chestnut Hill, Wednesday nights at 7:30. Sit under the stars, listen to great music, and eat delicious Weavers Way food.

August 1  
**Minas**

Feel the Heat of the Brazilian Beat

August 8  
**Scythian**

Fun, Foot-Stomping Celtic Music With An Edge

August 15  
**Jim Dragoni & Friends**

Local Faves Playing Standards and More

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Available to all members

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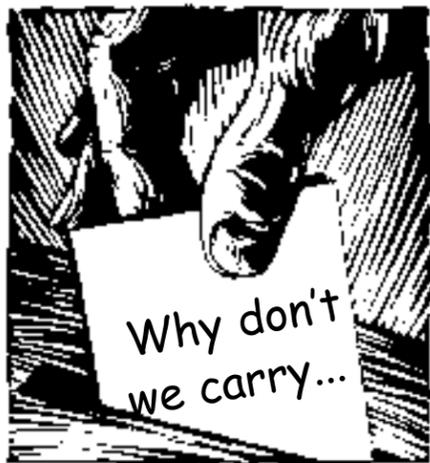
Order by PHONE: 215-843-2350, ext. 309

E-MAIL: [delivery@weaversway.coop](mailto:delivery@weaversway.coop)

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<p><b>Co-op Meetings</b> Board: 1st Tues., 7:00 p.m. • Education: 3rd Wed., 7:30 p.m. Environment: 1st Wed., 7:30 p.m. • Finance: 3rd Thurs., 7:30 p.m. Diversity: 3rd Tues., 7:15 p.m. <i>Operations, Membership, Merchandising, and Leadership Committees meet as needed. All meeting schedules are subject to change. Meetings are held at 610 and 559 Carpenter Lane and at members' homes. For more information about committee meetings, e-mail <a href="mailto:boardadmin@weaversway.coop">boardadmin@weaversway.coop</a> or call the store.</i></p>		<p><b>Weavers Way Recycling</b> <b>New Courtland Elder Service</b> 6959 Germantown Ave. (Enter from Carpenter Lane) 9:00 a.m.-1:00 p.m., 3rd Sat./month.</p>

PHOTO BY NICK BOBBY  
PHOTO BY PATRIZIA SCHIOZZI  
LUTHER GOLDMAN,



## Suggestions

by Norman Weiss

Greetings and thanks for writing. As usual, suggestions and/or responses may have been edited for clarity, brevity, and/or comedy.

Our Co-op is a member of the National Cooperative Grocers Association (NCGA), an organization of about 135 co-op food stores. NCGA supports its member co-ops with a variety of support programs; the main ones Weavers Way uses are staff and Board training resources and a supply agreement with our largest supplier, United Natural Foods. United treats NCGA stores as part of a large chain, like Whole Foods or Wild Oats, and as a result most co-ops get better pricing and services than they would get as an independent. In our NCGA region, I am on an advisory committee, and part of my role (along with a few buyers from other co-ops) is evaluating new products. As a result, we get loads of samples and marketing materials from manufacturers pushing new products.

Recently, we got a promo package from a new line of yogurts called "Rachel's." Rachel's sent us a case of their yogurt, and some slick marketing materials, along with a package of their empty yogurt cups (so we could admire them?). You might wonder "Does the world really need another yogurt brand?" Do retailers really have room in their refrigerated cases for a new yogurt line? Do consumers need another ten yogurt choices? It appears that the people at Rachel's think they are on to something so significant that the grocery world will be happy to adjust all their dairy sets to accommodate them.

The "something" Rachel's has created is "mood inspiring yogurt." In five "blissfully blended" flavors: Vitality, Revive, Glow, Relax, and Calm. This is huge. The impact of the development of "mood inspiring yogurts" cannot be overstated. Think of discoveries that have transformed human civilization: fire, the wheel, sliced bread, etc. By simply cultur-

ing milk, adding some sugar and special ingredients (like ginseng, in the "Revive" blend), and distributing this special formula in small plastic cups to middle and upper-class consumers in the UK and the USA, Rachel's has found a way to affect all of the world's major problems: global warming, the health care crisis, ethnic strife, corrupt politicians, etc. Blissed-out consumers who are calm yet vital, relaxed yet revived, and glowing their way through life will be sure to inspire others to live simple, healthy, sustainable, non-exploitive lives. Politicians and diplomats will take note, and soon the entire world's populace will be blissed out, eating Rachel's yogurt. Who knew Nirvana was so close, right there in the Whole Foods dairy case? (By the way, Rachel's is a White Wave brand item, which is a Dean Foods subsidiary. Dean Foods is one of the companies accused of — among other things — trying to subvert organic standards, especially for dairy products).

### Suggestions & Responses:

s: "Thanks for getting the Fruita Bu. How about a butter from a local dairy? We get yogurt, milk, and cheese locally. Why not butter?"

r: (Chris) Thanks for the feedback. (Fruita Bu is the new version of Stretch Island organic fruit leather.) We'll look into butter sources this summer.

s: "We just bought a seltzer-maker that is great. I'd recommend the Co-op sell it — ecological, cheaper, and no lugging home bottles."

r: (Martha) Thanks for your suggestion. I have added it to our suggestion book for upstairs products.

s: "Can we get more sausages that us "sort of kosher" people can eat — no pork casings or meat-and-cheese combos?"

r: (Dale) I will look into it.

s: "I'm looking for Living Granola from Didi's Baking for Health. I got it here about a month ago and it doesn't seem to be here anymore? Is it something we stock?"

r: (Margie) We still carry this. It is delivered every two weeks. It doesn't really have a regular location, but sort of travels around the bakery area. If you don't see it, ask a staff person.

s: "Could we replace low-fat cottage cheese (small curd) with no fat? It tastes just as good. Cabot makes one, but there are lots of others."

r: (Chris) We did exactly that some years ago and got *zillions* of complaints. Many shoppers feel that there is a taste difference...

(continued on page 19)

## Co-op Runners Club Forming

by Martin Schmeig

From "I've never run a day in my life" to marathoners, the Co-op Runners Club is for you. Starting July 4, 2007, come join us once a week or every day at 5:30 a.m. for fun, friendship, and an absolutely fabulous workout

Running is a great sport. It builds fitness and strength, and all you need is a t-shirt, shorts, and a pair of good running shoes. Running in a club adds the support you need to go the distance: 5K, 10K, half marathon, full marathon, ultra marathon.

Regardless of your age, physical condition, running experience, or speed, the Co-op Runners Club is for you.

Come run with us and we will help you:

- Get started
- Improve your running
- Build up your distance and speed
- Set new PR's
- Link you to local and regional races
- And most of all have fun with your running

And it's absolutely *free* So fill out the form below and bring it with you, bright and early at 5:30 a.m. in front of the Co-op (rain or shine) at either 5:30 am or 5:30 pm. For more information, please contact Martin Schmeig via e-mail at cooprunners@yahoo.com.

First Name	Last Name	Co-op #
Address (City, State, Zip Code)		
E-Mail Address		
Current Running Pace: (Minutes / Mile)		
Long Race Distance Past 12 Months:		
<input type="checkbox"/> New Runner <input type="checkbox"/> 5K <input type="checkbox"/> 10K <input type="checkbox"/> 10 Miler <input type="checkbox"/> 1/2 Marathon <input type="checkbox"/> Marathon		

### Musicians/Performers Vendors & Craftspeople Interested in participating in the Second Annual Mt. Airy Village Fair?

We are looking for entertainers, vendors and people to lead interactive fun at our Village Fair, Sunday, Sept. 16. Interested?  
Visit [www.maternalwellness.org](http://www.maternalwellness.org) for information and an application.

### Welcome to Weavers Way Cooperative Association

Dear Neighbor,  
If you are not already a member of Weavers Way Co-op, you are invited to join. Weavers Way is a member-owned, not-for-profit cooperative. Our bylaws require that in becoming a member, someone from your household attend an orientation meeting, where details of membership will be explained. Meetings are held at the Germantown Jewish Center (GJC), Lincoln Drive and Ellet Street, and at Church of the Annunciation (CA), Carpenter Lane and Lincoln Drive. Upcoming Orientation Meetings are on the following dates:

DAY	DATE	TIME	LOCATION
Wednesday	Aug. 1, 2007	6:45 p.m.	GJC
Saturday	Sept. 8, 2007	10:30 a.m.	CA

Meetings start promptly and last about 1 1/4 hours. Latecomers cannot be admitted. Written reservations are required, so please fill out the tear-off sheet below and return it to the store. At the close of the orientation meeting, you will be expected to pay your initial \$30 annual investment (check or cash). We look forward to seeing you and welcoming you into the Co-op.

Robin Cannick, Membership Manager+

PLEASE RETURN THIS PORTION TO WEAVERS WAY

Someone from my household will attend the orientation meeting on \_\_\_\_\_

Name (please print) \_\_\_\_\_

Phone Number \_\_\_\_\_

Address (including zip code) \_\_\_\_\_

**Equal Exchange**

### August Coffees of the Month

**Organic Espresso**  
Caramel sweet flavor with a touch of blueberry, a bit of dark chocolate, vibrant body and a "kick-in-the-pants" finish.

**Organic Café Peru Decaf**  
Our Vienna roast highlights the vibrant glow of this exquisite coffee, and brings out the round, syrupy body.

**\$6.99/lb.**  
Reg. \$8.75/lb

**\$10.05/lb.**  
Reg. \$11.05/lb

