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\$1 off if you spend \$10
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Working members also get their 5% discount



July Special at Ogontz

2129 72nd Avenue
Expires July 31, 2010.



At the center of this issue, you will also find a four-page insert from Mt. Airy USA. Be sure to check it out!



The Shuttle

July 2010 Vol. 39 No. 7

A Community Owned Grocer Serving the Northwest Community Since 1973

Members Earn \$100 with New Equity Program

by Jonathan McGoran, Shuttle Editor

ON THE back page of this issue, you will see an ad that says Weavers Way would rather give money to our members than to banks. The ad might be a little cheeky (go figure) but the message is important.

The support of our members is essential to Weavers Way's success. So is coming up with ways our members can benefit from that support. We think we've come up with a pretty good way to do both. We are asking members to add \$400 to their member equity accounts, and in return, we will give them a \$100 discount card. This

(continued on page 9)

Chestnut Hill Store Off to a Brisk Start

by Jonathan McGoran, Shuttle Editor

WEAVERS WAY Chestnut Hill has been open for a little over a month now, and so far it has been a great success. The store has been averaging over 500 customers a day, and as many as 700. Sales have been well over budget; at times it has been a challenge keeping up with the demand.

There are still a few wrinkles to be ironed out, but the feedback has been overwhelmingly positive. Support in the Chestnut Hill community has been strong, and it is evident in more than just strong sales; since May 1, Weavers Way has gained over 650 new members from the Chestnut Hill area.

Finishing touches yet to be completed, include the addition of children's art work from the Fresh Artists program and landscaping in the rear of the store.



photo by Lawrence Goldfarb

Although it is still early, Weavers Way Chestnut Hill already exceeds expectations for sales, customer count and new members.

Smoothies Join Fruit Salad in the WW Ogontz Big Hit Dept.

by Jonathan McGoran, Shuttle Editor

LAST SUMMER, the addition of fruit salad was a big hit at Weavers Way Ogontz, and while it is still very popular, there is a new product making a big splash: smoothies concocted by store manager Jason Price and staffer John Morrison. The "menu" flavors are tropical, grapeberry, and chocoberry, but these refreshing, wholesome treats are made to order, and custom recipes are encouraged. Ingredients to choose from include: banana, strawberry, blueberry, blackberry, pineapple, coconut, yogurt, milk, almond milk, cranberry juice, grape juice, chocolate milk, apple juice, but Jason and John are open-minded and shoppers are already expanding the scope of smoothie ingredients. Next time you're feeling the need for something cool and healthy, stop by Weavers Way Ogontz for a delicious smoothie, just \$3 for 16 ounces.



photo by Jonathan McGoran

Ogontz store manager Jason Price (L) and staffer John Morrison, concocting one of their delicious smoothies

Food, Friends, News at WW Spring Member Meeting

by Scott Robinson



photo by Jonathan McGoran

Board President Nancy Weinman addresses the membership at this year's Spring General Membership Meeting

"THESE ARE really exciting times," says Co-op President Nancy Weinman at the start of the June 2010 General Meeting on May 23. "I've been a member of the Co-op since the '70's, and I have never been more proud of what it means to be a co-op.

While other markets are reporting losses during the recession, our sales have continued to increase. We have hired thirty new employees—which was one of the main reasons for having a co-op: to support the local economy and provide jobs."

(continued on page 10)

Weavers Way Cooperative Association
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Editor's Note



by Jonathan McGoran

Weavers Way and our Mt. Airy neighbors are looking for the perfect tenants for 542 Carpenter Lane. They can't have too many customers, nighttime hours, or a big increase in auto traffic. I have an idea.

In the wake of the largest oil spill in history, BP has been the target of almost constant protests, including nude protests at BP's American headquarters and in London, protesters from Greenpeace scaled BP's world headquarters and unfurled a banner that read "British Polluters." (Get it? Instead of British Petroleum)

BP needs to relocate, and 542 is just the place. Think about it: We want the neighborhood quiet at night, and even during a massive crisis, they call it a day at five on the dot. And BP is so despised, there won't be any customers. Granted, there will be protestors, but only during the day, and look at our members; the protestors are already here, so no increase in traffic.

BP needs a break. I mean, I don't think anyone owes them an apology or anything (I mean, really, that would be insane), but here's some friendly advice. A move might not be enough. They need a name change as well. It is standard practice in this kind of situation. After becoming synonymous with death and deceit (and tar balls) Philip Morris became Altria. And when Blackwater was deluged with questions about fraud and murder, they changed their name to Xe, and suddenly the deluge of questions were, "What does that even mean?" and "How do you pronounce that?"

Unfortunately, "BP" wasted the change from "British Petroleum" to "Beyond Petroleum" without a scandal to distance itself from. (And the way they operate, they should have seen one coming.) But initials are trouble anyway, inviting people to think what they might stand for (usually a lot funnier than "British Pollution"; step it up Greenpeace!).

A new name is a tough challenge, but I have an idea—a name that has history, but is timely, that sums up their identity and conveys a sense of place, that doesn't shy away from the company's new identity, but rather embraces it. And most importantly, a name that is available.

Goodbye, BP, hello, "Gulf Oil."

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Statement of Policy

Articles should be under 500 words and can be submitted neatly typed, on disk, or by e-mail to editor@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. All ads must be submitted electronically, or camera-ready with prior arrangement, and should be 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

New this Year at Henry Got Crops!

Nina Berryman, CSA co-manager

WHENEVER I walk into the Co-op, people always ask, "What's in season now? What can we expect to see on the shelves?" Well, we'll be saying goodbye to many of the greens for a couple months and hello to our warm season crops, like tomatoes, peppers, eggplant, cucumbers, summer squash, basil and okra. We'll be adding multicolor bunches of carrots to the mix, and we'll try to keep up a regular supply of lettuce, Swiss chard, and salad mix. Onions and garlic will also be making appearances during July.

The second question people ask is, "What's new at the farm this year?" Well at Henry Got Crops much has changed since the Shuttle articles Nicole and I wrote last fall. Now that it's midway through the 2010 season, it's about time we update you on the CSA!

This year we have expanded from 55 shares to 80 shares, but because smaller "half shares" are so popular, we actually have about 130 individual families eating off the farm (and that's not including shares that are being split by multiple families). We have also expanded our working share option, meaning a crew of people will be exchanging work on the farm for a lower-priced share.

To accommodate our larger shareholder population, we are growing on a bit more land. But we are not leasing more land; we are utilizing the land within the space we used last year more effectively. More beds will be in production this year, and a few of our pathways are smaller so we can grow more food.

We have two new hoop houses on the farm this year, which will greatly increase our ability to grow earlier and later into the season. In the first one we planted early season tomatoes. In the second one, just finished a month ago, we hope to put late season crops to keep growing into the fall when it is too cold out in the field.

Another new structure on the farm is our wash station. Construction was started

last fall and we are about to start using it for the first time. Construction was done by volunteers from Friends of the Wissahickon as well as students from the AP Environmental Science class at Saul. This wash station was made from wood that came from wind-fallen trees in the Wissahickon Park. It has four wash bins so several people can wash at one time and has built-in tubs and spray tables to make washing our vegetables faster and easier!

This year we have expanded the number of classes we are working with at Saul. All the classes we worked with last year have returned, and three more are joining us in the field once a week to learn hands-on about small-scale vegetable production. In the spring we worked with the AgroEcology class, AP Environmental Science, Wildlife Biology, two Landscape Design classes, and a Math class, and soon we'll start working with a Plant Science class and an Animal Science class that is incorporating urban farming into its curriculum. The Food Science class occasionally comes out to the farm.

An update about changes for the upcoming season would not be complete without mentioning the exciting new vegetables we are trying this year! In the spring we had vitamin green, an Asian green that grows quickly and can tolerate colder temperatures. We are also growing dandelion greens to add variety to our selection of cooking greens. We planted tomatillos and ground cherries, relatives of the tomato. We will also be planting some scorzonera, a root vegetable that grows like parsnips. Our herb and flower section along the fence line will be expanded, with exciting new additions like sorrel and statice. We expanded our perennial section this spring. In the ground we have sunchokes (also known as Jerusalem artichokes), rhubarb, strawberries, blackberries, raspberries, asparagus and blueberries, which should be ready in one or two years.

henrygotcrops@weaversway.coop

Marketplace Stars at Jenks

by Nancy Elfant

THE FIRST floor hallway of John S. Jenks Elementary School in Chestnut Hill is a welcoming place with colorful murals lining the walls. I found my way through the cafeteria and up a short stairway onto a landing leading to an outer door. There I found several young women, Jade, Shamba, and Asha—eighth-grade Marketplace students, setting up for the day's sale. They were discussing how to prop up a broken table, how to arrange merchandise in an appealing and practical way, and which item to offer as a free sample to potential customers. Jade came up with a creative way to display the hot-selling Spritzers using colorful storage crates.



photo by Carly Chelder

Jenks School Marketplace eighth graders (left to right) Shamba Maila, Jade Mormon, and Asha Njeri

The sale continued through the three lunch periods at Jenks, the girls rearranging items as needed, one taking the cash and two others handling the merchandise. These young entrepreneurs seemed to grasp the essentials of how to run the sale, handle the money, organize the display,

(continued on page 5)

WWCP Welcomes Marketplace Intern

by Rachel Milenbach, WWCP Executive Director



photo by Carly Chelder

New WWCP intern Sarah Brown checks out Weavers Way's new location

AT THE end of May, Weavers Way Community Programs welcomed a new intern. Sarah Brown is a student at Haverford College and is studying psychology, education and linguistics. She comes to us with a lifelong love of education, an interest in educational issues, and a desire to learn more about sustainable living and urban farming. Sarah says she is very excited to be working with Weavers Way Community Programs for the summer. This internship was funded by Haverford's Center for Peace and Global Citizenship, which helps students find internships—often with non-profits like WWCP or hospitals and schools around the world. "It's a great program," says Sarah.

Sarah will be working with Carly Chelder, the Marketplace coordinator, and the Marketplace advisory board to create a curriculum intended to teach our Marketplace students about nutrition, food justice, and urban farming. This project also aims to integrate some aspects of both the Farm Education Program and the Marketplace program into one joint curriculum. "I'm thrilled to have Sarah working with us. She is a bright young lady with a strong future and a kind heart. Just the type of budding educator our communities need," Carly says.

Already, Sarah has had the opportunity to participate in Marketplace sales and lessons at many of our partner schools, including AB Day, Henry Houston, Eastern University Academy Charter School, and John S. Jenks School. Sarah will be with us until August, when she will return to her hometown of Minneapolis.

rachel@weaversway.coop



Farmers Markets

July & August

Weavers Way Mt. Airy Market
559 Carpenter Lane
Every other Thursday 3 - 6 PM
July 8, July 22, August 5, August 19

Stenton Family Manor Farm Stand
1300 E. Tulpehocken Street
Every other Wednesday 3-6 PM
June 30, July 14, July 28,
August 11, August 25

Chestnut Hill Growers Market
at Mermaid Lane and Winston Road
and Germantown Avenue.
Every Saturday from 9:30 AM-1:30 PM
This is a joint collaboration with Henry Got Crops!

Hooked 5

Halibut & Catch Share Programs

by Noel Bielaczyc, Meat, Fish and Poultry Department

WILD SALMON may be the most anticipated fish to grace the Weavers Way fish case this season, but another fish is making a splash (albeit a quieter splash) this summer. That fish is wild Alaskan halibut. We all know it. Most of us like it. But the perception that it's too "fancy" for the home kitchen keeps many of us from grabbing a steak or fillet for a quick, easy meal. In reality, halibut is a forgiving fish to cook and an economically and environmentally sound fish to choose.

This has not always been the case. Halibut has been on American (and European) plates for quite a while. Remember the uniform frozen rations of yester-year? Alaskan halibut are caught in remote areas off the Northwest coast, and back in the day most fish was processed and frozen onboard fishing vessels. "Derby" style openings meant that fresh halibut was only available sporadically for several weeks per year. Enormous catches began dwindling, and by the mid '80s, the season was progressively shortened as a way to limit harvest. As a result, markets would be flooded with paltry halibut fillet driving prices down while fisherman tried to catch as much fish as possible. The culmination of decades of over-fishing and mismanagement occurred in 1991 when the season was slashed to just two days. This 48-hour rush claimed boats, gear, and fisherman's lives. The frantic pace resulted in enormous amounts of bycatch and ultimately resulted in poor quality product. However, the Pacific halibut fishery has undergone a drastic makeover since 1995, and is now a prime example of what is known as a "catch share" fishery or LAPP (Limited Access Privilege Program).

This fisheries model originated in New Zealand in the 1980s, and then spread to Japan, Iceland and Canada. Catch shares have been adopted by several nations but still account for just one percent of total fisheries worldwide. Each



Noel Bielaczyc and an (almost) whole halibut

photo by Jonathan McGoran

catch share program is based on a single species in a specific geographic area. After federal scientists and regional fishery management councils assess a fish stock, the so-called total allowable catch (TAC) is determined to allow sustainable harvest and reproduction of a species. This TAC is then divided between the fishing outfits so that each owns a percentage or "share." It may seem trivial, but this is a fundamentally different way of looking at fisheries resources. In the past, the incentive was to catch the maximum amount of fish in the shortest amount of time. The incentive now is to be participatory in management and conservation and bring better quality product to a market that fetches a better price.

In addition, catch share programs generally allow up to nine months for fishermen to reach their quota, meaning they have a more predictable, steady income throughout the season. These programs also make for a safer work environment, reduce bycatch and lower equipment loss at sea. Ultimately the most important factor is that, like shareholders, fishermen are

(continued on page 4)

Produce News

Summer Fruit, Summer Specials

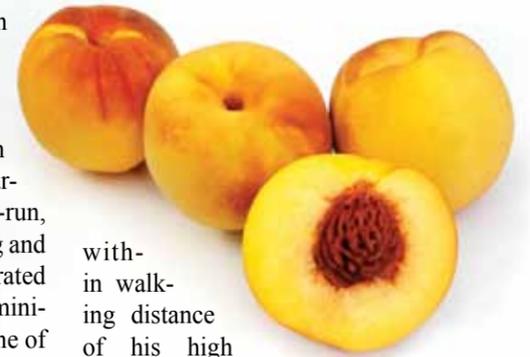
by Jean MacKenzie, Mt. Airy Produce Manager

AH, JULY! The one thing that can make July in Philadelphia tolerable is the incredible summer stone fruit from Three Springs Fruit Farm and Beechwood Orchards, our two main sources for peaches, plums, and nectarines. Both orchards are local, family-run, and committed to sustainable growing and harvesting practices. They use Integrated Pest Management techniques and minimal spraying, and their peaches are one of life's great pleasures, followed closely by their nectarines.

This year I plan to promote Beechwood and Three Springs with weekly bulk purchase specials. We'll have pre-priced bags you can fill yourself and crate sales for Weavers Way members. Visit the second floor to pick up your canning supplies, and watch for our midweek Orchard Specials.

The Language of Love

When my partner and I decided to buy a house, my son requested that we live



with-in walking distance of his high school. Last fall

we moved into our 50s-era Colonial, in a subdivision directly across Germantown Pike from Plymouth Whitemarsh High School. I'll bet there are not a dozen students who live closer to the front door of PW than we do.

As I look back on the many discussions about our new house, I realize that my son never actually said, "I want to walk to school." He said—often—"I want to live *within walking distance* of school."

(continued on page 4)

A Lot Going On Upstairs at Weavers Way Mt. Airy

by Martha Fuller, Wellness, Personal Care & General Merchandise Manager

IF YOU are new to Weavers Way, come to our Mt. Airy store and make sure you visit the awesome Second Floor store. We carry a vast array of health and beauty products, vitamins and wellness products, housewares, toys, greeting cards, candles, clothing, cleaning products, bulk coffees (we sell 18 Equal Exchange bulk varieties, as well as offerings from five local coffee companies) and 28 bulk teas and tea herbs, gift items, garden seeds and garden gloves, seasonal items, paper goods, including Rhodia notepads and a variety of journals, and more!

Some recent discoveries: Olivella shampoo and conditioners have caught on with our shoppers. These products contain olive extract, which is considered to be a hydrating ingredient for normal, dry or color treated hair. These two items include the antioxidants Vitamins A and E Polyphenols, and they contain no dyes (the natural color comes from the olive chlorophyll), no animal fats, parabens, nor Sodium Laureth Sulfate.

Down to Earth in Eugene, OR is one of our favorite Weavers Way housewares distributors: We love them from the moment Lynn answers the phone to Tim, our sales rep, to the deliveries, which are trucked by a semi across the country. They sparkle as a company. You have read about some of their excellent products here in the *Shuttle*. We have two summer goodies from them at prices so fabulous we can barely believe them. Natural rush mats, three feet by six feet, cost only \$9.24 for members. If you are a working member, take five percent off that! Great, eh? These mats can be used for picnics, as a table runner on a picnic table, for outdoor yoga, as a mat for a hall or entryway, on a porch, as a play area for young children. The display is at the top of the stairs next to the garden products display. There, you will also see garden gloves. Down to Earth has supplied our Atlas Nitrile Touch gloves for years. This year we have purchased a second type of glove from them



photo courtesy of Down to Earth

The nice folks at Down to Earth

at a close-out sale price—your cost is only \$3.96 (minus five percent if you are a working member)! These gloves come in small, medium, and large sizes, they are machine washable, have waterproof palms and breathable backs, and provide UV protection. We have carried them since the spring and the response has been enthusiastic.

As we are in the full swing of summer, let us remind you of the many summer products we have: great sun block and insect repellents, citronella candles, gardening supplies, sting and insect bite products, outdoor toys for kids of all ages, flashlights for adults and kids, and journals for your vacation trip or summer camp.

We appreciate the lovely health benefits of probiotics and as shoppers, apparently you do too; sales of them have increased over the past few years. A new product is Country Life Daily-Dophilus, an AM/M Complete Probiotic System. It is room temperature stable, contains dairy-free strains, comes in a vegetarian capsule and, like all Country Life products, is gluten free. We have also added Country Life Baby-dophilus which is a Lactobacilli Bifido Complex for infants and children. It is in the Children's Wellness area. It can be mixed with infant formula, juice, water or foods. Refrigerate after opening.

While we are in the Children's Wellness area, don't forget we carry Topricin

(continued on page 5)

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Applies to anyone over 60 years of age.

Only at the Ogontz location.



Neighbors Seek Appropriate Tenant

by Maureen Gregory, Co-op staffer and neighbor

THERE'S A lovely old stone garage on our block that's looking for a new tenant. With improvements and the right occupant, it has the potential to be a focal point on the block and could be a real asset to the neighborhood. Owned by the Co-op, 542 Carpenter Lane is 3200 square feet with an open floor plan and 10- to 13-foot ceilings. It currently houses the Mt. Airy Bike Collective on the first and third Thursday evening each month and is a drop-off site for #5 plastics, generally on the third Saturday of the month. It has also housed the Flickering Light Film Series and the Mt. Airy Art Garage.

Neighbors of the building recently organized over the possibility that the Co-op might rent the space to a restaurateur. While many neighbors want the Co-op's investment to be profitable and the space in use rather than sitting empty, the neighbors are also concerned about possible issues of noise, parking, traffic, and trash, as well as the long-term consequences of

bringing a liquor license to the property. In response, Co-op management invited the neighbors to contribute to the process of finding a mutually acceptable tenant. Criteria we've come up with focus on two primary concerns:

Day-time operation The street has lively foot traffic by day but by 8 p.m., all businesses have closed. After the daytime buzz of people seven days a week, many of us value our quiet evenings.

Low impact Traffic, parking and truck deliveries (for the Co-op, bookstore, café, and two dry cleaners, as well as school drop-off and pick-up) already tax the area and border on safety hazards, especially when children are going to and from school. It's hard to imagine that this one-way street could handle any significant increase in volume. A tenant operation that doesn't depend on high customer turnover would fit best.

Our street currently has eight com-

mercial properties, four of which are businesses run by residents. The flavor of the block is eclectic and arty. Homeowners and renters know each other and look out for each other. Our 32 residences house fine artists, architects, writers, craftspeople, therapists, activists, lawyers, doctors, teachers, jugglers, chefs, home improvement specialists, gardeners, entrepreneurs, musicians and more!

Here are some businesses that might be appropriate for this special location:

- A business whose clientele may already be in the area, dropping off dry cleaning, shopping at the Co-op, picking up a book at the Big Blue Marble Bookstore, or grabbing coffee and "soup pie" from the High Point Cafe, perhaps having driven here on their electric bike purchased from PHEW, the electric bike store on the corner, to attend a yoga class or to sit in silent meditation at the Springboard Studio.

- A group looking to invest in creating a series of studios and writers' spaces with a common area for a gallery.
- An entrepreneur or group that needs a place to hold workshops: puppet-making, upholstery, faux painting.
- A small industry—furniture design, for example—may appreciate the wide open space and large access door.
- A group of professionals looking to create unique office spaces may find this an appealing location.

Rent is \$1,000.00 a month, triple net (meaning tenant pays tax, insurance & utilities).

If you're interested in more information about the property, contact Steve Hebden, 215-843-2350 or steve@weaversway.coop.

Hooked

(continued from page 3)

now motivated to help fish stocks recover and flourish, because their share will also increase in value. Other American fisheries using this model include Alaskan black cod (or sablefish), Alaskan king crab and most recently, Gulf tilefish and grouper. This model is not without controversy though. Some critics point out that it is basically privatization of a public resource, while others say that management can only be effective if the science on which it is based is thorough and accurate (which is not always the case). But with one-third of all fisheries teetering on the brink of collapse, catch share programs are a potentially important alternative to the familiar tragedy of the commons.

Your shopping choices can help make a difference! We received our first whole halibut of the season last month and hopefully will continue to see them until October. All halibut is cut in-house to ensure the freshest, highest quality steaks and fillets. Because of its lean flesh, halibut should not be overcooked. This firm, flakey white fish is best enjoyed simply grilled or roasted with olive oil and sea salt. Halibut also loves to be in the company of fresh summer herbs like dill, chives, and tarragon. If you like heat, try marinating it with thinly sliced fresh Serrano chilies, garlic and lime juice. On a hot summer evening, you can't go wrong. Happy cooking!

seafood@weaversway.coop

Produce Report

(continued from page 3)

So began one of those absurd, epic family battles: "Mom! Take me to school! I'm gonna be late!" "You do *not* need a ride! Just *hurry!*"

Bear in mind that my son is a gifted athlete, and that the traffic on a school morning is so slow and congested that it would actually be *faster* for him to walk. But apparently that is not the point. At 7 a.m., I define "mother's love" as "healthy breakfast." His definition is "ride to school."

After months of arguments, a full dozen latenesses, and all the phone calls, detentions, and accusing letters from PW's attendance office, I gave up trying to feed him and began driving him to school. I'm happy to report that he's only been late once since then, and we've moved on to other impossible arguments.

WW Chestnut Hill & Mt. Airy

Isn't the new store wonderful? As I write this, Weavers Way Chestnut Hill

has not even been open a month, and it's wildly popular and successful, exceeding all expectations. The staff is scrambling to keep up with the volume, and the Produce Department there—headed by Mike Herbst—is already matching us here in Mt. Airy.

And isn't the Produce Department lovely? Maybe you have to be me to appreciate all that's there—lots of refrigerated display space, an integrated misting system to keep produce hydrated, a prep area in back, great lighting—did I mention *lots* of refrigerated display space? The main complaint I hear is that the store is cold, and I think, how I *wish* I could hear that complaint in Mt. Airy. Our produce here suffers mightily from the heat and humidity, especially when the store gets crowded.

I hope many of our members, even those who live closer to Mt. Airy, will visit the Chestnut Hill store. I'm not really worried about losing customers in our "flagship" store. After all, for a whole lot of our members, it's within walking distance.

mackenzie@weaversway.coop



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CAMACenter.com

Mt. Airy Bike Collective becomes the Newest Program of WWCP!

by Rosanna Speller



photo by Rosanna Speller

John Siemiarowski (L) and Nina Berryman of the Mt. Airy Bike Collective

ABOUT A year ago at a meeting of Weavers Way's Environmental Committee, the idea for some kind of bicycle-related community program in Mt. Airy was brought up. What followed was a year of brainstorming, organizing, and reinvention. That idea for a community bike program has become the Mt. Airy Bike Collective (MABC), formerly Rutabaga Bike Collective. MABC has held workshops on topics from tuning up bikes to commuting by bike in the winter. During "open hours," community members have found a space and tools for working on their bikes and exchanged biking-related knowledge with MABC volunteers.

MABC exists through the work of volunteers and the support of the community, Weavers Way, Philly Electric Wheels, and Weavers Way Community Programs (WWCP). MABC is excited that the WWCP board recently decided to make MABC part of its organization, expanding MABC's resources and WWCP's programming. Look for more activities and programs to come! Visit www.mtairy-bikecollective.com for more information and to get involved!

rosanna.speller@gmail.com

A Lot Going on Upstairs

(continued from page 3)

Junior. It is specially formulated for injuries that children may be prone to: sports injuries; minor burns, insect bites and skin irritations; muscle bruising, impact and falling injuries; and joint pain of the hand, knees, and back. Like the other wonderful Topricin products we carry, it is odorless and paraben-free.

Vitamin D is an important vitamin and we carry formulations for adults and children. In 2008 the American Academy of Pediatrics doubled the recommended amount of Vitamin D that children should receive, raising it to 400 I.U.s per day. This recommendation was the result of studies that reflected the many benefits of Vitamin D for supporting a healthy immune system and healthy bones. We choose a liquid D3 from ChildLife, which uses a dropper to measure the dosage. It is gluten-, alcohol-, and casein-free. Dosages are listed for infants six to 12 months and children from one to 12 years.

One last child's wellness heads-up: Hero has reformulated and repackaged their very popular Gummy Vitamins for Children. The package is now bright green, not blue and the name is now Yummy Bears SOURZ. The vitamins contain 16 essential vitamins and minerals, including zinc and folic acid, which are important to children's growth and development. They are allergen-free, gluten-free, and casein-free, with no artificial flavors and colors. They are also free of soy, salt, tree nuts, peanuts, and shellfish. Look for

them in the Children's Wellness Vitamin section.

Badger is a company that we Co-op shoppers love. Their new Every Day Body Moisturizers are made from high quality ingredients to soothe and moisturize. Most ingredients are Certified Organic. Badger's traditional low temperature process allows the oils and butters to retain their natural abilities to help skin feel great. The Creamy Cocoa, which can soothe and soften irritated skin, has the aroma of dark chocolate (wow, another way to enjoy chocolate!) and it goes on easily, leaving skin feeling refreshed and smooth. This variety is made with Fair Trade and Certified Organic Cocoa Butter. The vanilla and coconut selection is refreshing and is scented with organic Madagascar vanilla. Virgin Coconut Oil is also fragrant and, easily absorbed, can impart a wonderful glow to skin. The Nutmeg and Shea selection is rich in naturally occurring Vitamins A and E from the shea butter which, Badger believes, make it a superior skin restorer. They add CO2 extracts of rose-hip, seabuckthorn berry and nutmeg for soothing properties. The tins contain two ounces and easily slip into a beach bag or suitcase. You can find them below the essential oils with many other fine Badger products.

martha@weaversway.coop

Jenks

(continued from page 2)

deal with customers and make decisions about inventory. As "top dog" eighth-graders, they have an authority over the younger students that they clearly enjoy, directing their young customers to make their selection and keep the line moving. One little boy came up to the table and Asha immediately asked him if he had eaten his lunch yet. The rule is that students must eat lunch before they purchase their Marketplace snack. Although the snacks are relatively healthy items, they are not lunch. When the boy replied that he had, Asha asked what he ate for lunch. He hesitated under her penetrating glare and said, "'Oh, okay, I didn't eat yet."

"Then come back after lunch," Asha directed. The girls kept busy even during

slow times, packing items for the next sales, discussing which items to order and how many, and periodically going to the cafeteria to recruit more customers.

All three girls will be missed at Marketplace next year when they go off to Central High School, but there are some anxious seventh-graders ready to take over.

The Jenks team is especially well run thanks to the strong support of Jenks administration, the hard work of program coordinator Carly Chelder, and most of all, to the energy of the three girls who managed these sales, worked to promote healthier foods among their fellow students, and have trained the younger team members to follow in their footsteps.

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Why Do We Exist and How Do We Maintain What Makes Us Unique As We Grow?

What Are Board Members Thinking?

by Sue Wasserkrug, Weavers Way Co-op Board of Directors

In this column, Sue Wasserkrug, a member of the Weavers Way Board of Directors, is sharing her own individual thoughts and ideas and is not speaking on behalf of the Board.

I JOINED my first co-op in college. It was a “dining co-op,” where students, not the college administration, were in total control of what they ate. I joined for several reasons. It was well known that co-op food was better than dining hall food. The co-ops were small, allowing students a chance to get to know one another better. I would get to eat in a family-like dining room, not an institutional dining hall. And I would have a say in what kind of products we ate, and bought.

Perhaps most important, though, was the fact that joining a co-op would allow me to “opt out” of the dominant economic model. I was convinced that co-ops embodied the best of democracy, with open membership, shared investment by members, and the equal value placed on all types of participation (cooking, menu-planning, washing dishes, serving meals). The co-op model seemed antithetical to the only other business model I knew, which struck me as hierarchical, unfair and just plain illogical.

After college, the only opportunity I saw to participate in co-ops was to join a local co-op market, which I did in Tucson, Baltimore, Cleveland, Iowa City, and, ultimately, Philadelphia. Maybe I didn’t search hard enough, but I felt disillusioned by the paucity of co-ops around me. I just didn’t see co-ops taking over society the way I thought they should.

So it was with a combination of nostalgia and optimism that I read Glenn Bergman’s article in the *Shuttle* in Octo-

ber 2007. In it, Glenn laid out his long-term vision for Weavers Way. He talked about physical expansion (more stores), creation of an incubator kitchen, continued success of the farm, proliferation of locally grown and produced items in the store, development of housing and other types of co-ops, Weavers Way’s presence in the schools—providing healthier meals as well as educational programs that teach children about nutrition and farming and the co-op model—and the growth of co-operatives as a key part of a strong and just local economy.

Glenn described a community where the dominant economic model was defined by cooperation, education and sustainability, not competition, deceit and greed. Yes, Weavers Way would grow, but not because of a capitalist “bigger is better” philosophy. Instead, Weavers Way’s growth would be the impetus for the development of a cooperative movement that would put a premium on creating a sustainable economy, one in which all business is transacted with the goal of improving the quality of life of the community—Mt. Airy, Philadelphia, the world—rather than for the profit of absent owners.

I wanted to be a part of transforming our community in the way Glenn envisioned. I knew from the recent changes I had seen at Weavers Way—through the work of the committees and the Weavers Way Community Programs—that this dream could become reality. And this time, I wasn’t going to let it slip through my fingers.

So I picked up the phone and called Glenn. I told him I wanted to work toward the goals he described. He put me in touch with members of the Weavers Way and WWCP boards of directors, who explained how the Board had worked to lay the foundation for the transformation Glenn wrote about. They suggested I run for board of directors, which I did.

Boy was I in for a surprise. I attended a Board meeting before making the decision to toss my name into the ring, but that one evening did not prepare me for the work ahead. I’ll never forget the first General Membership Meeting I attended. (Honestly, at that point, I attended only to learn whether I had won the election.) A vote on a by-law change was on the agenda. The issue was whether two director positions should be reserved for Weavers Way staff members. The Board proposed changing the by-laws to allow, but not require, two directors to be staff members. Initially I opposed this change. I had worked at numerous nonprofits whose boards had no clue about the operations of the organization—a problem I thought could be remedied by having staff representation on the Board. But after listening to Board and staff members explain

their reasons for the proposed change, I realized that the role of the Weavers Way board was different from the role of a non-profit board. The amount of thought and analysis that had gone into the proposal was evident in every point made by the Board and staff members who weighed in on the issue.

I was elected that night, and I was ready to roll up my sleeves and get to work. But the work doesn’t require literally rolling up my sleeves. As our website points out: “Weavers Way uses a form of board management that emphasizes broad goals (Ends) while providing clear guidelines on what a general manager and his staff cannot do (Limitations).”

When I joined the Board two years ago, we were revisiting those broad goals, or ends. At my first meeting, we engaged in an exercise in which we were told to complete the sentence, “As a result of all we (i.e., Weavers Way) do, ...” Each of us was given a post-it pad and told to write down as many endings to that sentence as we wanted. Our responses could be long-term and aspirational, or specific and concrete. We posted our responses on the wall and categorized them. I was thrilled to see

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The Future Ain't What It Used to Be

A Sneak Peek at Peak Oil

by Sandra Folzer, Environment Committee

"The eyes of the future are looking back at us and they are praying for us to see beyond our own time."

~ Terry Tempest Williams

I'M VERY good at denial. I imagine you are too. How else can we pass our days without thinking what the future may bring? The US Army has warned that surplus oil production capacity could disappear within two years and serious shortages could occur by 2015. Yet, most friends assure me that some anonymous "They" will figure out a way to get energy. I think this is wishful thinking.

New oil field discoveries peaked in 1966. American production peaked at 10 million barrels/day in 1971. Today we barely pump 5.1 million. Worldwide oil production is on a plateau, but the demand is rising. In 2004 the Department of Environmental Protection (DEP) predicted that production in the Gulf of Mexico would double from 2 million barrels/day to 4 million by 2020, but Hurricanes Katrina and Rita ravished 167 platforms and 183 pipelines, and now we are experiencing the largest oil spill in history. We've already reached our peak in offshore drilling, our largest source. No new sup-

plies are coming. Arctic oil production is 800,000 barrels/day while we burn over 19 million each day.

We import two-thirds of our oil. Canada is still our main supplier; Mexico has slipped from number two to number three, bumped by Saudi Arabia. Ethanol is not the answer because it uses one third of our corn crop and 40 percent of our fertilizers. We can afford ethanol only because we subsidize it. Taxpayers paid more than \$8 billion in 2007. We shall pay \$25 billion if we reach Bush's target of 35 billion gal/yr. Meanwhile, food prices rise because land is being used to grow corn for fuel instead of for food.

We shall have to contend with fewer resources since the world cannot sustain our growing numbers. Overpopulation is a major problem. Studies have found that female literacy is the most defining factor in birth rates. It is not an accident that uneducated women have more children, and they are generally the ones who lack the resources to care for their children adequately.

We continue to consume resources relentlessly, pretending everything is the same as it has always been. It's easy to think this way when everyone else is in denial.

What You Can Do

(Asty, referenced below, has hundreds of ideas; here are a few.)

- Plant a garden and grow some of your own food. Transform some of your yard into food producing plots.
- Trade cuttings and seeds and plant divisions with neighbors.
- Think about a composting toilet to avoid wasting good water. It can be purchased or built. (Google Humanure Handbook)
- Since honeybees are in decline, build a house for mason bees, which give no honey but pollinate. (<http://www.youtube.com/watch?v=YGDO7lfG7sk>)
- Apprentice yourself to a senior citizen to learn preserving, gardening, etc.
- Dry extra fruits for storage by building a solar dehydrator. (builditsolar.com)
- Mulch gardens to preserve water.

The two books I recommend, from which most of this information came, are:

Why Your World is About to Get a Whole Lot Smaller: Oil and the End of Globalization by Jeff Rubin, Random House, 2009 and **Depletion and Abundance: Life on the New Home Front** by Sharon Astyk, New Society Publishers, 2008

On average, Americans consume as much energy as 30 poor people worldwide. Already we have used our share of energy as well as our children's share and that of poor people in the world. We can't afford a world where many are starving

and others are rich. It's a recipe for violence. It is not what parents and grandparents should be doing for their offspring. We need to go back to living more simply.

(continued on page 20)

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50 If just half the employed U.S. population spent \$50 each month in independently owned stores, their purchases would generate \$42,629,700,000 in revenue.* Imagine the positive impact if 3/4 of employed Americans did that.

68 For every \$100 spent in independently owned stores, \$68 of it returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1 The number of people it takes to start the trend...*you.*

Pick 3. Spend 50. Save your local economy.

For more information, visit the350project.net

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Manager's Corner

by Glenn Bergman, General Manager

Update on Chestnut Hill

THE INITIAL comments about the store in Chestnut Hill have been very positive. The main street initiative to keep people coming to the avenue and increasing walking traffic has been successful, with over 500 (and sometimes up to 700) transactions taking place each day! Sales have been about 30 percent greater than we expected. We had decided to budget for a small sales number at first and then see that build over the first year. Instead, from Day One our sales have been over budget and continue to be as I write this column.

Membership was also swamped with new members joining. In four weeks, over 500 new members joined. Many new members didn't just pay \$30 either they paid their full membership and in one case gave to the equity campaign by giving \$1,000 in support of the store. We had to increase the membership department staffing to keep track of the new members and maintain regular work flow.

What I did not expect are the comments from members on items that either we missed or knew we would continue to work on as we opened. Here are some of the comments that we have received:

- *Pricing does not seem to be the same between the stores.* The goal is to have the same items priced the same. Bulk, dairy, grocery, breads, etc. if the same item is to be the same price. What we have found is that we have added more organic product than at the Mt. Airy store (MA) and that might be the issue. Please stay after us on this item.
- *Bulletin boards not up.* That is true, but we have been working to get them up. Our plan was to open, see the flow, and try to find a number of places to put up signage. Since there is a hallway like in MA, and members can leave from the front and back of the store, we decided to wait. Well, we found out that the bulletin board is a very important item in our stores and should have gone up before the produce was put out.

• *Store is cold.* We are working on this with our construction company, architect, and refrigeration company. During the planning of the store it was decided to have "open cases," since it is easier for the shopper. What we did not figure on was the amount of dropped cold air from these cases in relation to the space.

• *Bread and bakery section is not well located.* On paper it looked ok, but in actual flow it is not good. Staff is working on relocating the bread section and switching it with another product line.

So, please keep the comments coming. We will respond to every comment.

Equity Campaign

We have also learned that a most important part of our project funding besides member loans is the member equity that we now annually collect in \$30 per year increments. When we calculate the total membership equity due (\$400 per household), we see what a difference it would make to start collect these funds earlier. I

am not aware of another co-op that allows members to spread their equity investment over 13-years. The longest I have seen is two years. That is why, starting in July, we are going to begin a campaign to have members pay up their \$400 equity earlier.

How important is this campaign? We believe that there is a least \$500,000 in equity still available to the Co-op that is due over a period of time and if it was paid today would save the Co-op thousands of dollars in bank interests payments at around 6.75%. We could pay off one of our major loans with the equity payments and save over \$40,000 a year. When you start adding that up it means real long term strength for the Co-op.

So, if you can, I am asking that you bring your total membership payment to the \$400 level as soon as you can this summer. If you cannot, do the best you can.

Paying your equity investment off means you will not be bothered by us and you will save the stamps and hassle of paying in the future too.



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Weavers Way Board at CCMA 2010

by David Woo, Vice President, Weavers Way Board of Directors

In this article, David Woo, a member of the Weavers Way Board of Directors, is sharing his own individual thoughts and ideas and is not speaking on behalf of the Board.

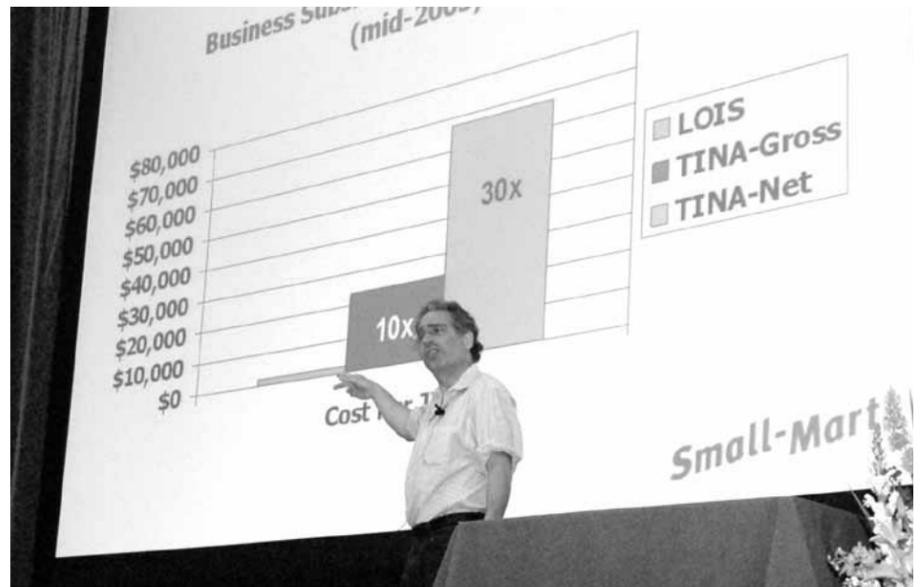
THE CONSUMER Cooperative Management Association (CCMA) annual conference has been around for 53 years but it hasn't started looking nostalgically at pictures of itself in its high school yearbook. This year found many more food cooperative start-ups from across the country joining established food cooperatives at this annual educational and networking event, held this June in Bloomington, IN. The CCMA conference is looking to the future with an eye on our history.

The growth of the idea that you could pitch in your two cents and "own" a part of a business is gaining traction in America. The power of self-determination excites people who don't know a thing about cooperative ventures, but we know that results aren't effortless. Even though our management and staff at times can give you that impression. (Thank you, staff!)

The keynote address delivered by Michael Shuman, Director for Research and Economic Development for the Business Alliance for Local Living Economies (BALLE), dealt with local investing, the way our current system has evolved with a heavy focus on protecting small investors, and how that limits how we choose where to put our money.

Shuman described a fictitious example of a large chain bent on running out of business a fictitious local office supply store owned by audience members. When asked if we patronized a large office supply chain, most in the audience did not raise their hands. Most did raise their hands, however, when asked if they held certain stocks or mutual funds in our real retirement accounts. As you can guess, the kicker was that most of the retirement accounts included stocks or mutual funds that invested in many large corporations, and wealthier individuals likely owned stocks directly in these companies.

The simple idea of local food has now been captured as the "next big thing" in our national consciousness; local can be—and should be—extrapolated beyond food into how we as individuals invest our money to build capital for local, sustainable businesses. You may question whether if it is progress to return to a model of existence that was common-place more than a hundred years ago. But is it progress when big business has concentrated wealth and economic control? If abused, wealth and control should be wrested away to an extent that can minimize damage caused by a big corporate "oops." Should we be doing more thinking and organizing about



Michael Shuman, Director for Research and Economic Development for the Business Alliance for Local Living Economies (BALLE), addressing the CCMA annual conference.

where and how we invest our money?

It isn't easy to do, since the financial infrastructure limits those without massive amounts of capital to begin with. Consumer cooperatives provide the mechanism to help people make a direct investment or loan in one business, while entities such as sole proprietorships don't. Is

it time to look at another model, one that can use current sophisticated tools so that you can invest your wealth in your own zip code? Is it time to work at changing laws and regulations? I think it is time to educate our society about the benefits of a balanced economy with less concentration of wealth and power.

Equity Program Pays

(continued from page 1)

is a pretty good deal for our members, but it is also a good deal for us. Paying off our loans early will save us much more in interest than \$100. And as the ad says, as much as we love our banks, we'd rather give the money to you.

The Co-op intends to use the cash raised from additional contributions to reduce its outstanding debt. The improvement in financial ratios resulting from additional equity will strengthen the Co-op's

relations with lenders and commercial partners. Lower interest payments on the reduced debt will improve reported net income as well as generate cash from the interest savings. The finances of your Co-op will be much healthier as a result of higher earnings, lower debt, and additional member equity.

Is there a catch? Not really. But there are some terms and conditions that in other publications might warrant a smaller font. First, by participating in this program, you agree not to withdraw any of your member

equity for five years because we need to know our debt reduction will be effective. Second, first-time equity payments made since April 1, 2010, and payments made as part of the "30 in thirty" equity campaign may be applied towards the \$400 investment as part of this campaign. And what if you have already invested your required \$400 of equity? You can still participate. Every member is eligible. Whether you have \$30 in your equity account or \$400, investing another \$400 gets you a \$100 in discount card.

To take advantage of this program, just make a \$400 equity contribution. You can do this at the register or online. Go to www.weaversway.coop and click on the link that says Equity Program. You can download a simple form to mail in with your payment or pay via Paypal. You will also find more information there about the program. If you have any questions, please contact Kirsten, your Membership Director, at member@weaversway.coop, or 215-843-2350, ext. 119.

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Membership Meeting

(continued from page 1)

Throughout the proceedings, the simple setting of the Chestnut Hill Friends Meeting sharpened the focus as one presenter after another reported on growth and expansion, surpassed goals and broadened horizons, until an unmistakable theme emerged: Abundance in an Epoch of Scarcity.

Over fifty member households were represented at the meeting, including a number of the three-hundred-plus new members who have joined in recent weeks. Also new are the thirty employees hired for the new store in Chestnut Hill. And the *Shuttle*, which had until recently a circulation of around 6,000, now reaches more than 23,000 households.

But the abundance isn't just local—it's regional as well.

"I had a vision," says Weinman, "of a regional Co-op support group, (in which) Co-ops in the region within a two or three hour drive of Weavers Way would come together to see how we could better support each other." Last year, Weavers Way hosted a picnic for representatives from a handful of area co-ops to discuss the idea.

"There was such excitement about this meeting that people didn't want to leave!" says Weinman. A year later, the newly-formed Mid-Atlantic Food Cooperative Alliance includes co-ops in Pennsylvania, Maryland, Delaware, and the New York City area.

"People are starting to view the co-op movement as a way of dealing with all the business problems that come from people not having any say or control over the businesses in their communities, the food they eat, or the products that they use," says Weinman.

Kim Spelman-Hall, manager of the Chestnut Hill store, reported that the previous day's earnings had exceeded the store goal of \$14,000 by more than \$8,000. "We're sold out of everything," she reported. "We have one egg left in the store!"

Not all the abundance touted in the meeting was of the kind that shows up on a balance sheet. General Manager Glenn Bergman introduced the Chestnut Hill store's employee Kentu X, a visually disabled Germantown Avenue resident

whose work with Weavers Way resulted in an award from St. John's Community Services.

Bergmann also introduced Dorothy Guy, a member since the Co-op's inception in the early 70s, who showed an abundance of enthusiasm for the co-op enterprise.

"My mother belonged to a co-op during the Depression," Guy explained. During the 1950s, Guy used to buy fresh vegetables off the back of a truck. When the building that now houses the Mt. Airy store became vacant—it was an old-fashioned drug store until the death of the pharmacist owner—the operation moved in and the Co-op was born.

"I don't remember all the details," Guy confesses, "but we did get organized. And since then we have just grown and flourished, and now here I am, an old lady with a cane, but I'm still enthusiastic!"

Carly Chelder and Rachel Millenback reported on the three new member schools in the Weavers Way Community Programs' Marketplace Program: Our Mother of Consolation, the Eastern University Charter School and Anna Lingelbach School. The program replicates the co-op model in schools, with students running the store throughout the year, and choosing a charity to receive the project's profits at year's end.

Farm Educator Adam Forbes reported on the Co-op's work with the Hope Garden at Stenton Family Manor, a family homeless shelter that feeds about 200 people per day. Forbes is currently raising money to build a cob oven and greenhouse on the premises, so food can be grown and prepared throughout the year.

Farm Committee intern Nicole Sugerman reported that shares in the Henry Got Crops! CSA are now sold out, with 120 families signed up. The Farm Committee runs several farmers' markets, including those at the Lutheran Seminary and in Chestnut Hill.

"Weavers Way is more than just a Co-op," summed up Glenn Bergman. "It is more than just a group of small stores." And in these times of economic scarcity, more is more.

Food Trust's Yael Lehmann On Access to Healthy Food

"Our mission," said Yael Lehmann, Executive Director of The Food Trust, "is to make sure that everyone has access to affordable and nutritious food." Founded in 1992, the Philadelphia non-profit runs some 30 farmers' markets—all of which accept Food Stamps—and organizes nutrition education for 50,000 students, mostly in Philadelphia.

"Those school programs have been shown to reduce the number of kids who become overweight by 50 percent," said Lehmann. "To date there's been 5,000 jobs created or retained through the program throughout the state. Half a million Pennsylvanians now have access to fresh, affordable food who didn't before. Over a million square feet of retail space (has been dedicated)—I mean it's really extraordinary what's been done."

In her keynote address at the May 23 General Membership Meeting at the Chestnut Hill Friends' Meeting House Lehmann explained that these programs and others like them are vital because when it comes to food, the deck is stacked against poor kids.

"In some low-income areas," Lehmann said, "there's a lack of access to affordable and nutritious food."

With support from the Philadelphia Health Department, which received \$25.4 million in economic stimulus money from the Centers for Disease Control and Prevention—one of the top three awards nationally—the Food Trust is doing something about the dearth of fresh food.



photo courtesy of The Food Trust

Yael Lehmann, Executive Director of The Food Trust.

(continued on page 11)



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Yael Lehmann

(continued from page 10)

The outreach of the Food Trust and other organizations is resonating beyond Philadelphia—throughout the Commonwealth, and even nationally.

“Philadelphia’s gotten a lot of attention nationally,” said Lehmann, “for bringing grocery stores or fresh food retail into low income areas throughout Pennsylvania.” Under the leadership of State Representative Dwight Evans, Pennsylvania’s Fresh Food Financing Initiative (FFFI) recently caught the attention of First Lady Michelle Obama, who wants to replicate the program throughout the country. The FFFI is “a grants and loans program for people who want to sell fresh food in low-income areas,” said Lehmann. To date, it has funded 18 markets in Philadelphia—beginning with The Fresh Grocer in Progress Plaza—and 85 throughout Pennsylvania.

The First Lady visited the Fresh Grocer in February of this year, to the surprise of the shoppers.

“We weren’t allowed to tell anyone she was coming for security reasons,” said Lehmann, “so people who were just there to buy orange juice were like, ‘What?’” Later that day, Mrs. Obama unveiled her planned Healthy Food Financing Initiative, part of her “Let’s Move!” anti-obesity campaign, inspired by the FFFI. President Obama included \$400 million for the plan in his budget.

“It’s really a thrill to have the administration so supportive of the type of work that you all are doing,” said Lehmann. “So Philadelphia will be seen as a national leader. It’s something we should all be really proud of.”

So what is the administration up against? Where do people—kids in particular—buy food in low-income neighborhoods?

“Right after school,” Lehmann said, kids “just go straight to the corner store.” In many cases, they also go before school, buying what passes for breakfast. Philadelphia kids spend an average of two dollars a day at corner stores.

“We found out the kids are actually getting the majority of their calories from the corner stores,” said Lehmann. “Oftentimes when you walk into a corner store there is not a single fresh item. There’s milk, and that’s pretty much it. So one of the things we’re going to be doing is expanding our work to 1,000 corner stores. We want to target stores that are located near schools, and reach out to the kids and get them to try something that’s actually a little healthier for them.”

Of course, putting healthy foods within reach won’t guarantee that anyone will buy it, especially kids. So before introducing the Food Trust’s corner store initiative, Lehmann put her background in market research to work

“One thing that helps is that we work with so many kids in school already,” said Lehmann. “We did focus groups with the kids, where we would try different products out. We asked the kids what they would be interested in buying, and fruit salad was one of the items. We asked them how much they’d be willing to pay, and they said a dollar. So this was the product that we started with.”

One of the barriers to fresh food in corner stores is refrigeration—a problem the Food Trust solved when an intern had the idea of using what Lehmann calls “Red Bull Barrels.”

“You see them in convenience stores, these skinny round barrels,” Lehmann said, “and they have wheels and you can just plug them in, and they usually have soda or Red Bull in them, and you just

reach in and grab it out. They have a lid, and they are refrigerated, and they’re not that expensive.” So the Food Trust bought forty barrels and gave them to stores in North Philadelphia.

“At first it was just our staff picking up the fruit salad and schlepping it out to all the stores, saying ‘Try it! Just try it!’” said Lehmann. The store owners agreed, as long as the project didn’t lose money. Once the kids saw them, they began buying them for a dollar—of which the stores kept forty cents apiece.

“The stores couldn’t keep them in stock, they were so popular!” said Lehmann. “Then the parents started saying, ‘We want fruit salad—can you make a \$2 version?’” Eventually, store owners began making the fruit salad themselves.



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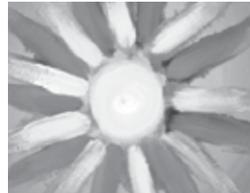
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Dinner and a Movie

Distrito and Frida

by Margie Felton and Joanna Poses

IN HONOR of our summer birthdays we're throwing consensus overboard. Over the next two months, each of us will take the role of birthday dictator and pick both the movie and the restaurant. Since Margie and Joanna share the same favorite movie (to be revealed in a later column), each picked her second favorite for her birthday month. As most people who have spoken with Margie know, she is obsessed with Mexico, so it is no surprise her movie pick is *Frida*. For eats, Joanna suggested uber-trendy Distrito, cuz we are gals with style. It is the pinkest place in Philadelphia.

We didn't know if we should be intimidated by the high ceilings and hipster throngs, but we were put at ease when we saw a VW bug in the window (Margie's first car). Distrito is one of those small-plate places that are so popular right now, so we invited friends to help us sample the menu. As we waited for our fourth friend to arrive, we quickly munched through a bowl of spicy peanuts seasoned with cilantro and lime and sipped at glasses full of margarita or sangria. We started the official part of our meal with an overstuffed plate of nachos. Next we were served thin slices of raw tuna in a creamy coconut sauce with a teeny scoop of lime sorbet. Joanna cannot comment because

she abstains from all fishy dishes. But Margie will readily vouch for it. Joanna was stingy with her parfait glass full of esquites but for the sake of this article, she allowed Margie a taste. Layers of sweet corn kernels alternated with queso fresco and sauce for maximum yumminess. We next noshed on plates of miniature tacos. There were two kinds floating around our table: pulled pork with black beans and pineapple salsa, and chicken ropa vieja dressed up with avocados, a dollop of crema and shaved radish on top. We rounded out the savory portion of the evening with crab enchiladas in salsa verde. Lucky for Joanna, it was the least favorite item on the table. We'll say no more.

Often we'll think twice before springing for dessert, but this was Margie's birthday meal so we decided to indulge. Margie selected tres leches. The tart fruit salsa and passion fruit curd gave the perfect contrast to the super-sweet cake. Joanna ordered the house's beautiful jelly roll at the urging of an absent friend. Joanna is—emphatically—not the jelly roll type, but, really, who is? The homemade jelly was, indeed, something to recommend and she was excited to push past her comfort zone—as well as the limits of good taste.



photo courtesy of Distrito

Distrito Restaurant, 3945 Chestnut Street, www.distritorestaurant.com, 215-386-1072

Lucha libre masks notwithstanding, Distrito's atmosphere is far from traditional Mexican. But *Frida* is a film that immediately conjures up all the vibrance of Mexico City. The film colorfully and emotionally leads us through the city and life of Frida Kahlo, from her crippling accident as a teenager to her eventual success in her own country. Frida's marriage to muralist Diego Rivera is the main theme of the story, interwoven with politics and lovers—which overlap when the couple agrees to house Leon Trotsky.

Scenes often start with lingering shots of Frida's paintings that are then animated

and brought to life.

The music is as captivating as the art and the soundtrack is highly recommended. Lila Downs sings the dramatic "Alcoba Azul" for the sensuous dance between Ashley Judd and Salma Hayek. The legendary singer Chavela Vargas (one of Frida's lovers) also performs a jarring piece with Salma.

The film ends with Frida being told by her doctor that she cannot leave her bed to attend her first exhibit in Mexico. Frida of course does not accept this and goes anyway, bed and all!

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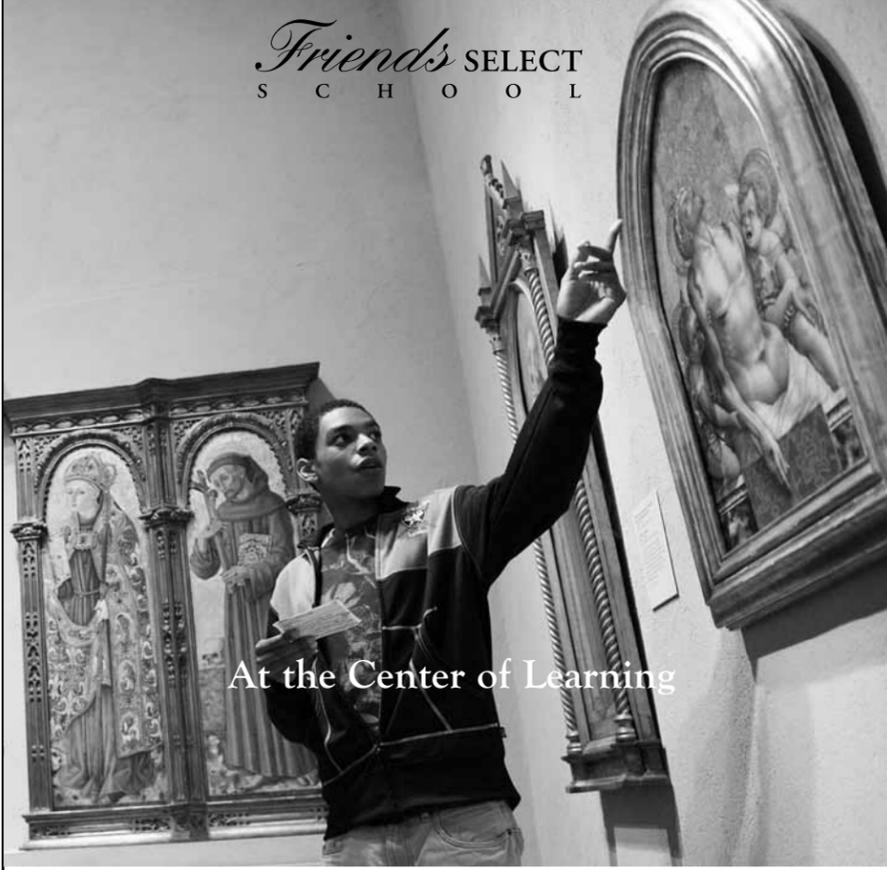
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Photo by Henry School Mom:
Laurie Beck Peterson

Why Genetically Engineered Foods Should Be Labeled

by Anne Dietrich, Administrative Director, Truth in Labeling Coalition

EVER SINCE the use of recombinant DNA technology in food production began, public opinion polls conducted by private organizations as well as the federal government have consistently shown that U.S. consumers overwhelmingly want genetically engineered (GE) foods to be clearly labeled as such—even if they have no concerns about their safety. For instance, a poll taken for the USDA in 1992 (the year the federal government announced that it would allow GE foods to be sold without labels) found that 85 percent of consumers considered such labeling to be “very important.” President Obama has also acknowledged that the labeling of GE foods is important, and has made a written commitment to support it. Further, labeling these foods is neither unreasonable nor impractical, since most industrialized nations (including the European Union, Australia and Japan) have required it for several years.

No new laws are needed to establish a comprehensive system of mandatory labeling in the United States, because the FDA already has full authority to do so. In fact, whereas instituting such a system would be fully in line with the laws that are currently on the books, allowing GE foods to remain unlabeled is contrary to the law’s spirit and purpose—regardless of whether the FDA has discretion to continue the policy. The following paragraphs explain why.

The U.S. Food, Drug, and Cosmetic

Act states that food is misbranded if its labeling is “false or misleading in any particular.” (21 U.S.C. § 343(a)(1) (1992 & Supp. 1997)) It further states that one of the ways in which a label becomes misleading is by failing to reveal “material” facts. (Section 201(n), 21 U.S.C. § 321(n))

Because the statutory language does not describe what constitutes materiality, courts have presumed that Congress granted the FDA discretion to interpret the term.

Even so, the legislative history of Section 201(n) provides substantial guidance for interpretation. That’s because the drafters stated that the definition of misleading labeling was intended to have the same meaning as the definition of misleading advertising in Section 15(a)(1) of the Federal Trade Commission Act; and that language traces back to the 1938 Restatement of Torts §538, which defines a fact to be material “if its existence or non-existence is a matter to which a reasonable man would attach importance in determining his choice of action in a transaction in question.”

Research has consistently shown that the lack of labels on GE foods has chronically misled the public into believing that the foods in American supermarkets have not been genetically engineered. The majority of Americans have presumed they’ve been purchasing foods that don’t contain ingredients from genetically engineered organisms, despite the fact that,

for over a decade, well more than half the processed foods in their supermarkets have contained them. Thus, the lack of labels has kept consumers in the dark about the existence of a fact that is highly important to them -- and is therefore quite material. Such a situation is at odds with the intent of the law.

Consumers display a strong general interest in knowing whether a food has been genetically engineered, thus rendering such modification a material fact of which they should be informed via labeling. But there are also specific grounds on which genetic engineering counts as a material fact.

For one thing, GE foods are distinctly different from their conventional counterparts—a fact repeatedly acknowledged in the FDA’s own internal files. For instance, one FDA document declares: “We should also keep in mind that plant genetic engineering is an entirely new adventure with potentially new effects.” Another FDA document acknowledges that genetic engineering endows plants with novel material never before found in them, including genes from unrelated species and regulatory DNA sequences such as promoters and terminators that derive from viruses and bacteria. Yet another agency document admits that GE foods contain proteins that “should be considered new proteins in the human diet.”

Further, from the standpoint of religion, the genetic engineering of food is likewise material. For instance, the FDA has ruled that when consumers need to know the source of a food ingredient to ascertain whether to avoid it for “religious or cultural reasons,” the source is a material fact that must be disclosed through labeling. In the case of GE foods, the FDA has received formal statements from thousands of consumers indicating their need to avoid these products on the basis of religious principles. Moreover, these concerns have not been limited to foods containing genes from particular species; and numerous consumers, including ordained clergy from a broad spectrum of Christian denominations (Baptist, Episcopalian, Roman Catholic, Lutheran, etc.) have submitted signed statements to the FDA asserting that they regard all foods produced via recombinant DNA techniques to be spiritually objectionable and that, as a matter of religious conviction, they feel obliged to avoid eating them—and thus need labels in order to freely exercise these religious beliefs.

In light of the above considerations, it’s clear that the FDA should require all GE foods to be labeled as such. This course of action would not only be fully legal, but more aligned with the law’s spirit than the agency’s current policy.

Visit: www.truthinlabelingcoalition.org for more information.




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Wednesday

July 14

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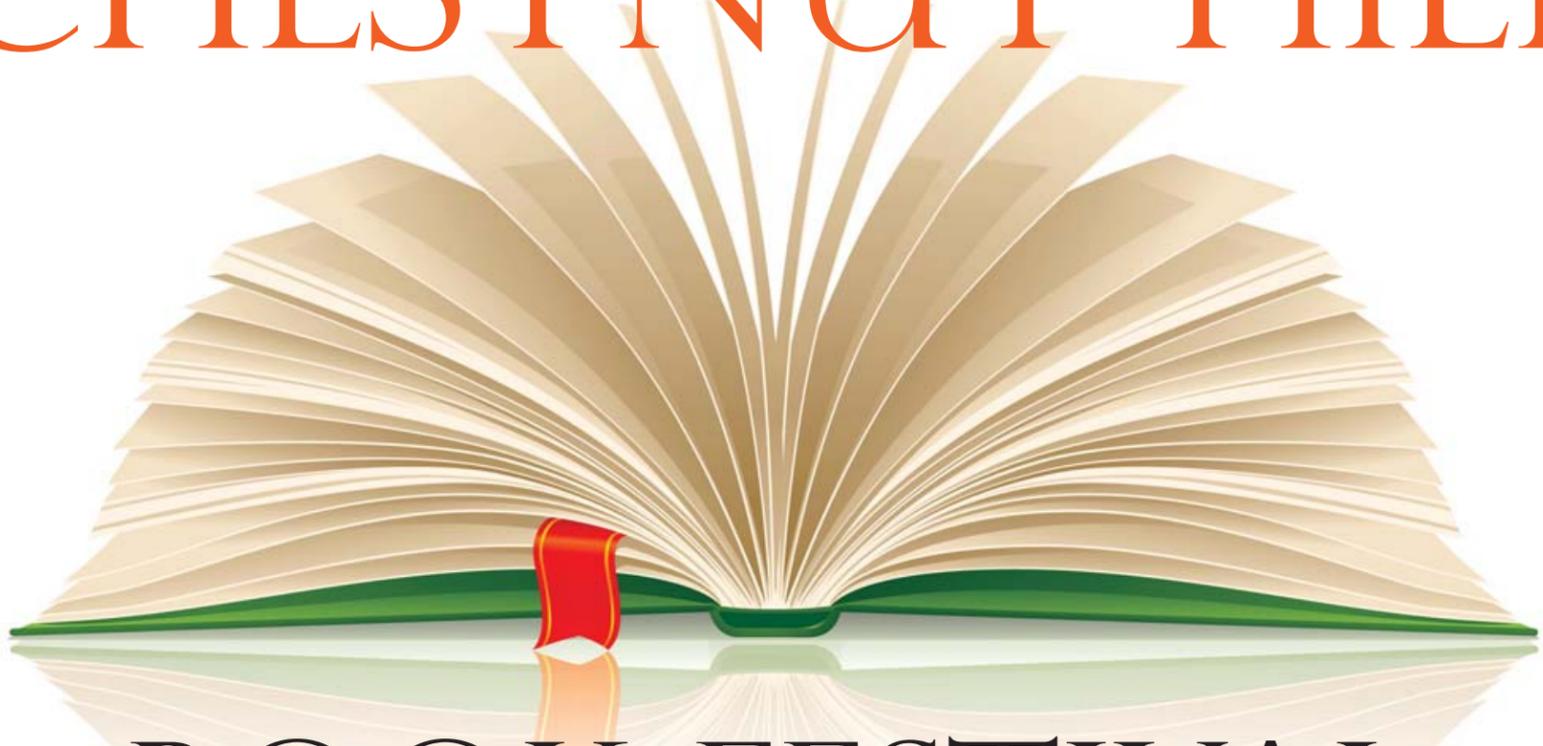
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The July Garden

by Mark Goodman, The Neighborhood Gardener

JULY ALREADY? OK, gardeners, even though it's hot, we still have work to do. There are some shrubs that have bloomed in spring, but if we prune them, they will get another flush of bloom. This works for weigelas and pink flowering spireas such as "Anthony Waterer," "Neon Flash," and "Little Princess." Many roses will bloom again if pruned soon after their first flower display has disappeared. Prune to a cluster of five leaves, not three. If you prune to a three-leaf cluster, you will get more leaves but no flowers.



Certain perennials respond more rapidly to dead-heading (cutting off the spent flower heads). Dianthus (also known as "pinks"), scabiosa (pin-cushion flower), and salvias will keep blooming into fall if dead-headed.

This month you may see some empty spaces in your garden where daffodil and

tulip leaves have finally died back, or where some other plants did not thrive. If you want to fill these gaps with perennials in sunny spots, try low-growing varieties of gaillardia ("Goblin," "Fanfare") to avoid staking. Another sun-loving option, variegated leaves tick-seed coreopsis "Tequila Sunrise", which provides color in both leaf and flower. If you want to embellish shadier areas, consider the many varieties of colored-leaf coral bells.

Two good-looking newer varieties are the reddish purple "Berry Smoothie" and "Electra," which has yellow leaves with striking thin red veins.

While we're on the subject of coral bells, here is an idea for hanging pots. One of the first purple leaf coral bells, "Purple Palace," does not hold its purple color well on the top side of the leaf and will turn greenish. However, the underside of

the leaf keeps its deep purple color all season. When planted in a pot that's hung above eye level, it's the attractive purple underside of the leaf that shows.

If you're growing chrysanthemums and have been pinching them back (cutting the central stem) to encourage fullness and discourage legginess, you can stop pinching in mid-July. (Think Bastille Day, July 14.)

Most important in July, make sure that the garden is kept weeded and watered. A good time for these activities is

early in the morning when our part of the Earth is still in the transition between night and day. Only the songs of birds break the quiet; it's as cool as it's going to be all day; and it's peaceful, before the daily hustle and bustle.

It's also a good time to appreciate the colorful, aromatic, graceful, and sometimes tasty and healing plants that share and enhance our lives. Flowers are the main attraction, and I like to think of them as nature's smiles.

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Eat Local—Anywhere!

How to Eat Local During Your Travels

by Jonathan McGoran, *Shuttle* Editor, with information from the National Cooperative Grocers Association

EATING LOCALLY makes good sense. Whether you're a dedicated locavore (only eating food grown or harvested within a certain radius, say 50, 100, or 150 miles) or if you simply appreciate locally grown fare, choosing local foods supports small farmers and your community as well as the environment. Not that it's a sacrifice: because local food is biodiverse and grown for taste rather than for shipping or industrial harvesting, it delivers premium flavor, too.

But what happens when you're not local? At home you may have joined your food co-op and identified key restaurants that serve local fare. You know when and where to catch the farmers market, and maybe you've even established relationships with a local farmer or two. But on the road, in a new town?

Actually, it is easy to eat locally while traveling and it can enrich your trip. For one thing, you can learn a great deal about a place through the food grown and served there. Do the residents of the area eat spicy foods? Which spices do they enjoy? Do they drink wine or beer from a local brewery or vineyard? Is seafood a mainstay? Is the area well known for a particular dish or food or for special preparation techniques? Are there local delicacies? What grows best in the climate? What's in season right now? What shows up in abundance at the farmers' market?

Purchasing local fare (food and craft items, too) helps support the community you're visiting. At the same time, you'll likely enjoy the most healthful, delicious food available—rather than the least healthful and tasty, which is often the case when on the road and eating food that has more miles on it than you've traveled.

What to look for in your new locale:

Co-ops. Not only is the neighborhood co-op a sure bet for local produce, baked goods, and other healthful local fare, it's also a great first stop once you reach your destination. Patrons and staff are apt to know where the best food in town can be found (besides the co-op, of course!). Check the flyers and bulletin boards, too, for events in the area.

While you're at the co-op, stock up on snacks (fresh fruits, bars, veggies, nuts, beverages), and purchase the ingredients for any fix-it-yourself meals. Be sure to check out the deli counter in lieu of a fast food restaurant. You're also likely to find a good wine to tuck in that picnic basket next to the freshly baked bread and local cheese. (Remember to stop by the co-op before you leave town, too, to stock up for the next leg of your trip.)

Local farms. Tour a local farm, and/or harvest your own fruit at a U-Pick farm. This is a great way to spend half a day of

your trip. You'll get to know a local farmer, experience the landscape, and harvest your own produce—most often berries or other fruits that you can pick and purchase by the pint or bushel. Taste a half dozen varieties of apples or pears (or whatever's in season) before you go home.

Community Supported Agriculture (CSAs). While membership in a CSA usually involves purchasing a share for a season, you may be able to buy leftovers or share in the harvest with willing local residents who are members. Visiting a CSA farm offers a fun one-day outing.

Farmers' markets and farm stands. Discover the community's bounty, including produce, baked goods, canned goods, and craft items. Markets and stands are often lively social gatherings too, where you can meet interesting people from the community you're traveling through.

Wineries and breweries. Some local producers offer tours of their facilities, complete with taste-testing. Seek local bakers, cheesemakers, and other food artisans while you're in the area, too.

Restaurants serving local fare. Eating at a generic restaurant you can find elsewhere (everywhere, for that matter) is easy, but not necessarily much fun. Seek out restaurants that serve "authentic" food that's been grown, harvested, and cooked by local folks.

Eating locally includes the fun of asking around and the serendipity of running across roadside farm stands and side-street cafes serving up local cuisine. But it's also a good idea to arrive with some solid possibilities in hand for local foods. Here are some groups that can help identify great sources. Investigate when you're in the planning stages, or go online at your destination.

- *Eat Well Guide.* Simply type in your zip code (or state), and this site will tell you the farms, bakeries, creameries, farmers markets, restaurants that serve local foods, food co-ops, CSAs, U-pick farms and farm stands in the area. A traveling locavore can even plan a trip by entering starting and ending locations. <http://www.eatwellguide.org/i.php?pd=Home>
- The *USDA* lists farmers markets online. And now it's more likely than ever that you'll be able to visit one in your travels. In 1994, the USDA tallied 1,755 farmers markets operating in the U.S.; in 2008 they totaled 4,685. Search according to city and state, and the site will provide locations and hours. <http://apps.ams.usda.gov/FarmersMarkets/>
- *Local Harvest* also provides a listing of Farmers' Markets, as well as CSAs, restaurants serving "real food," and co-ops. You can search for local sources by state or zip code. <http://www.localharvest.org/farmers-markets/>

Good, authentic food—local food—enriches almost any experience, travel included. And think of the vacation memories you'll create—like your cherry stained fingers from the day you picked your own dessert and your first taste of prizewinning huckleberry pie. You may even forge some new friendships at the local co-op or farm stand.

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Local Food As a Tourist Attraction!

by David Woo

In this article, David Woo, a member of the Weavers Way Board of Directors, is sharing his own individual thoughts and ideas and is not speaking on behalf of the Board.

THE GREATER Philadelphia Tourism and Marketing Corporation (GPTMC) recently held an event at Reading Terminal Market to launch the new “Philly Home-grown, Real Local Flavor” visitor marketing campaign, with grant funding from the Delaware Valley Regional Planning Commission (DVRPC) and the William Penn Foundation. Does this mean that Weavers Way should put a committee to work on an all-day ride ticket for tourists? Probably not. But it does point out that local sustainable practices can put our region on the map of must-visit places.

With a slick video, a press kit and local goodies in a giveaway bag, the GPTMC, DVRPC, and William Penn Foundation “parroted” our Jean Mackenzie, educating member/owners and shoppers on sustainable produce-sourcing practices. They said that, “food brings us together as a region.” Weavers Way has been demonstrating that for decades, which says something about the strength and community of our operations and people.

This marketing campaign is an example of how small, local, authentic initiatives bubble up into the soup of regional and national values. Weavers Way is part of the spark that started the wildfire of start-up groups looking to open their own food cooperatives, with values consistent with the Rochdale Pioneers of 1844. Marketing campaigns will come and go, co-op food stores (occasionally) will also suc-

comb to market pressures, but the people, the values, and drive to make the world a better place by working cooperatives into the economic fabric will continue.

Maybe there will be opportunity and value in the United Nations resolution 64/136, adopted late last year, designating the year 2012 as the International Year of the Cooperative. This a great chance to highlight the significance of member/owner democratic control in business ventures that do more things right than wrong because of principles that prevent economic power from concentrating in the hands of a few individuals, and where risk and reward are shared and carried on many shoulders. We have lived this just-launched marketing campaign for years, sourcing as much as we could locally. That is what you, our owners wanted, but we still have a long way to go.

Not all of our goods can at this time in history be 100 percent local, but we still try. Maybe this campaign is just trying to generate buzz by calling attention to this movement toward more sustainable practices, but we know better; it will be a two-year campaign and the next buzz-worthy thing will replace it. That’s how marketing goes. But we will still be living, shopping, and calling attention to making the world better by our choices—our choices to buy into a consumer cooperative, to buy local, to vote, and to support Weavers Way.

Wissahickon Fourth Graders Think Globally, Act Locally

by Leslie Schwartz Leff, Fourth Grade Teacher at Wissahickon Charter School

THE KIDS in my fourth-grade class at Wissahickon Charter School are learning a valuable lesson in thinking globally and acting locally.

Throughout the year, they have been learning about the water cycle, water systems, and watersheds. A while back, Liz Biagoli, our environmental educator, who teaches weekly classes called “Discovery,” helped the students put labels on storm drains warning people not to dump in them. Recently, she talked with them about the oil spill in the Gulf of Mexico and showed pictures of the devastation. The kids were very upset, especially about the harm to animals. They wondered aloud why anyone would want to drill for oil in the water and risk hurting our earth.

An important part of WCS’s environmental mission is not only to make students aware of human impact on the earth and to enlighten them about problems with the environment, but to give them a sense of hope and empowerment that they can help bring about positive change.

We talked with the kids about how people are trying to help clean up the spill and the alternative forms of energy that are being developed.

In class the next day, the oil spill was still on the kids’ minds. They really wanted to do something. Some immediately wrote letters to President Obama. We brainstormed other ways we could help. We continued our discussion about why people would want to drill for oil. We talked about American consumer demand for oil and all the different things oil is used for. Finally, the conversation focused on the fact that plastic shopping bags are made of oil. We decided that our class could help by becoming educated about the negative impact of plastic bags on our environment, teaching others about this, and offering an alternative to members of their families and our school community.

So, the kids studied the harm plastic bags caused and decided that we should sell natural fiber bags. I applied for and got a Service Learning grant through New Foundations Charter School, for seed money for this project. The kids became “experts” in this area and are making presentations to members of their fam-

ily and our school community to explain why they should use alternatives to plastic shopping bags.

Following is an article written about our project by two of my students, Jordyn Caldwell and Tyler Riddick.

My class is doing a project to use less plastic bags and to teach others to do the same. The purpose of this project is to use less plastic bags so we don't use up the fossil fuels because after they are gone, we don't have any more. The purpose also is we learned about the oil spill and we want to use less oil and plastic bags are made out of oil which is a fossil fuel. We also learned that 500 billion plastic bags are used every year, which means we use one million plastic bags a minute.

Also, plastic bags kill animals like turtles that think the plastic bags are jellyfish. (They act like “gut bombs” to animals.) And the plastic bags make our world dirty, polluted, and UGLY!!! They clog storm drains and get stuck in trees.

Not only that, when plastic bags get thrown out, they fill landfills and it takes up to 1,000 years for them to break down. When they do break down, they break into toxic (which means poison) particles that can get into the food chain!

So do your part and use natural fiber bags for shopping, so there will be less plastic bags used.

Even adults find it hard to keep hope alive when we hear about devastating environmental catastrophes such as the oil spill in the Gulf of Mexico. But it is heartening to listen to the passion of these young people and their determination to make a difference on this planet that we all call home.

Wissahickon Charter School is a K-8 public charter school with a mission that focuses on the environment as an integrating theme for instruction, parental involvement, service learning, and peace and conflict resolution. To find out more about enrollment or how you can get involved, contact Kristi Littell, Co-CEO, at 267-338-1020 or littell@wissahickon-charter.org.



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The Mid-Atlantic Food Cooperative Alliance

An Exciting Idea Takes Shape: Network of Food Co-ops Across Five States

by Aron Goldschneider

WHEN NANCY Weinman became president of the Weavers Way board, some of the best advice she received was that she should think right from the start about what she would focus on if she could “accomplish just one thing.” Because Nancy gets excited about bringing people together to create synergy for projects, she was overjoyed when an idea was formed between the Weavers Way board and about 10 other co-ops to get together for a picnic and begin talking about the possibility of forming a network of food co-ops from the region.

On a hot sunny day last year at the end of May, perhaps 30 to 40 people from nine co-ops gathered at the Allens Lane Arts Center. From all reports, the picnic was a great success—in the words of Bob Noble, Weavers Way Secretary, “social, friendly, fun, productive.” The picnic kicked off a series of get-togethers that have now resulted in a mission statement (see sidebar) and the first practical steps toward realizing this regional network.

The first event following the picnic took place one week later, when Weavers Way sponsored a board-member training session conducted by CDS Consulting Co-op, inviting all 10 co-ops then involved. This training-day meeting, in lieu of Weavers Way’s usual annual retreat, was held at Morris Arboretum. About 20 co-op representatives came.

According to Nancy Weinman, the training day session was a particularly welcome event for smaller co-ops and start-up co-ops that were happy to find support for their efforts and would not have been able to afford such training on their own. The training included education on John Carver’s model of “policy governance,” in which a board sets goals and limitations for management and does not intrude or micro-manage management’s efforts as long as they are advancing the vision of the board. The session also gave everyone the notion that it would be helpful for co-ops’ boards to attend other boards’ meetings in order to learn together and expand the co-op model.

On December 6, 2009, Natural Foods of Newark, DE, hosted the ten co-ops for a tour of its facilities and a dinner meeting to discuss

what might be accomplished by forming a regional co-op network. Bob Noble pointed to “group buying power, regional food distribution, a local food system, and various forms of mutual support” as key areas of interest. There was also talk about inviting co-ops outside of the Delaware Valley—as far north as North Jersey and Brooklyn and as far south as Bethesda, MD—to join. When these more distant co-ops were subsequently contacted, 17 of them expressed interest.

Following the December 6 meeting, a committee was established to form the mission statement for the network. On April 25, more than 60 people from numerous co-ops attended a store tour and dinner meeting at Swarthmore Co-op, hosted by

Swarthmore and Selene co-ops. The mission statement was presented to the board members and management of the various co-ops involved.

Representatives from both established co-ops and startups attended the event, including Lehigh Valley and Mari-
posa Food Co-ops of Pennsylvania; Sussex County Food Co-op, Newark Natural Foods Co-op, and Jersey City Food Co-op (a startup) from N.J.; 4th Street Food Co-op of Manhattan; and four from Brooklyn: Flatbush, Park Slope, Greene Hill (startup), and Bay Ridge (startup). Also attending was the Common Market, a co-op in Frederick MD.

One highlight of the meeting was the beginning of a buddy system, so that established stores can pair up with and provide guidance to startups. Another highlight was that the organization now had a name: The Mid-Atlantic Food Cooperative Alliance. A nominating committee has been formed to circulate names for a steering committee, which will serve for a year.

Next is a meeting planned for July 11 at the Park Slope Food Co-op in Brooklyn. Because response for the event has been overwhelming—30 coops will be coming from the five states involved: Pennsylvania, New Jersey, New York, Maryland, and Delaware—attendance had to be limited to three representatives from each co-op. Given the potential for what could be accomplished through a regional co-op network, and the efforts of so many in laying the groundwork for it, it’s not surprising that interest and participation in the venture continue to grow.

Mid-Atlantic Food Cooperative Alliance.

Mission Statement:

Mid-Atlantic Food Cooperative Alliance exists for the mutual benefit of its members and the greater community in which we live. Our purpose is to grow the cooperative economy, provide education about co-ops, and build a sustainable and equitable system of healthy, local food production, distribution, and consumption.

Objectives:

- Establish a regional network of consumer food co-ops, businesses and farmers.
- Promote a marketing brand for regional co-ops.
- Publicize, promote, and enhance resources for established and start-up co-ops.
- Promote the principles and values of the cooperative movement.

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Transition Towns Cheltenham

Gathering the Genius

by Clare Maher

ON MAY 27, at Curtis Hall in Wyncote, PA, local sustainability activists and others met to further develop the local Transition Town movement. This meeting, intended to help “Create a Resilient, Lean Energy Community,” was sponsored by Cheltenham Township Commissioner Kathy Hampton. A large crowd showed up, including members of the Cheltenham Environmental Advisory Committee (EAC), representatives from businesses and other sustainability groups such as the Wissahickon Valley Sustainability Coalition. We hope to join various activist, civic and business groups for mutual support, rather than compete with each other for government grants, etc.

The mission of the Transition Town Initiating Team, led by Bill Mettler (www.QuietRiot.org), was to act as a catalyst, inviting and empowering the talents and skills (Gathering the Genius) within Cheltenham township and neighboring communities to vitally re-localize our economy. We want to become more resilient in response to energy, economic, and climate challenges in the near future.

A short video depicted the challenges and then showed the Transition Town Movement’s response. The group then divided into ten discussion groups to brainstorm solutions:

1. local food growing & distribution
2. Local economy/local currency
3. Energy conservation & local clean energy production
4. Sustainability education
5. Lean energy buildings
6. Diverse clean transportation choices
7. Community health care
8. Arts & artisan crafts & goods
9. Local government
10. Heart & soul—celebration, connecting with the Earth & psychology of change

These discussion groups considered how our town might feed, power, shelter, educate, economically rejuvenate, govern, heal, transport, psychically restore, artfully provision, celebrate, enjoy and relax itself beyond cheap oil.

Transition Cheltenham meets once a month, usually on the fourth Thursday or weekend to hold similar gatherings and events. Check out www.transitioncheltenham.com for notices of future events, and help envision our sustainable, connected, joyous, healthy and peaceful future. You can also email info@transitioncheltenham.org for further information

For more information about the national Transition Town movement, which



photo by Clare Maher

Transition Town seeks to act as a catalyst to vitally re-localize our economy—that is, to become more resilient in response to energy, economic and climate challenges in our near future.

promotes “Rebuilding Community Resilience and Self Reliance” go to <http://transitionus.ning.com/>

Coming up, Judith Gratz will coordinate a “Bus & Bike Day” (promoting cleaner forms of transportation) in late June (hopefully the fourth Saturday). It will probably include a bike migration in Glenside along designated routes ending up in the playing fields adjacent to the Glenside Pool for a community picnic and swim. We ask for help from the following groups:

The Local Government Group: to line up police to help at intersection so families could make safe passage to the park.

The Arts Group: for advice on the graphic for our signs or posters announcing the event.

Heart & Soul Group: for advice on the celebration in the park once the bikes and buses have arrived and discharged their passengers.

The Transportation Group: to investigate what other communities have done to promote bikes and buses.

The Food Group: to see if local restaurants and food outlets would be willing to cater to the picnic.

We hope to see new folks at the next gathering.

Elizabeth C. Brooks, JD, IBCLC, FILCA
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Peak Oil

(continued from page 20)

Since the world may change dramatically, we need to be prepared. First, we should grow more of our own food, since most food travels long distances, which require fuel. For example, Atlantic salmon is frozen in Norway, then sent via Hamburg or Rotterdam to China where it is thawed and processed, (skinned, deboned and filleted), then refrozen and sent to the U.S. two months after the fish is caught. It is thawed, put on ice where it is sold as "fresh." (Rubin)

Our country has been controlled too long by politicians with oil interests, so few resources were available for renewable energy. In the 1920s 90 percent of all travel was on electric rails and only one in ten owned cars. Detroit had great public transportation, but GM, Firestone and Standard Oil created "National City Lines" in 1936, which took on different names before the rail lines were torn up so

people would have to depend upon cars.

At that time more than 1,000 electric rail systems were destroyed. GM was indicted in 1949 for destroying the rail system in L.A. (Astyk, p. 118)

Many look to alternative energy to save us. At present it is not powerful enough.

New technology creates new problems, e.g. nuclear energy, which still lacks safe disposal of radioactive waste. And most take fuel to produce. To meet our current needs, we'll need four times the power from wind as what we presently get from coal. Using the formula of energy returned over energy invested (EROEI), solar power takes 50 times as much energy to get the same amount of energy as a unit of natural gas, though this doesn't account for the many problems from natural gas, like horrendous water waste and pollution. And renewable energy sources like solar and wind don't last; they too need to be replaced. Presently, we are counting on perpetual renewables for our children, but they don't exist. We should be asking, "Is my choice repairing the world or destroying it?"

Fortunately, other sources of energy already are available, like bicycles and solar ovens. As we are forced to become more self sufficient, we may discover new interests like gardening and learn to appreciate our communities more.

Why Do We Exist and How Do We Maintain What Makes Us Unique As We Grow?

(continued from page 6)

that many of my responses were unique (I had something to contribute!), but just as many echoed the thoughts of my new colleagues (I belonged!).

Months later, after hours and hours of deliberation, we came up with this overarching goal:

"Weavers Way Cooperative Association exists to provide commercial and community services for the greater good of its members and community, to champion the cooperative model, and to strengthen the local economy."

We also came up with seven sub-ends that you can read on the Co-op's website. (Go to Key Co-op Documents, download the Board Policy Manual, and see Section One.)

What strikes me most about our ends is the constant reference to our community, not just our members. We're about providing goods and services and jobs, promoting cooperation, protecting the environment, collaborating with other community members and organizations toward common goals, strengthening the local economy, and welcoming everyone. We're not about cheap food. We're not just about us. We're about community, collaboration, cultural diversity. This co-op is so much more than the cooperative markets I've shopped at in so many cities.

So what has the board accomplished in the past two years? A lot.

We opened two new stores—one in Ogontz and one in Chestnut Hill. (We actually bought a building!) We re-wrote those Ends, and we continue to update our Board Policy Manual. We revised our membership requirements so that our neighbors who are unable to contribute their labor are still able to be members of our co-op. (While I personally believe that working in the Co-op directly and indirectly benefits the individual, the Co-op and the larger community, I also realize that work is simply not possible for some households, and I hate the idea of excluding those families from the Weavers Way family.) We're re-thinking our policies regarding Co-op committees to better reflect the current reality. We spearheaded an alliance of food co-ops throughout the mid-Atlantic region (from Brooklyn, NY to Frederick, MD), whose mission is to grow the cooperative economy, provide education about co-ops, and build a sustainable and equitable system of healthy, local food production, distribution, and consumption. There's more, but I'm running out of room!

So I'm rolling up my sleeves for another three years, hoping to contribute to the continued success and expansion of our values and principles. I'm looking forward to the day when everyone shops at co-ops that, together, create and sustain a healthy and just economy.

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The Simplicity Dividend

Wedding Registries: Revisited and Reclaimed

by Betsy Teutsch

TWO YEARS ago I expressed my love/hate relationship with wedding registries—appreciating their efficiency and loathing their impersonal, overly directive tone. Here I am two years later, happily updating my report, based on recent developments. Our son Zach just married the lovely Becca, and I have had a ringside seat in their gifting experience. There are new options for registering, and they work beautifully, giving the couple an opportunity to express more than just a catalogue of items, while still allowing guests to enjoy the ease of a registry.

Wedding guests have been trained to demand wedding registries. They are convenient; gifters are assured they are sending something the couple actually wants. Brides and grooms are therefore conditioned to provide registries, even if they don't need or want much of anything. Newly married couples who have been through the experience advise that it's smarter to proactively choose things than to be passive and see what comes. Guests seem divided on the question of giving items versus money. If you're a cash giver (more common in some ethnic groups than others), skip this column. No brides and grooms ever dislike cash—it's always the right size, right color, and right design.

For the rest of us gifters who like to pick an item for the couple, the simplicity of a registry is appealing. Their downside, which I emphasized back in 2008, is that they can come across as cold and greedy. Since then I have learned wedding industrial complex marketing strategy. Stores provide brides and grooms with all kinds of premiums and incentives, and then send the couple through the store with a laser gun to literally zap any item they like. The laser gun zapper technique is the favorite part of the whole experience for some of the grooms who do not enjoy any

of the rest of the wedding planning. I was told that one big box store has created a 3:1 formula for gifts to guests, though I can't document this absurdity. The result is an endless list of completely unprioritized gifts, without any commentary or way of knowing anything about the bride and groom other than their taste in pots and pans—generally way more luxurious than the ones we've all been using since the 70s.

Zach and Becca used alternative-giftregistry.org's smart, clever registry, which allowed them to manage the process, instead of being controlled by big box stores. They wrote a bit about their thinking about gifts, first stating:

You'll see that some of these gifts won't come in boxes. It would be a gift to us if you:

- gave a donation to one of the organizations [which were listed] or
- helped us with a few household items or
- did something creative we haven't thought of yet or
- any combination of the above!

But needless to say, this is a celebration of love, not stuff. The greatest gift is your presence in our lives and at our celebration!

That said, people like giving gifts. One great feature of this type of registry is that the brides/grooms can pick the items and link them to an internet site that will be the best provider; not one managed by any particular store. Our son and daughter-in-law also put up suggested items without links. My favorite was their request for a knife sharpener. "We hear it's important to have a good sharpener for our knives. We don't know a thing about what's a good one, but will trust your judgment on this matter if

you know something about it and want to give us one." In one case they posted a 12" skillet, along with a strange fact: on Amazon, the skillet costs *less* with a top than the same skillet without the top. It makes sense that the bride and groom would be better informed than gifters, since they are the ones doing the research. A flexible registry allows people to take advantage of better deals, and shop where they like. If a couple likes handmade things from artists or craftsmen without web capacity, they can include a link to Etsy (a portal for handmade things). This is another way to personalize an alternative registry.

Another nice feature of the alternative registry is that as soon as a gift is spoken for, Team Bride & Groom take it off the list. Hence those who visit are greeted with a half dozen or so suggested gifts, not hundreds, many of which are listed as already taken. It requires that the brides and grooms stay on top of it, but it works very well. Couples can be open-ended—listing their chosen stainless pattern but not how many place settings, for example. Zach and Becca included items which were very inexpensive and a few high-end ones. This is how they've acquired a Kindle and a nifty NatureMill indoor composter. It doesn't hurt to ask!

What about gift certificates, not

quite money but not quite an item? My two included a list of stores where they frequently shop, some quite near where they live. Many people were happy to send them shopping cards to those stores. This way, the couple can combine gifts and get more expensive items, so it seems like a win/win. Gifters aren't spending a lot of money on wasteful, needless shipping. Stores like gift certificates so much they ship them for free. One store, Powell's Book Store in Portland, OR, carries a huge inventory of used books which can be shipped in one order. Also, did you know you can buy and give a Weavers Way gift card? One piece of advice: keep careful track of all the serial numbers on the gift cards, in case they are lost or stolen.

Some people found Zach and Becca's alternative registry a little mysterious, since it required following unfamiliar instructions. In these cases, folks simply went to the stores they like and sent whatever they wanted. That's precisely what a lot of people do anyway. Alternative registries can be used for any occasion such as birthday, graduation, birth or Bar Mitzvah.

Betsy blogs at MoneyChangesThings.blogspot.com and teaches blogging at Mt. Airy Learning Tree.

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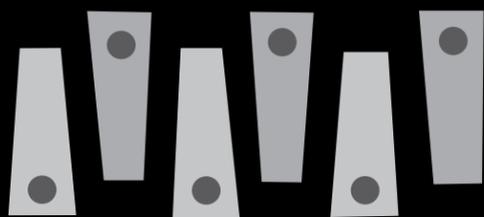


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These are all items being passed on by other Weavers Way members. Unfortunately, **NO BOOKS!** (We can't handle them.)

The exchange is found in the first floor members' room of 555 Carpenter Lane on the book shelf in the rear of the room.

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Faith Defined

Mike Cohen August 2006

Faith is not a holy
Person spouting righteous words
It's walking under branches slowly
With implicit trust in birds.

**Carpenter's Woods Designated
"Important Bird Area"**

Mike Cohen June 2010

At the edge of Carpenter's Woods on a post is a placard that reads: "IMPORTANT BIRD AREA", ambiguously announcing an important area for birds or an area for important birds. Though the former may be intended, the latter is supported by the enumeration of certain eminent species that frequent these woods. Listed on the placard are the rare Wood Thrush, the imposing Eastern Screech Owl, the nimble Acadian Flycatcher, and the estimable Pileated Woodpecker. These are undeniably Important Birds, whose very names inspire a sense of wonder.

I looked up, my eyes searching the branches for important-looking denizens. While I cannot tell a Pileated Woodpecker from an Acadian Flycatcher, I do know a pigeon when I see one, and was aghast to discern one standing impudently on a branch above me.

"What are you doing here?" it occurred to me I might ask this brazen intruder. The pigeon stared down as if to ask me the same question.

"Just wait," I thought to admonish him, "till some Important Bird comes by. Then you'll be in trouble!"

Sure enough it was not long before a dignified looking avian came to perch in a nearby branch. I could not attest to its species specifically, but judging from the hues and coiffure of its plumage, it seemed this was certainly some Important Bird. To my surprise he did not chase the pigeon off, but was content to share his woods with the commoner.

It made me think about how different Important People are from Important Birds. I stood below, admiring the companionability of the diverse avian friends until the Acadian Flycatcher, Wood Thrush, Pileated Woodpecker, or whatever Important Bird he was, dropped on me a parcel and sent me on my way.

Mike Cohen, poet and Weavers Way Member

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Dr. Vandana Shiva to Speak on Earth Democracy at the Academy

by Meenal Raval

TURN ON the radio or watch the news on TV, and you'll agree that the current model of economic development and globalization is destroying both democracy and the earth's ecosystems. Privatization of the earth's resources (such as oil, water and biodiversity) is also threatening the future of life on earth. Something's got to change. Perhaps a change in paradigm?

I first heard about Dr. Vandana Shiva about nine years ago. At that time, I was burnt out from overwork, apathetic about the state of the world, and just drifting through life. I received a postcard inviting me to a weekend-long Technology and Globalization teach-in organized by the International Forum on Globalization. I had heard of none of the speakers. But something got me to cancel the weekend's plans and get myself to Hunter College.

This is where I first heard Dr. Shiva speak about the World Trade Organization, globalization and genetically modified organisms. I woke up. How could all this have happened? Where had I been? Over the next few months, I shifted from an apathetic day-tripper in search of my next entertainment to knowing very strongly where I stood on issues...

whether monoculture of the mind, bio-piracy, natural capitalism, television and the cloning of cultures, indigenous cultures, genetically engineered food, weapons in space, corporate domination, monoculture agriculture, the precautionary principle, Gandhi, or local food.

My personal paradigm shift brought me deeper into environmental action and work for social justice. Eventually, fearfully, Dr. Shiva's modern day Gandhian message got me to re-visit India after a quarter century; in search of a culture I'd left behind. I did this not as a tourist, but as a student at the newly formed school created by Dr. Shiva: Bija Vidyapeeth. I signed up for her school's very first class: Sustainable Living: Learning from the South. During this three-week course, I learned of the importance of biodiversity, seed-saving, water conservation and rain-water harvesting in desertified villages through check-dam construction, centuries-old medicinal uses of local plants being documented in case of future patents, and even the evils of bottled water.

The course made me much more aware of my own consumption, especially of items that generate trash and are highly

Principles of Earth Democracy

1. All species, peoples and cultures have intrinsic worth
2. The earth community is a democracy of all life
3. Diversity in nature and culture must be defended
4. All beings have a natural right to sustenance
5. Earth Democracy is based on living economies and economic democracy
6. Living economies are built on local economies
7. Earth democracy is a living democracy
8. Earth democracy is based on living cultures
9. Living cultures are life nourishing
10. Earth democracy globalizes peace, care and compassion

processed, and of how few material things one needs. I met entire families living contentedly and with dignity, possessing only a few pots, clothes, and cots. I learned that what's essential has gradually been pushed to the background in the "North" (American and Euro-centric civilization)—clean air, water and food.

This was a big shift for me, a technologist who'd grown up in a household thinking West knows Best.

At the time, Dr. Shiva talked about Living Democracy, now termed Earth Democracy. I find this term difficult, but realized recently that democracy, as we use it, includes only people eligible to vote, and recently, corporations. Rights of the voiceless—the incarcerated, children, animals, plants, marine life, extinct

species and the planet as a whole seem to have been omitted.

Dr. Shiva has crafted Earth Democracy for our times—including not just all people currently alive, but also those to come, and the wishes of those long gone. Earth Democracy includes the rights that all life needs to share: right to biodiversity, right to food, water rights, and the right to thrive across generations.

Dr. Shiva is an inspiring, world-changing leader in the international environmental movement. I hope you'll join me to hear Dr. Shiva at the Academy of Natural Sciences on Wed., July 14, 2010. Reception begins at 6 p.m. and the talk starts at 6:30 p.m. Come prepared for a shift in your worldview. Register at www.ansp.org/environmental



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More Than 50 Authors, 25 Free Events at Second Annual Chestnut Hill Book Festival, July 9-11

by Kate O'Neill, Chestnut Hill Business Association



photo courtesy of The Liars Club

Among the authors appearing at the Chestnut Hill Book Festival will be members of The Liars Club, a group of local authors, including (l to r) Jon McGoran, Marie Lamba, Jonathan Maberry (not attending) Keith Strunk, Don Lafferty, Kelly Simmons (rear, not attending), Merry Jones, Dennis Tafoya, and Greg Frost. Also attending will be Liars Club members L.A. Banks, Solomon Jones and Ed "The Philly Poe Guy" Pettit. (not pictured).

Chestnut Hill has announced that this year's Book Festival will be held Friday thru Sunday July 9, 10 and 11, 2010. This weekend-long event will be presented at Stagecrafters, 8130 Germantown Avenue, Philadelphia and showcases more than 50 locally and nationally recognized authors. It will also host more than 25 free events at additional locales in the area. For more information please visit www.chestnut-hillpa.com or call (215) 247-6696.

In its second year, the festival will feature authors such as: former mayoral candidate and businessman Sam Katz; Daily News Columnist and writer Solomon Jones; Holocaust survivor Yehuda Nir; Richard C. Morais, recently selected by Oprah Winfrey as a top pick for the summer; and Steve Poses, one of the architects of the Philadelphia restaurant re-

naissance. A complete schedule follows.

"Last year's book festival was a huge success," said Greg Welsh, President of the Chestnut Hill Business Association. "Even though Chestnut Hill has so much to offer, we thought that a book festival would be one more thing that would add to its uniqueness. We're happy to put this together for the second year and looking forward to another great roster of writers."

The weekend will be filled with panel discussions, author readings, writer's workshops, a simultaneous chess demonstration, poetry, fiction and singer songwriter slams. For kids there will be children's authors' readings, a Cat in the Hat appearance, Green Eggs & Ham Brunch, and much more.

Artists Wanted

by Peggy Miller, Chestnut Hill Business Association

THE CHESTNUT Hill Business Association is seeking fine artists and craftsmen for its 26th Annual *Fall for the Arts Festival* scheduled for Sunday, October 10. This juried show features works in six different categories, including Oil/Acrylics, Watercolors & Other Works on Paper; Drawings and Illustrations; Art Photography; Sculpture; and Fine Crafts. Cash prizes are awarded in each category.

The festival is staged along cobblestoned Germantown Avenue in Chestnut Hill, which was recently named one of 2010's Dozen Distinctive Destinations in the United States by the National Trust for Historic Preservation. The festival attracts over 25,000 people who come for the art, ambiance and other activities, including live music on two stages; amusement rides for children; food courts and al-fresco dining.

For more information, call 215-247-6696 or visit www.chestnuthillpa.com to download an application form.

2010 Authors

Dennis Tafoya, John Ashmead, Tom Purdom, Ed Stivender, Lawrence Schoen, Gardner Dozois, Camile Baconsmith, Steve Poses, Susan Barr-Toman, M.K. Asante, Molefi Asante, Richard Morais, Bob Ingram, Adam Barrist, Sam Katz, Bryan Graham, Lawrence Schoen, Kathye Petrie, Alison Hicks, Don Lafferty, Randall Brown, Dr. David Nash, David Wiesner, Flotsam, Elise Brown, Scott Heydt, Dan Heisman, Will Fisher, Nathan Lilly, Jim Garrison, Hugh Gilmore, Tom Keels, Mark Sellers, Randy Miller

...And the Liars Club

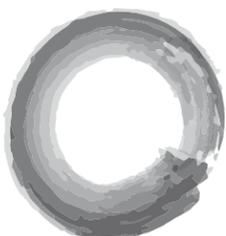
featuring L.A. Banks, Solomon Jones, Dennis Tafoya, Jon McGoran (a.k.a. D. H. Dublin), Greg Frost, Marie Lamba, Don Lafferty, Keith Strunk, Merry Jones, & Ed "The Philly Poe Guy" Pettit

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Surfing the Age Wave

Elders as Wisdomkeepers

by Lynne Iser

I PREVIOUSLY wrote, it has traditionally been the job of the “elders” to be the wisdom keepers, the storytellers, the ones who transmit the cultural mores and history to the younger generation. The idea that we get wisdom when we become an elder is one of the more appealing aspects of growing older.

My first encounter with myself as an elder came unexpectedly as I was approaching 50. A younger friend, in her early 40s, was struggling with some aspect of her life. As I listened to her story, I found that I did not want to tell her what to do, as a parent might, but realized that I had life experience and wisdom that could be of value to her. This was one of the first times that I felt like an “elder”—a person with life experience and wisdom to share.

Many times we use the words “older and wiser” to refer to the more experienced insights that come with age. The dictionary defines wisdom as “knowledge of what is true or right, coupled with just judgment as to action; discernment; sagacity; or insight.”

Discernment, sagacity, just judgment and insight are all created from the intersection of knowledge (intellectual understanding), understanding (emotional intelligence) and life experience. All three of

these are gained with time and with reflection — using our minds, our hearts, and the years of our lives to create wisdom.

Growing old does not guarantee that a person will become wise; but having many years of life experience does provide the rich soil from which wisdom can be harvested. We nurture our seeds of wisdom as we reflect upon our lives; using life review, forgiveness and reframing exercises — all of which allows us to “harvest” our insights, discerning what we have learned from both the positive and the difficult experiences of our lives to discover our wisdom.

In traditional cultures there were ways in which older members—the elders — shared their wisdom. They might have cared for the young, sharing stories that contained teachings, precepts and history. They might have sung the songs, chanted the Torah, served as the church Elders, or sat in the Senate (which was composed of seniors). Using song, story and counsel they utilized their wisdom and years of life experience to provide for the well-being and continuation of their tribe, their culture.

How do we in the 21st century fulfill our role as wisdom keepers?

We are not generally asked to tell our stories nor to sit in council. What then can we do?

We have the opportunity to creatively use our energy, resources, and wisdom

to guide the current generations. We can serve as spokespersons for what is important and speak for the needs of our global tribe.

During this time of rapid cultural transformation, the wisdom of elders can help regenerate our social and political institutions. We can “hold the field” and speak for a world of sane consumption, social justice, and spiritual renewal based on celebrating what is sacred within the natural world. We can serve as leaders in bringing forth a more humane planetary civilization.

This mission is also the work of The Elders—an independent group of eminent global leaders, brought together by Nelson Mandela in 2007. They offer their collective influence and experience to support peace building and help address major causes of human suffering. The Elders speak out and are independent. They are humble and they listen. They do not have vested interests but are concerned with promoting the shared interests of humanity. They work for the good of all and can serve as role models for others.

You can inspire your own life and learn more about them at www.theElders.org.

It is true that most of us are not eminent world leaders. But many of us are, or can be, leaders in our families, our neighborhoods, or our communities. We can develop the confidence and vision to use our wisdom and influence to promote the best interests of those around us. We too can come together, join with our neighbors, fellow congregants, and community elders to speak out, to be bold and independent in our actions. We too can work for the good of all and address the issues that are most important in our village.

This is our opportunity to be who we are meant to be. Or as Mary Oliver asks, “Tell me, what is it that you plan to do with your one wild and precious life?”

Lynne Iser, MPH, is an advocate, teacher and founder of the Center for Growing Older in Community. Her passion is creating elder communities designed to add value to our lives. She can be reached at LPIser@aol.com

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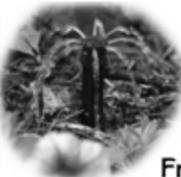
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Wasserkrug, Norman Weiss,
David Woo,

Photographers
Carly Chelder, Lawrence Goldfarb,
Jonathan McGoran, Rosanna Speller

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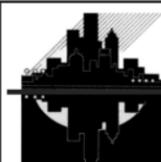
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What to Do With the Backyard in Chestnut Hill?

by Jonathan McGoran, Shuttle Editor

WITH THE Chestnut Hill store now open, we can all take a step back and admire the interior clean and spacious interior and the classic lines of the façade out front. But what about the back?

We have a fair amount of room back there, and now is the time to decide what to do with it. Just as we did with the rest of the property, we are seeking input from our members, our shoppers, and our neighbors on what to do with this open space.

Landscape architect Charles Brenton has taken on the task of coordinating that conversation.

“The Chestnut Hill store’s backyard provides a wonderful opportunity to express the connection between food distribution and gardening,” says Brenton. And among Weavers Way’s members and employees are many talented horticulturalists and designers.”

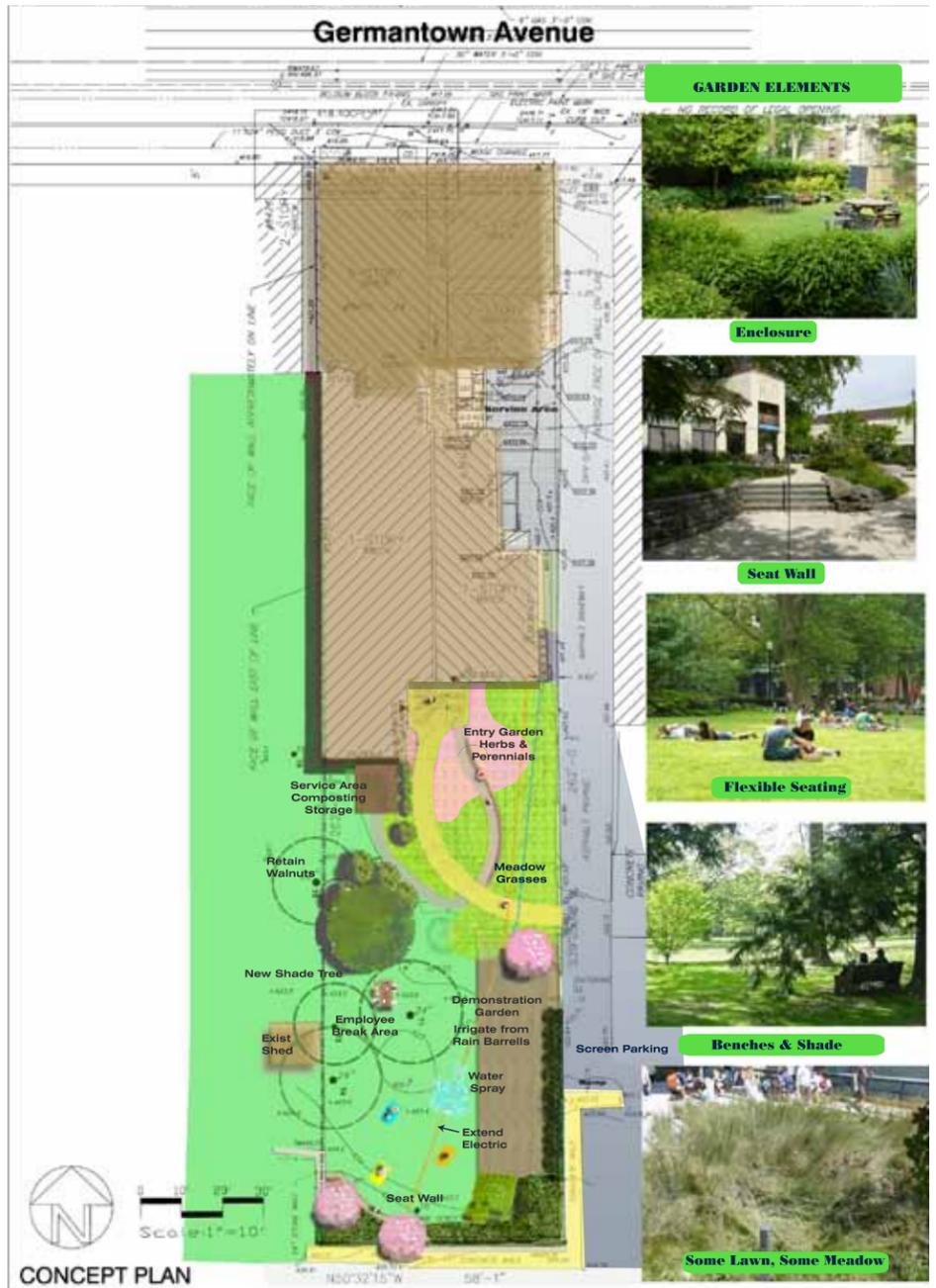
Brenton is committed to providing the community with an inclusive planning process, a process that will encourage the full expression of our community’s talents.

“The purpose for creating a Landscape Master Plan for the yard is to provide a coherent structure for the conversation: how shall we design and use the backyard?” says Brenton. Working with assistance from Tony Aiello, the Gayle E. Maloney Director of Horticulture and Curator, at the Morris Arboretum of the University of Pennsylvania, a site analysis, tree assessment, and Concept Plan have been developed. This Concept Plan is meant only as a starting point for the conversation. I can

imagine the possibility here of the Co-op offering a forum for a high level conversation about horticultural practices, urban wildlife habitat and sustainable landscape management.

Any landscape improvement project will benefit from orderly construction sequencing. The proposed Landscape Master Plan includes a recommendation to extend a water line to support irrigation and also to extend electric service to the back portion of the property. It also includes a proposal for some retaining walls and terracing to create a more useable garden area, approaching the customer entrance.

Brenton has created a page on his website to host this conversation: <http://www.brentonla.com/weaversway.html>. We invite you to visit and take part in this important and exciting dialogue.



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Suggestions

(continued from page 28)

ers and it might be better for everyone to avoid duplicating some efforts such as buying, inventorying, transporting, etc. We'll see how this pans out.

Speaking of local, it's not clear that the oil spill will ever hit us directly, impacting any of the Wissahickon and Monoshone and all, so in solidarity with gulf residents, and also to see if all the environmental hysteria is justified, I think we should let an oil tank truck discharge into some local wetlands and see if it is the big disaster everyone is making the oil spill out to be. So a few birds get slick, why not just barbecue them? Wouldn't need charcoal or lighter fluid and no de-feathering would be necessary, so it would be neater. And of course it goes without saying the resulting poultry would be naturally raised and free range. So often there are simple solutions for what seem like overwhelming problems. It's just a matter of thinking creatively.

s: "For Employee of the Month, I recommend 'Myke' for extraordinary service to me by insuring that I got a salsa to substitute for Enrico's 'medium,' which is constantly out of stock. He persistently went through the existing salsa items until I finally settled on Green Mountain Gringo, which most closely matched the Enrico's salsa ingredients. I strongly recommend him for that kind of service!"

r: (Chris) We're glad you appreciate Myke. We appreciate him, too! (Norman) We don't have an "Employee of the Month" program because in general months are more of an abstract con-

cept that exist in the minds of people, and although this concept manifests itself in reality in the form of things like printed calendars and names of months, a month cannot itself have employees. In fact a month cannot possess anything tangible at all. Typically months possess dates, weekday names and holidays, but that's about it. So realize when you see other companies that have "Employee of the Month" programs, that it is a cruel fraud, but please don't mention this to an employee who has been rewarded in this way since it could lead to serious self-esteem issues. Better to tolerate the fraud than burst someone's bubble.

s: "How 'bout a Jean-style 'ouch' tag on the pine nuts? Shoppers may miss the \$35 per lb. price and grab a bag without looking."

r: (Chris) Good idea, I will put a sign up. (Norman) We switched to the more expensive pine nuts because they are the only non-Chinese pine nuts available to us. The Chinese pine nuts were dropped because some shoppers were experiencing "pine mouth," a real phenomena that makes all food taste bitter/metallic and develops one to three days after consumption and can last for days or weeks. Though very unpleasant, there are no lasting effects. The cause is unknown, but non-Chinese pine nuts do not cause the effect.

s: Those pine nuts are atrociously expensive. At a minimum please package in smaller quantities so I can get the two tablespoons required for my recipe. The quantities packaged are \$11 each!

I know I've seen smaller amounts in the past."

r: (Chris) Please feel free to ask our grocery staff to re-bag a smaller quantity of any bulk item for you; we'd be glad to do that. But, please consider that it saves packaging to buy a full size bag and keep them in your refrigerator (or freezer) until they're used up. Plastic bags are a petroleum product. Think "Gulf of Mexico."

s: "Triscuit is very high in salt (just noted as one of the crackers highest in salt). Nabisco make a "Hint of Salt" variety that tastes just as good — why not replace?"

r: (Chris) It looks like that item is not available from any of the distributors we deal with... (Norman) my soap-box speech on crackers: Crackers are a fraud. Most crackers are grossly overpriced, over-packaged and not that healthy (often mainly white flour). Next time you consider buying some, think about the price per pound you are actually paying, for example a four-ounce box that sells for \$4 is really \$16 per pound, hardly worth it in my opinion. Here's the Norman system to create cheaper, whole grain crackers yourself: buy sliced whole grain bread and leave a few slices out a couple days. Presto, you

have a cheap, whole grain cracker. (For a thinner, smaller cracker, thinly slice a Metropolitan multi-grain baguette and leave out). Martha Stewart beware!

s: "Could we stock an assortment of Manna Breads? And raw nut butters please, especially almond. And please bring back Peanut Butter Zig Zag So Delicious."

r: (Chris) Manna: Our Chestnut Hill store, which has a much larger display freezer than Mt. Airy's, stocks a few types of Manna breads. Have a visit, or ask me about preordering some to pick up at the Mt. Airy store. CH stocks "Fruit & Nut" & "Carrot Raisin" Manna. Raw nut butters: are very expensive, but we can preorder certain ones, minimum three jars per item. See Chris for more info (e-mail Christopher@weaversway.coop). Zig Zag: we dropped this item due to slow sales.

s: "Frozen foods: a list of low sodium products? Sauerkraut: Is there such a thing as low-sodium sauerkraut?"

r: (Chris) We haven't compiled this sort of list yet; is there a particular item you're looking for? Couldn't find any low-sodium sauerkraut. (Norman) My recollection is most frozen items are not low-sodium except the fruits and vegetables. Check packages to be sure.

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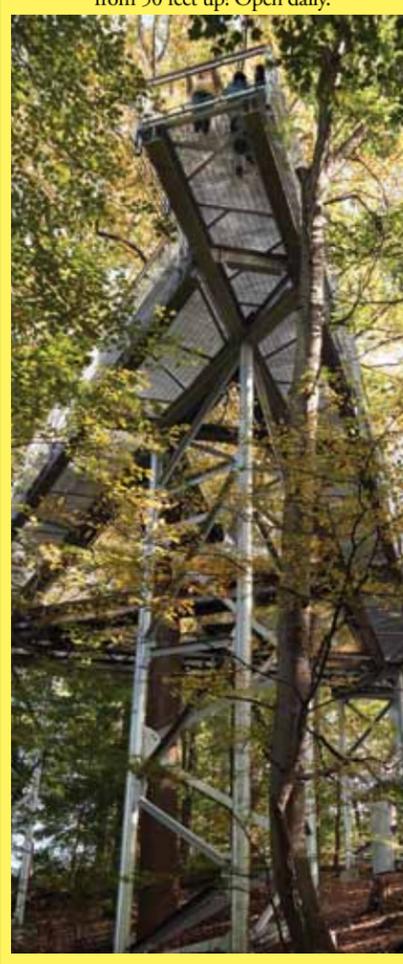
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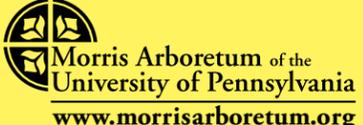
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Suggestions

by Norman Weiss
Purchasing Manager

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

There are some interesting things going on in the local food scene. Recently, Chris, Rick and I met with a board member of Common Market, a non-profit organization set up to obtain food from local farmers and distribute it to Philadelphia customers. Up until now, Common Market has been selling mostly to institutions like Jefferson and other hospitals, and a few schools, but not much to stores.

Since Weavers Way also wants to get food from local farmers it makes sense to have a closer working relationship with Common Market. In some instances we might be dealing with the same farm-

(continued on page 27)

We love our banks, but we love you more.

We love our banks. Really, we do. We couldn't have opened our new store without them. But we're not crazy about paying them interest.

So if we're going to pay out money, we'd rather pay it to you, our members. As part of our effort to pay down high interest debt, we are offering our members an \$100 discount card if they add \$400 to their equity account. Every member is eligible. Whether you already have \$30 in equity or \$400, investing another \$400 gets you an \$100 discount card. Now.

We've done the math, and it definitely works to our advantage. We think it works to yours, as well. As for our banks, well, they'll be just fine.

For more information, visit: www.weaversway.coop or call membership at 215-843-2350 ext.119.

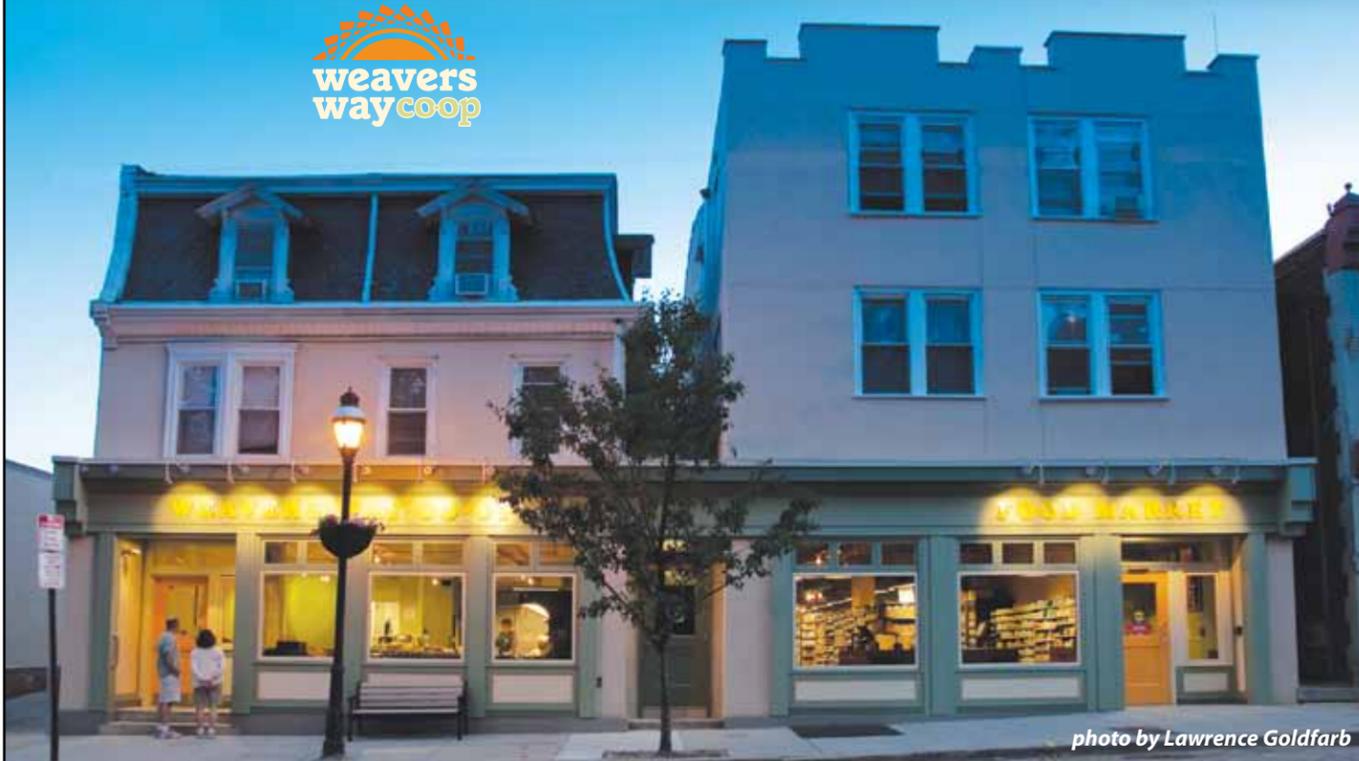


photo by Lawrence Goldfarb

First-time equity payments made since April 1, 2010, and payments made as part of the "30 in thirty" equity campaign may be applied towards the \$400 investment as part of this campaign. To qualify, applicable equity investments must remain in equity account for a minimum of five years.

What is Weavers Way Co-op?



Weavers Way is a Food Co-op, a grocery store that is owned by its members—the people who shop here.

Because our owners are our shoppers, we don't try to make a profit selling unhealthy food at high prices. Instead, we sell the food our shoppers want us to sell—healthful, natural, and local foods, some grown and prepared right in our own neighborhoods. We buy local, we support fair trade, and we are committed to our community, because we are owned by our community. The dollars you spend here stay here, either invested in the co-op and the community, or distributed right back to the members who support us.

Although we are owned by our members—and membership is important to what we do—we are very much open to the public: everyone is welcome to shop, and everyone is welcome to join.

You can learn more about Weavers Way at www.weaversway.coop, contact Member Outreach Coordinator Ebony Debrest at outreach@weaversway.coop, or better yet, stop in for a shop, or just to look around, at our stores in West Mt. Airy, West Oak Lane, and Chestnut Hill.



Welcome to Weavers Way Cooperative Association



Orientations take place at three locations. For meetings in Mt. Airy, please enter through 555 Carpenter Lane, where our Membership Department is located. For meetings in Chestnut Hill we use the Center for Enrichment, 8431 Germantown Avenue. If you wish to attend an Orientation at our Ogontz location, the meetings are held inside of the store. Reservations are suggested and will help us prepare. Please complete and return the form below to let us know which meeting you will attend.

See the back of this form for a listing of upcoming dates and then indicate the day you will attend on the form below. Upcoming dates are also posted on our website at www.weaversway.coop.

Meetings last approximately forty-five minutes to an hour and will include a brief store tour. We look forward to seeing you there!

Weavers Way Ogontz Store/West Oak Lane
2129 72nd Ave
Tuesday, July 6th, 6:45 pm

Weavers Way Co-op Offices/Mt. Airy
555 W. Carpenter Lane
Tuesday, July 13th, 6:45 pm

Chestnut Hill Center for Enrichment/Chestnut Hill
8431 Germantown Ave (parking entrance on E. Highland Ave.)
Tuesday, July 20th, 6:45 pm

PLEASE PRINT CLEARLY

Name _____ Orientation Date _____

Address: _____

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Phone number _____ E-mail _____

Please return this form to a cashier or PHONE: 215-843-2350, ext. 118 or MAIL: Weavers Way Co-op, Attn: Membership Department, 559 Carpenter Lane, Phila. PA, 19119 or FAX: 215-843-6945, Attn: Membership Department or E-MAIL: edebrest@gmail.com

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