Manager's Corner

Donate Your Rebate to Weavers Way Community Programs...

by Glen Begnaux, General Manager

When I ask other General Managers about their rebate program I hear a number of different replies, but one that stands out is the Hanover/Lebanon Co-op in New Hampshire. Here we over 11,000+ owners receive a check in the mail and are asked, nicely, to donate to their foundation. The interest from the foundation is used to support community projects throughout their region. Today they have thousands of dollars in this foundation. At Weavers Way, we have the Weavers Way Community Programs (WWCP) to administer the Co-op Farm, the Marketplace Program, future environment committee programs, and other community-based programs, as part of the Ends goals of our community endeavors. WWCP was set up as a member of the Mt. Airy Community Services Corp. (MACSC), a 501(c)(3) program. We wanted members to have the opportunity to donate to the WWCP on a tax deductible basis.

Carbon Offsetting by Members Benefits Co-op

by Jane Alber

Weavers Way is entering into an “Affinity Marketing Agreement” with NativeEnergy. By this arrangement, Weavers Way members will be able to offset their household’s CO2 through a Weavers/NativeEnergy webpage. At NativeEnergy’s custom webpage, which you can access from the Weavers Way webpage, members can choose a method of calculating their carbon footprint and the means of offsetting that footprint, either by wind- or methane-generated renewable energy credits or a combination of the two. After members purchase their offsets, NativeEnergy will pay Weavers 15 percent of the purchase of each member during the first year following that purchase. In exchange, Weavers Way will agree to promote NativeEnergy services through articles like this one and on our website. Go to Weavers webpage and look for the Native Energy logo and link. In our effort to fulfill Weavers Way’s stated mission “...work to sustain a healthy planet, promote environmentally sound products and practices, encourage and support local and organic farming,”

A Fair Day in Mt. Airy

From Morris Dancing to Magnet Making, the Second Annual Mt. Airy Village Fair Turns Out the Crowds

by Cristina Adams

Pets in tutus? A man playing a didgeridoo? Is organic pie-eating contest? It must have been the Mt. Airy Village Fair. On a picture-perfect sunny day in September, the village people came to eat, drink and play, gathering at the intersection of Carpenter and Greene Streets to celebrate, eat, spectate, and enjoy an afternoon with their friends and neighbors at the second annual Mt. Airy Village Fair. What began as an idea for a large block party attracted attention and enthusiasm. Eventually, the block party evolved into a festival, featuring bake sales, folk dancing, a variety of contests, craft and jewelry booths, environmental action tables and more. And it took over several blocks in the heart of West Mt. Airy. Originally the brainchild of the folks at the independent Big Blue Marble Bookstore, the Village Fair was organized by the ad hoc Mt. Airy Village Merchants Association, a group of five local businesses that include Weavers Way Co-op, the High Point Cafe, the nonprofit Maternal Wellness Center, MaMa, and the Big Blue Marble Bookstore. The idea was to bring together businesses, activities and events for everyone while, at the same time, promoting the mission of working for sustainability, ecology and community. Like last year, this year’s Village Fair featured everything from the sublime to the hilarious. Indeed, there was something to please everyone — yoga classes, creative musical acts, a silent auction bake sale, a community art show and a fanciful pet parade. On the cultural side, the German-town Country Dancers brought their brand of folk dancing to the festivities. Accompanied by a live fiddler, foursomes from this dance group performed a variety of traditional and not-so-traditional dances, including Morris, wrapper sword and longsword dances. The latter two dances involved brandishing different...
Organic Pie-Eating Contest Winner Asfhen Khagobady Receives a Congratulatory Smooch from High Point Cafe Proprietor Meg Haegel.

Village Fair

(continued from page 1)

kinds of words while moving, hopping and intertwining to the music, a feat that left the audience completely rapt.

Blue Marble signing copies of his newest novel, "Mid-Autumn Cover-Up".

Mt. Airy to Focus on Local in Nov.

by Brian Bagley

While "buying local" most readily brings to mind locally grown produce, particularly for Weavers Way members, there is much more to the story. Customers, clients, and patrons of the arts can become better acquainted with the various components of our local economy during Mt. Airy Focus on Local Month in November, a campaign organized by Sherman Oberson in conjunction with the Mount Airy First Friday Committee (MAFF). To kick the month off, independent stores and restaurants will promote local products, arts, and services on Nov. 2 as part of a special First Friday. On that evening and throughout the month of November, Focus on Local will turn the spotlight on the local offerings that give Mt. Airy its unique and diverse character. "There is a huge wealth of locally made arts and products that we really want people to be aware of," said Oberson, who along with running the campaign, is owner of Jean-Jacques Gallery on Germantown Avenue.

Sherman Oberson of Jean-Jacques Gallery urges you to focus on local in November.

Down on the Farm

Mid-Autumn Cover-Up

by Dave Zelov, Co-op Farmer

We are in mid-autumn now and the farm is awash with tasty greens and root crops. It’s a time of transition here in the field, with the fall crops preceding the winter. So I thought I’d give you a little background.

A cover crop is any crop grown to provide soil cover, primarily to prevent erosion by wind and water. Cover crops are sometimes classified as “green manures” if they are killed by frost, we are planting them out and sowing the winter cover crops. Cover crops are an essential nutrient management tool in organic farming and probably the most important step in putting the farm to rest for the winter. So I thought I’d give you a little background.

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(continued on page 8)
Hidden Treasures in the Deli

by Magre Folan, Deli Manager

Last week, a deli coordinator, while straightening the deli case, expressed surprise at some of the items we sell in this area. She suggested that we feature an article each month in the Shuttle highlighting an unusual or hard-to-find deli item. She gave me permission to steal her exact words and call the articles “Hidden Treasures,” so here is Hidden Treasure No. 1.

Peppadews

A few years ago a businessman and farmer in South Africa discovered an unusual bush with small bright red fruit growing in his yard. The fruit tasted like a cross between cherry tomatoes and a miniature red pepper. The farmer saved the seeds and began cultivating the seedlings. He developed a secret recipe with which to process the fruit and named his product peppadews.

Peppadews are available in the deli cheese case below the olives, as well as in jars on the rack next to the deli meat case. Thanking the Deli

Don’t forget the Weavers Way deli when planning your holiday menu. The deli has a variety of interesting cheeses and crackers as well as chutneys and other cheese accompaniments. Tofu dishes will be available from Fresh Tofu, Inc.

How to Use Peppadews

You can use Peppadews with whatever you are having this holiday season. Here are some ideas. I will provide the procedure. You can substitute whatever you want.

Stuffed Sweet Piquante Peppers

Serves 3

Ingredients:

5 1/4 oz Boursin cheese
1 Tbs crème fraîche
9 whole PEPPADEW™ Sweet Piquante Peppers
3 slices of lemon
1 avocado sliced

Instructions:
Mix the cheese and the crème fraîche together thoroughly. Place the mixture in an icing bag to stuff the Sweet Piquante Peppers. Serve with a twist of lemon and sliced avocado. Then drizzle with a little PEPPADEW™ Sweet Piquante Peppar juice for a delicious starter.

order, just fill out a pre-order slip. We will also carry a large assortment of local and imported cookies, breads and other baked goods.

Pet Store News

by Nancy Bernal

Everything is going especially well here at the pet store. I am having a great time keeping up the store and meeting members and their pets. This week I learned that not only does the Co-op offer a great sense of community for its members but for their pets as well, after meeting Toby, an adorable puppy, whose adoring owner/member can’t even buy the same very bully sticks to satisfy his best friend’s appetite. Then there is Max, who lives upstairs and is my favorite rotisseurie. On nice days he may be found wandering the pet store searching for a satisfying treat. Settling on his favorite pig’s ear, he heads out the door to enjoy his treat. I think it would be a great idea for Max to have his own member number. I love meeting so many members and learning about your pets. I am so grateful for all the positive feedback I’ve received and hope to continue to provide you with the best.

This month I’d like to address some changes to the pet store inventory and highlight some of the best products we are stocking. The greater scrutiny being given to pet products and their manufacturers has definitely led me to become more discerning and consider what best serves the members and their pets. I meet people who love their animals and want the best for them. In many cases, I have learned a great deal about what is most important to our members, making decisions concerning the inventory easier. It is an experience, coupled with the various values that the Co-op inspires, that define and direct our product line. With this in mind, I have decided to continue the Purina Pro Plan recipe of it is this: “A complex, sweet and spicy aroma with zesty acidity, layers of velvety smooth chocolate and subtle notes of blackberry. From small farmer co-ops in Africa and Latin America.” How great to celebrate cooperation between co-ops: For every pound of Organic Co-op Blend that we buy, Equal Exchange will donate an additional pound to support development projects managed by their farmer partners.

As our deep discount CAP coffee for the month of October, it sold very well.

To make room for this coffee, we have discontinued Organic Bolivian beans — why don’t you try it? Go on a diet. Munch on some succulent carrots and peas. Why don’t you try it? Go on a diet.

Why don’t you try it? Go on a diet.

Everybody, Join In

Here’s my favorite Thanksgiving song. My kids learned it at Oak Lane Day School and the gifted Marlis Kraft-Zemel. It’s round, and if you want to learn the tune, there’s a good chance I’ll sing it for you, at least until the rest of the staff rush to stop me.

Should be.

Cookies Wanted

I am collecting cookbooks to make a permanent library at the Co-op. Especially interested in ethnic cooking, American cooking, baking, vegetarian/holiday actual- ary anything you want to pass along. Please contact Claudia at cradb2@veri- zon.net or call 215 842 0896. I’ll pick up the books or you can drop them at my house (same block as the coop) once I approve them to be sure we don’t get many copies of the same ones.

Nick's Market

This November we’re featuring a new coffee blend, Equal Exchange’s Organic Co-op Blend. The roast is a Vienna Roast. Their description of it is this: “A complex, sweet and spicy coffee, with a rich smooth body, and a slightly spicy finish.”

Produce News

Thanks for November

by Jean Mackenzie, Produce Manager

This is the Month

In the retail world, as Christmas is to toys, Thanksgiving is to food. Maybe more so, since plenty of people do not celebrate Christmas, or if they do, they don’t buy toys. Thanksgiving appeals to almost anyone who has ever had reason to be grateful, which, of course, is most of us. Is gratitude a universal spiritual principle? Should be.

Thanksgiving means a special meal. For most of us, that meal comprises a few specific foods, and your produce department had better have them. Two years ago, we couldn’t get Brussels sprouts the week before Thanksgiving, and I thought I’d have to change my name, do a disguise, and take a job as a night clerk at the Holiday Inn. Thank heavens, I don’t have to order the turkeys (sorry, Dale). For weeks I’ve been scanning weather patterns and market reports to see if we’re going to encounter any shortages this year.

Your Vegetarian or Vegan Thanksgiving

Really, it’s not all about the turkeys. Vegetarians and vegans can overeat to absurd extremes on Thanksgiving Day as easily as carnivores. However, since they’re not consuming all that tryptophan and animal fat, they’re a lot less likely to fall asleep in front of the football game, and more likely to be awake and available for post-meal clean-up. For this reason, I strongly recommend inviting a few vegetarians and vegans even if…especially if…you’re not one yourself.

So, what to serve your vegetarians and vegans

I’m not a big seller and eliminating them will open up much-needed space that is filled by higher quality products. My hope is that members who are currently using this food will consider switching. Two great alternatives to a bit more than the California Naturals, and both produced by Nature. These lines offer two great advantages over the overall quality and, in the case of California Natural, lower cost. Both are made with the best human-grade ingredients. California Natural is a great choice for pets with sensitive stomachs or allergies. Their motto is “less is more.” The formulas are simple, made of a few minimally processed ingredients. They are formulated using one protein source, chicken, lamb, or herring. Formulas are also available in puppy and reduced-calorie. Innova’s approach is to utilize ingredients from all five food groups for balance and health including five sources of protein, whole grains, fresh fruit, and “state of the art vitamins and minerals.” Like California Natural, Innova is made without processed flours, gluten, and fillers. The same cannot be said for Purina which contains brewers rice, corn gluten, and animal dist. Innova offers an extensive variety of formulas including puppy, adult, senior, EVO (a grain-free formula in small and large brees), and large breed. California Natural has the advantage of being less expensive than the Pro Plan. For a 20-pound bag, Pro Plan chicken formula is $3.88 compared to California Natural at $1.06/lb. The lamb formula costs $1.31 for Pro Plan and $0.77 for California Natural. While Pro Plan offers a bit more, California Pro Plan shoppers can be assured that they are getting so much more for their money and their pets health. I feed my (continued on page 5)
Meeting on Committees

(continued from page 1)

amenable to policy governance, a leadership model now being adopted by co-op boards around the country.

Nineteen people attended the meeting, which was chaired by Board President Stuart Katz. Katz opened with a question: “What would be the worst outcome of changing committee structure, or doing away with committee structure?” He referred to his August article in the Shuttle about impending changes, and gave a rundown explaining policy governance.

Katz gave out a flow chart and tried to explain why policy governance is of benefit to Co-op members. Under this system, a group articulates its policies and goals in writing. In the case of Weavers Way, written policies would outline the expectations that the members and the Board have for the General Manager; the General Manager would have freedom to manage the store, the Board should be focused on the store.

In the past, store management was a manageable, and Strategically, “explained Board manage the Co-op, and to think more creative for relaying the committees’ recommends with the General Manager and the store staff. In the case of Weavers Way, written policies would outline the expectations that the members and the Board have for the General Manager; the General Manager would have freedom to manage the store.

In the old days of Weavers Way, the Board ran the store. There was a tasting Manager to get anything accomplished. Katz remembered. “That was the cheese,” Katz remembered. “That was the cheese.” The Board would have the power to make and dissolve committees as needed. Under the current system, the Co-op only has the seven standing committees, and does not have the power to change or eliminate any of these. The proposed changes would transform the standing committees into ad hoc committees. Katz’s opinion is that this change will strengthen the relationship between the Board, the General Manager, and the committees. He hopes it will also increase accountability and “make things more workable.”

This change represents a paradigm shift, pointed out Shelly Bricklin of the Operations Committee. As things stand now, committees serve an advisory and recommendation role at the Co-op; under the new system, that would remain unchanged.

There wouldn’t be any practical difference,” offered Larry Schofer of the Education Committee. “Now, committees have to turn to the Board or the General Manager to get anything accomplished.”

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Trouble Completing Your Hours? Are you homebound or a stay-at-home mom or dad? We have some opportunities to do work from home. These opportunities are temporary and on a case by case basis. This work may or may not be during your regular work cycle and we will extend your membership if needed. We would like to know who is available to assist us. Please contact the Membership Department by phone at 215-843-2350 ext 303, or via email member@weaversway.coop. If you have contacted us in the past, please contact us again and say so in your message.

Caring and Competent...

Specialized Counselling for mature men & women

- Later - Life Transitions
- Bereavement and Loss
- Relationship Issues
- Depression and Anxiety

Mary A. Harris, MSS, LSW
(215) 248-2173
Home Visits Medicare Accepted
cats Innova and the benefits are clear to me in their overall health and well-being. I have received similar feedback from members concerning Innova products. In addition to dry kibble and canned food, we stock dog biscuits and feline formulas for both California Natural and Innova. It is hard to beat quality and value, but I also like the idea of supporting Natura, a smaller independent company as opposed to Purina, which is owned by Nestle. I have samples of all the California Natural and Innova formulas and am happy to pass them along to anyone interested in trying them.

These are just two alternatives among many we offer in the pet store. I would be happy to discuss any specific concerns or special needs you (or your pet) might have so that you can make an informed decision. As always, Purina Pro Plan may be the best choice for you if you are uncertain or have any questions. It is a multiple item since we first began carrying it. We currently carry several of their Dog Biscuits near the back of the store. Another great product I'd like to highlight comes from Pet Aromatics. We are currently stocking several of their Dog Bath Shampoo and Conditioner in One and scented candles. These are great products that are 100 percent earth-derived and chemical-free. The company is based in Huntington Beach, California, and is definitely one of integrity committed to the health and welfare of dogs and the environment. Pet Aromatics donates a portion of their profits to animal rights and protection agencies and has very strong views against animal testing, offering a good deal of energy to education and awareness of this barbaric practice. If you have an interest in this issue, their website is definitely worth checking out as it contains a detailed list of resources at www.petaromatics.com. The shampoo-and-conditioner-in-one contains only vegetable-based cleansers, aids in naturally repelling fleas and ticks, and is free of SLS, DEA, TEA, alcohols, pesticides, phosphates, detergents, and dyes. The candles are made of soybean wax, hand-poured and contain lead-free wicks. They not only freshen the air or your pet! with scents that are calming, soothing or invigorating, but also act as a natural insect repellent. Scents for both the shampoo and the candles include Calamine Coconut, Honeydew Hound, and Dewdrop Doggie. I don't have a stinky dog at home but I love these candles! The scent is mild; the candles are long-lasting and I feel good about supporting this company.

Another reputable company, also based in California, is Cloud Star. We stock the shampoo and conditioner as well as several of the biscuits. This company began when a couple adopted a shelter dog and found that she not only had many food allergies but was a finicky eater as well. They started to make healthful treats and biscuits at home and eventually for animal-shelter bake sales. They were so successful that they decided to begin producing natural pet products for a larger market. Their goal has been to provide tasty, wholesome products for pets. Cloud Star supports humane education programs across the U.S. and donates a portion of their profits to animal shelters. They are also dedicated to the environment by using recycled products and soy-based ink whenever possible. We now stock several flavors of Cloud Stars Buddy Biscuits which are great for training. We've also recently begun carrying a new organic version of the Buddy Biscuits and Tricky Trainees equally convenient for rewarding your pet.

Dogswell jerky treats have been a popular item since we first began carrying them. They are cage-free duck or chicken breasts containing no by-products, hormones, or antibiotics and come in three varieties; Mellow Mut, Breathies, and Happy Hips. The San Francisco-based company also makes Biscuits With Benefits the same great advantages as the jerky treats but in a small biscuit great for training. Find these beneath the Buddy Biscuits near the back of the store.

Lastly, a word about those siroline "peel here" stickers that have not been peeling here! We are aware of the problem and have been investigating the cause. We have discovered that there is, indeed, a difference in the adhesive of the newer labels that are not removable, making that whole "peel here" thing a bit tricky. I have successfully sorted the good labels from the bad and should have them in use by the time this article is printed. Thanks so much for your patience and thank you for shopping at the pet store!
fa. Here at Weavers Way Farm, we are using a mixture of oats, vetch and peas, or a mixture of winter rye, vetch and peas. The oats will winter kill (be killed by frost) and are used in beds that will be used for early spring production. This allows us to plant in those beds earlier since we won’t have to wait for grass stubble to decompose after tilling under. We also needn’t be concerned with grasses re-growing in recently seeded carrots or radishes. The disadvantage is that it will not provide as much biomass since it will not grow in the spring as will the rye. The rye mixture will be used in areas where we are planting in later spring or where we will cover in plastic mulch. Peas and vetch are included in both mixes for nitrogen fixation. The peas will winter kill but the vetch will re-grow in the spring and provide soil cover where the oats have died.

We are hoping to keep the raised beds (that David and I worked so many back-breaking hours to form) intact over the winter. For this reason we are not tilling the whole field under. We are simply removing the crop plants and loosening the soil with hoes and rakes, then seeding cover crops on the top of the bed. We are actually trying to keep tillage to a minimum, which has many benefits, not the least of which is leaving all that weed seed deep under the surface where it belongs (more on that in another column). Since we are sowing the cover crop on the surface of the bed and not in the walkways, we are mulching them with fallen leaves so as not to leave them bare. Come spring, we can use all those leaves for mulching the crops to keep weed pressure down and add organic matter to the soil.

In addition to planting the cover crops, we are also pulling up irrigation lines, cleaning out the sheds, planting our garlic crop and preparing a bed for the spring planting of brambles. Yes, that’s right — the farm will be growing tasty raspberries and blackberries next year for your picking and eating enjoyment.

On a sadder note, the farm is mourning the loss of Norma Brooks, our founder. Norma and friends established the farm as a memorial to her late husband Mort, and worked tirelessly for the first six years of the farm’s existence to grow fresh produce and bring the farm educational program to local schools. Norma stayed very involved this year, even though her health was declining. I remember first starting here last January and, at the first farm committee meeting, seeing Norma’s face light up talking about a new group of students coming out to the farm. And her excitement to learn that the Pennsylvania School for the Deaf would be joining us again this year. David and I would not be farming here today if not for Norma’s vision and dedication to an urban farm for Weavers Way.
A Year of Effort Only the Beginning at Ned Wolfe Park

by Ronda Throne-Murray

The Friends of Ned Wolfe Park are still busy rehabilitating, fundraising and planting the park. We will be celebrating the successes of this community project as the autumn season and the one-year anniversary are upon us. Here’s the news.

You may have seen our booth at the Mt. Airy Village Fair. With fantastic weather and a lot of interesting activities, we had a great time. It was nice to find out that many people have been following our story in The Shuttle and are aware of the renovation of Ned Wolfe Park. We were able to inform many neighbors where the park is and all about initial improvements, such as the new sign, as well as what the community has planned and will be doing to make this public space safe, beautiful and useable for the neighborhood.

Our raffle had some rather coveted prizes. The most popular seemed to be the “Park Crew House-Call” where members of the park’s work crew come to your yard and put in a combined eight hours. Another popular prize was a one-year membership to the Please Touch Museum. Our greatest pleasure of the raffle was awarding this one-year membership to Amara Ma­lik, who cheered, squealed, and jumped up and down. Other winners, notified by phone, were more sedate. Other prizes awarded were a tree feeding by Savatree, an acupuncture appointment with Susan Bloch, and tickets to the Philadelphia Or­chestra, the University of Pennsylvania Museum, and the Please Touch Museum. We appreciate all our donors, those who bought raffle tickets and those who donat­ed prizes. Many more contributions will be needed to achieve success of this community proj­ect.

While we enjoy meeting the neighbors and re­ceiving the many compli­ments for our work to date, it is important to note that the park is only a third of the way through the renovation plan. It still needs more garden plantings, furnishings (such as benches and trashcans approved for public use), signage, tree trimming, concrete work (for a ramp and sidewalk repairs), wooden retaining wall repairs, and additional lighting to make it useful and safe for the greater community. We still have to raise another $10,000 from donations to meet these renovation goals by summer 2008.

You will have one more chance to “get dirty with your neighbors” this year. We will have another major planting day. Help is needed; we could use people who can do some light-duty turning of the ground and putting in plants and bulbs on Nov. 10. We will start at 10 a.m., and end the day with a celebration.

Everyone is invited to join us for our first-anniversary celebration of cider and snacks at 4 p.m. on Nov. 10 (whether you worked that day or not). We would love to have you come out and meet some of the more than 100 households who con­tributed to this project and become part of the community’s park supporters.

There are a limited quantity of our handmade, custom-designed tees and sweatshirts available. If you want to pro­mote us by wearing our unique shirts and donate to the community’s park project, tee shirts are $22 and sweats are $28; 1 may still have your size if you contact me soon.

In order to help keep this project mov­ing ahead, I hope you will continue to support us all by giving a fall gift, by pur­chasing a shirt, and attending our events.

If you would like to purchase a shirt, or join our group of fabulous volunteers to help in park renovations, fundraising letter campaigns, gardening, etc. contact Ronda Throne-Murray at (215) 848-4222 or at rondazmail@verizon.net.

To make a tax-deductible donation as do­zens of neighbors have, please send your check to WMAN (with “Ned Wolf Park” in the memo section), 6703 Ger­mantown Ave., Ste.# 200, Phila, PA 19119.

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We look forward to seeing you in the park.
Ten Reasons to Support Independent Businesses in Mt. Airy

1. Keep Money in the Neighborhood
For every $100 spent at a locally owned business, $45 goes back into the community – and our tax base. For every $100 Spent at a chain store, only $14 comes back. Many Mt. Airy businesses also use local suppliers and purchase local goods and services, further helping to improve the local economy.

2. Embrace What Makes Mt. Airy Different
Mt. Airy is a unique neighborhood. Where we shop, where we eat and hang out – all of it makes Mt. Airy home. Chain stores are getting more aggressive in Philadelphia and changing the character of our city. One-of-a-kind independent businesses es are real. If we wanted to live somewhere that looked like everywhere else, we wouldn’t be living in Mt. Airy.

3. Get Better Service
Local businesses often hire people who have a better understanding of the products they’re selling. Independent businesses are real. If we wanted to live somewhere that looked like everywhere else, we wouldn’t be living in Mt. Airy.

4. Buy What You Want, Not What Someone Wants You to Buy
A marketplace of many small businesses means lower prices over the long term. Most locally owned Mt. Airy businesses choose products based on what their customers love and need – not a national sales plan. This guarantees a diverse range of product choices.

5. Create More Good Jobs
Combined, small local businesses are one of the largest employers nationally and in Philadelphia. Local businesses offer greater loyalty to their employees.

6. Help Out The Planet
Independent businesses make purchases requiring less transportation. They usually set up shop in established commercial corridors and in-town instead of developing on the fringe. This means less sprawl, congestion, habitat loss, and pollution. Many independent Mt. Airy businesses take this a step further and make “green” and healthier choices.

7. Support Community Groups
Nongrantees receive an average of 350 percent more support from local business owners than they do from non-locally owned businesses. Mt. Airy-based businesses are more likely to sponsor local community events.

8. Invest in the Community
Most small businesses in Mt. Airy are owned by people who live here, work here, and are invested in the future of Mt. Airy.

9. Put Your Taxes to Good Use
Local, neighborhood businesses need comparatively less infrastructure investment and make more efficient use of public services compared to nationally owned stores entering the community.

10. Show Pride in Mt. Airy
In an increasingly homogenized world, people are more likely to invest in or move to communities like Mt. Airy that preserve one-of-a-kind businesses and unique attitudes. Help keep Mt. Airy’s diversity and distinct style!
Many New Faces at Weavers Way

by Rick Spalek

If you haven’t noticed, we have been on a hiring binge lately, bringing on nine new staff members in the last three to four months. First, we have had some departures: Bob Maier left for Portugal to teach English; Davy Knittle left for Wesleyan College and is already working in a deli to make some spending money; Shannon Baxter has decided to work closer to home; and Kristoff Stone moved to a competitor and can be found at Whole Foods in Fairmount.

Our New Staff
Melissa Williams is new to the Co-op. She will be cashiering part time, and during the day works for Wordsworth Academy.

Adam Pierce is a neighbor of the Co-op, the grandson of a long-time paid co-op operator, and a student at Roxborough High. He is working on the floor Tuesdays and Saturdays.

Cara Raboteau has been an assistant teacher at Greene Street Friends, and works for the Mural Arts program. She will be cashiering and working in our second floor wellness department.

Gabby Rossi is a new member. She works for a law firm during the day, and will be our store cleaner two nights a week. I guarantee you will see a difference in our overall cleanliness.

Jan Brotman grew up going to the Co-op, and is a natural addition to our staff. She will also be on the second floor, as well as helping with special events. If you have an event that would be good for Weavers Way, you can reach her at ext. 320 on our voicemail system.

Jan Brotman grew up going to the Co-op, and is a natural addition to our staff. She will also be on the second floor, as well as helping with special events. If you have an event that would be good for Weavers Way, you can reach her at ext. 320 on our voicemail system.

Luis Cruz has come to us from the Natural Food Market in Ardmore which closed their doors in August. He is a trained chef, former restaurant owner, and brings a lot of food experience to our store. He will be working in basement, receiving, and probably everywhere else.

Adjua Simms-Copeland is a new member, but is not new to the Co-op world. She is a trained chef, works with a small, independent school in West Philly, and will be working in our prepared foods dept.

Julianna Bursack is also the child of a long-time Co-op member. A junior at Central High School, she will be cashiering on Wednesday and Saturday.

Paul Friesen-Carper is also a new Co-op and change

(continued from page 1)
equal to our own. Commitment doesn’t derive from packing black-eyed peas, or working the deli but from shared values, concerns and a vision of the future. I also know that expansion is essential for our co-op and we cannot take the financial risk maintaining the work rules we have today in a new community.

Finally, for the last six weeks Glenn and the Board have been actively evaluating the potential of opening a second store. Our preliminary analysis showed we needed a fair amount of additional data in order to proceed. We are securing that data now. However, the process has taught us a great deal and made me confident that we have the internal and external resources to make sound organizational and business decisions. There will be thousands of plans and decisions to make between now and the opening of a second store, but with our strong leadership, and our commitment to move forward prudently but firmly, we can meet this challenge and grow the Co-op to another community in ways that solidify our mission and expand our principles on a larger stage.

On Nov. 10, at our next General Membership Meeting at Summit Church, we will discuss all these issues. Please try to come. Your questions and concerns, whether in agreement or disagreement with my thoughts, are essential. I hope you’ll be there.
NativeEnergy (continued from page 1) and try to act with environmental consciousness in all our endeavors," we have begun to access and reduce our carbon footprint. For electricity that the Co-op uses and cannot eliminate, we have chosen to purchase, through NativeEnergy, carbon offsets generated by manure digesters located on the Warner Pride-N-Joy family dairy farm near Lancaster, Pa. Our initial offset purchases were with Community Wind, which, you may know by the inserts in your electric bill, is associated with Peco and Iberdrola, a private, worldwide electric utility and the largest renewable energy operator in the world. In comparison, NativeEnergy’s services are GHG (Green House Gas) equivalent but significantly cheaper. In addition, NativeEnergy is community focused — it helps “build projects that create sustainable economic benefits for Native Americans and Alaskan Native Villages, and that are able to purchase, through NativeEnergy, 100 percent of the emissions produced by the campaign and doing its part in the fight against global climate change. In January of 2006, Warner Bros. Pictures made Syriana the first major motion picture to be “climate neutral” by offsetting, through NativeEnergy, 100 percent of carbon dioxide emissions generated by the production during filming — an estimated 2,040 tons — with investments in renewable energy. Also of note: In April of 2007, Hillary Clinton’s presidential campaign announced that it would mark Earth Day by becoming carbon neutral, offsetting through NativeEnergy, all carbon emissions produced by the campaign and doing its part in the fight against global climate change. "Our organization remains keenly focused on our environmental responsibilities and it is especially gratifying to work towards protecting the environment in Rocklin and the surrounding community," said Michael Funk, UNFI president and chief executive officer. Built by American Capital Energy (ACE), the system is expected to generate about 1.5 million kilowatt hours of electricity each year and reduce CO2 emissions by 19 metric tons annually — about the equivalent of powering 226 average American households for a year. The solar project’s clean air impacts will be the equivalent of removing 63 cars from the road, or 460 tons of greenhouse gas emissions each year.

United Natural Foods Harnesses the Sun
Freezer warehouse switches to solar power

five as arter by an unanneal food free
United Natural Foods, Inc. (UNFI) recently switched on its new four-acre, one-megawatt, solar electric system at its distribution center in Rocklin, Calif., the company’s largest facility. The rooftop system uses more than 7,000 Sharp 170 solar photovoltaic panels, two SatCon 500 kW inverters and a Unirac S-5 mounting system for a non-penetrating and low-profile installation.

The system covers nearly four acres (175,000 square feet) of the massive freezer warehouse (487,000 square feet), which is the head-quarters for the UNFI’s Western Region.

"Our organization remains keenly focused on our environmental responsibilities and it is especially gratifying to work towards protecting the environment in Rocklin and the surrounding community," said Michael Funk, UNFI president and chief executive officer. Built by American Capital Energy (ACE), the system is expected to generate about 1.5 million kilowatt hours of electricity each year and reduce CO2 emissions by 19 metric tons annually — about the equivalent of powering 226 average American households for a year. The solar project’s clean air impacts will be the equivalent of removing 63 cars from the road, or 460 tons of greenhouse gas emissions each year.
New Solar Financing: Innovative Solution or Pyramid Scheme?

By Brian Baughan

Faced with the impending climate disaster brought on by our dependence on fossil fuels, a growing number of us are eager for an effective solution based on increasing efficiency and using alternative energy sources. Some people have made the full conversion to CFL bulbs, traded gas guzzlers for hybrid cars, and even forsaken driving altogether. But what about the massive amount of dirty energy the majority of us are still using to power our homes? While a select few have shelled out as much as $40,000 to install solar panels on their homes, individuals who are not willing or able to meet such expenses have waited for a better solution to materialize. According to Cheri Black, a Mt. Airy resident for over 35 years and a Weavers Way member since the Co-op’s founding, the wait is over, thanks to Citizenre. This new company, which claims it will bring solar to the masses, has barreled into the energy industry, gaining 23,168 customers (total latest as of Oct. 10, 2007). However, there are many skeptics.

Founded in 2005 and based in Delaware, Citizenre offers astonishing incentives with a contract arrangement not unlike a wireless service deal. No one is required to purchase Citizenre’s photovoltaic (PV) panels or pay for their installation. When associates and customers find new customers, they receive referral rebates, and with enough of these credits, customers potentially could shave their bill down to 50 by the time their PV panels are installed and operational. The question of when, exactly, that sweet day will arrive is what concerns Citizenre’s skeptics. There are many reasons for doubt. Foremost among the concerns is that the Citizenre PV manufacturing plant, which representatives say will be the largest of its kind in the world and will produce panels at unprecedented low costs, has not yet been constructed. Black says that the factory’s location will be announced within several months after two Northeastern states, yet to be identified, complete their bidding war. The estimates she has received say a factory can be up and running by spring 2008, at which point the company will begin performing energy evaluations on customers’ homes.

There are other disconcerting facts about Citizenre. According to Ron Celantano, a Weavers Way Co-op member and long-time designer and installer of PV systems, he says that the low manufacturing costs projected by Citizenre, as well as the speed at which it promises to install the PV panels, is perplexing for long-established outfits like his Celantano Energy Services and other solar energy providers. Certainly, Celantano would love for a plan like this to energize the fledgling solar industry. He also concedes that Citizenre’s aggressive marketing has stirred up much consumer interest. However, the skeptics would like to see more hard-and-fast numbers other than the $650 million in investment loans reported by the company (the sources of the investments have not yet been disclosed). Two high-profile financial firms untroubled by the company’s secrecy are Brown Rudnick Berlack Israel LLP and Structured Growth Partners, who recently came forward as the company’s finance team. They stand by Citizenre’s business plan as a feasible business model.

There is also the Citizenre marketing approach to consider. Proponents call the model an innovative form of “multi-level marketing” that dramatically cuts costs; naysayers liken it to a pyramid scheme. As Black and other “Ecopreneurs” would argue, Citizenre stands apart from any nefarious scheme because it has not solicited money from customers or associates. Celantano counters that since the numbers indicate that eventually somebody will have to cover the operation’s exorbitant costs and promised rebates, the burden will fall on customers who enter the venture later down the line. In reality, he believes that at this point the free market is just not ready to provide a cheap solution.

Although their confidence in Citizenre remains strong, Black and many of the 1,454 current associates are still open to other approaches to utilizing solar energy. Recognizing the urgency of the energy crisis, she sees no qualms with referring clients elsewhere if they can purchase PV panels now rather than renting them later. She also continues to press for more alternative energy incentives and rebates in her advocacy work with the national Step It Up 2007 campaign and the growing number of other advocacy efforts. Advocacy remains a central part of Celantano’s work. He regularly makes trips to Harrisburg to argue positions for the solar community, and will remain vocal as Gov. Edward G. Rendell continues to push for legislation on his recently introduced 8580-million Energy Independence Fund, which will provide seed money or loans to alternative-energy manufacturers, as well as fund energy efficiency operations. As the administrator of the Sustainable Development Fund Solar PV Grant Program, Celantano also supports pursuing grant assistance to acquire solar energy.

Weavers Way has recently taken this approach, submitting a grant to the Pennsylvania Department of Environmental Protection for PV panels. As Co-op members wait for the decision on the grant application, Citizenre’s customers wait for the arrival of their solar panels, the debate will continue on how best to make the dramatic — yet critical — shift toward cleaner energy.
Volunteers Conduct Wissahickon Algae and Shade Study
by Joy Young, Philadelphia Water Department Office of Watersheds Aquatic Biologist

The Wissahickon Watershed Partnership joined with volunteers, including the Friends of the Wissahickon (FOW), to conduct an algae survey in the Wissahickon Creek this summer. Algae growth is a reflection of environmental conditions and is a great indicator of water quality. Data gathering is done with a simple “kit” that fits into a regular sized backpack and is checked out from a centralized location. When the volunteers are done, the kit is returned to be used by the next group.

We need algae for a healthy Wissahickon Creek. Algae provides food and forage areas for fish and invertebrates, and increases water quality by taking up nitrogen and producing oxygen. As with almost everything, moderation is the key. Too much algae and too little shade can be bad for the stream ecosystem. Too much algae (nuisance algae) develops when the plants overrun a section of the stream.

Previous algae studies of the Wissahickon Creek have concluded that near-stream algae presence over time. We have received an amazing amount of support and interest from volunteers eager to take on the role of field biologists in order to proactively help their beloved creek. Although this program is still in its infancy, based on the positive results we have acquired thus far, we may be able to extend the scope of the study and timeline into next summer.

We all share the goal of seeing a healthy, life-sustaining Wissahickon Creek. This algae study, conducted entirely by volunteers, brings us one step closer to understanding urban impacts on the creek, and what we need to do to succeed in our goal. The study was made possible by sponsorship through the Philadelphia Water Department Office of Watersheds. If you have any questions or would like to participate in the future, please contact Joy Young at joy.young@phila.gov or Kevin Groves, FOW Volunteer Coordinator, at 215-247-0417 or groves@fow.org.

Weschtandle Volmers conduct Algae
A THICK MAT OF WISSAHICKON ALGAE

# November Garden Notes
by Mark Goodale

Winter Protection
You may notice that over the winter, some plants are wrapped in burlap to protect them from winter cold and wind. Which plants need this protection?
The most vulnerable plants are those not quite hardy enough for this temperate zone. We are on the cusp between hardiness zones five and six, but to be safe, gardeners should treat it as zone five. This means that plants such as camellias, fig trees, and free-standing (with no protection from a building) Japanese aucubas and crape myrtles — especially if just planted in fall — need some protection. You can wrap the plants in burlap or plastic sheeting to slow the freezing. The most vulnerable plants are those in coastal areas where the wind is more constant.

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The Skinny on Fat

by Peter Samuel

Some Co-op shoppers may be in a quandary when perusing the vegetable oils. “Which one should I buy and why?” A few of you may be asking “Where do they keep the lard?” And many have probably been convinced that olive oil is perfect for everything (see sidebar on page 14). The Co-op offers six kinds of olive oil including one that is sold in a gallon tin and another that is “organic,” but there are other oils too such as: canola, corn, grape seed, peanut, safflower, sesame and walnut. Who uses these? (see chart)

“Dad, you’ve got to stop buying canola,” my daughter said authoritatively the other day. “Don’t you know you should only use olive oil?”

“What? No, canola is good,” I countered. I knew there has been a lot of publicity lately about the magic of olive oil, but I was pretty sure that canola (also known as “rapeseed”) was recommended by four out of five doctors.

Then she began rummaging through the cupboard scanning nutrition labels for “partially hydrogenated oils.” “Trans fats are really bad” she reminded me. Whew

Strong feelings can make it very difficult to resolve conflicts on your own...

We Teach

Two Rivers Mediation
215-266-0598 for Couples Mediation

Don’t miss these Great November Happenings at the store.

The Daring Book for Girls Book Party with Miriam Peskowitz, fun activities for National Kids’ Book Week, and Big Blue Marble’s two year anniversary! Check our website for more details: www.bigbluemarblebooks.com!

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The Law Offices of Thomas A. Hardy
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215 242 1160

www.bigbluemarblebooks.com!

Olives: Oil from cotton, watermelon, grape

extraction techniques, people are gathering oils from cotton, watermelon, grape and lots of other seeds that used to be considered waste products.

A few of you may be asking “Where do they keep the lard?” And many have probably been convinced that olive oil is perfect for everything (see sidebar on page 14). The Co-op offers six kinds of olive oil including one that is sold in a gallon tin and another that is “organic,” but there are other oils too such as: canola, corn, grape seed, peanut, safflower, sesame and walnut. Who uses these? (see chart)

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(continued on page 14)
heart disease.

Trans fats: These fats are created by pumping hydrogen into fatty acids which causes a transfer of atoms across the chemical chain (or something like that—sorry for my poor grasp of chemistry kids). Trans fats are found in some foods that you buy at the store such as snack foods, baked goods, and fried foods. The hydrogenation causes the oil to have a higher melting point and a longer shelf life. Fully hydrogenated oil is solid at room temperature, whereas partially hydrogenated oils range from liquid to creamy to solid. When you see “hydrogenated” or “partially hydrogenated” oils on an ingredient list, the food contains trans fats.

There has been much controversy over food with trans fats in the last few years. The U.S. Food and Drug Administration, after a decade of urging by health experts, passed a ruling in 2003 that all packaged foods would need to label the amount of trans fat they contain by January 2006. Many companies have now eliminated the trans fat they contain as early as September 2005. Rulings were directed to remove it from their ingredients by September 2008, but there has been a recent flurry of controversy over this, and City Council plans to revisit this requirement in an effort to exempt small bakeries from changing their recipes.

I did tell my daughter that, “most experts now agree that the healthiest all around oil to use is Canola Oil.” It has been touted as a healthy oil due to its low saturated fat and high monounsaturated — it also includes beneficial omega-3 fatty acids. For those of you gagging over olive oil, here is the low down: It is made only from green olives, and is mostly “cold pressed,” rather than heated. The flavor, color, and consistency of olive oils vary due to different olive varieties, location, and weather. The olive oils of some small producers are treated and priced just like fine vintage wines. The best are considered “olive,” and are expensive, sold only in small quantities in dark glass bottles to limit their exposure to “oxidizing” light.

Extra-Virgin Olive Oil: All olive oils that are less than one percent acidity and produced by the first pressing of the olive fruit through the cold pressing process are called extra-virgin olive oil. These are best on salads because of their distinctive taste. Virgin Olive Oil: It is made from olives that are slightly riper than those used in the production of extra-virgin olive oil, and is produced in the same way. This oil’s acidity is a slightly higher level of 1½ percent. This has a higher smoke point and is the better choice for sautéing.

Light & Extra Light Olive Oils: The olive oil that you see on the supermarket shelf advertised as “light” or as “extra light” is a mixture of refined olive oils that are derived from the lowest quality olive oils. Their lightness is a factor of their color and not calorie content which is the same as all oil. 120 calories per tablespoon.

For those of you still wandering around the Co-op looking for the lard, I have been told that it is best to make your own. I won't supply a recipe, but I read that you will need to buy some choice pig fat, and boil it for many hours. How about trying some canola instead? You’re gonna love it.

Commerical baked goods use it to protect against spoilage.

Unlike other fats, trans fats not only raise the level of bad cholesterol, they may also lower the level of good cholesterol. Even as little as two or three grams of trans fat a day can increase the heart risk. According to a study of some 80,000 women, only a two percent increase in trans fats can increase a woman’s risk of heart disease by 93 percent. Recently, in New York City and Philadelphia, laws were passed that prohibit restaurants and commercial bakeries from cooking with trans fats. In Philadelphia, the law took effect this September. Commercial bakeries were directed to remove it from their ingredients by September 2008, but there has been a recent flurry of controversy over this, and City Council plans to revisit this requirement in an effort to exempt small bakeries from changing their recipes.

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Commerical baked goods use it to protect against spoilage.

Unlike other fats, trans fats not only raise the level of bad cholesterol, they may also lower the level of good cholester.
The Simplicity Dividend

Vote for Me for Co-op America’s Board!

by Betsy Teutsch

Fellow Co-op Shoppers, perhaps you are aware of Co-op America, the national organization devoted to many of the issues we hold dear at Weavers Way: community building, ethical and ecologically responsible consumption, social and economic justice, and socially responsible investing. I became aware of Co-op America a few years ago through its Green Pages, a fabulous resource for tracking down innovative environmentally responsible businesses and products. Last fall I attended the Co-op America GreenFest in D.C., and was thrilled to be at a trade show with all sorts of products and services that excite me – down to the demos of electric bicycles. (Though I still haven’t purchased one.)

In my personal life, I have been pondering where I want to put my energies. I have worked on dozens of wonderful local projects. At this mid-stage in my life, I find myself ready for a larger challenge. I have concluded that whatever the challenge may be, it needs to be collaborative – I already sit in my office all day by myself, and really want the stimulation of working with others. I belong to many environmental organizations and when I glance at my personal passions and C-oop America’s mission are in complete alignment.

Most organizations cultivate board members; it’s unusual to have an actual member election. However, that’s how Co-op America works. If you are a member, you have received, or will receive shortly, a ballot in your Real Money quarterly mailing. Please vote for me and mail in your ballot. It does seem quaint, in this day and age, to have actual paper ballots, doesn’t it? I won’t know if I’ve won for many weeks. While I encourage you to join Co-op America, unfortunately you cannot do so just to vote for me, since you won’t receive a ballot in time. Bummer.

Here is my personal statement which appears in the ballot. Those of you who have read my column these past few years will recognize many of the topics I have written about. I so appreciate your support, Co-op America members. Thank you.

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Tired of renting your violin? Buy a beautiful violin for nearly the same as renting! A special holiday gift for your loved one. Elizabeth Vander Veer Shaak, Bowmaker
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JAMES CAMMAROTA
GM Glenn Bergman Takes a Look Into the Future

One shopper’s vision
by Glenn Bergman, General Manager

A long term view of the Co-op because of all the efforts and work done on behalf of Weavers Way Co-op, in 10 to 20 years this is what Weavers Way might look like:

2007-08

A second location is purchased that is larger than the Co-op needs. A plan to use 10,000 square feet is completed and a joint not-for-profit incubator kitchen is also planned on the site with the WWCP group and the Mt. Airy Business Center. Planning for the new store begins among staff and members. The incubator kitchen works within an additional 2,500 square foot space helping local residents learn to start a food-based business while making a product in a certified kitchen and selling the product to the Co-op and other retailers. The Co-op staff works with the Weavers Way incubator staff to teach, but are not directly involved in the management of the operations. The incubator works under the WWCP board. State, city, and private funds are secured to assist with the construction and operations of the Co-op and the incubator kitchen. Community support for the Co-op and the kitchen are strong.

The Co-op has a successful year at the farm, breaking even in its second year. Funds are secured to hire a part-time executive director to run the WWCP operations and to pay for a farm educator full time. Continuing to work with area schools, the MarketPlace program expands into Germantown High School and two other middle schools in the region. The kids raise over $10,000 through their healthy eating program and make micro loans throughout the region, then follow the positive impact of those loans. The two programs work together to help children learn about urban farming, better nutritional decisions, and how to work together in a cooperative business model and a farm model. The managers of the farm, farm education, and the MarketPlace work together to meet the ends goals of Weavers Way.

The Environment Committee begins a program to expand our recycling to include other products that can be recycled: batteries, paints, computers, etc. Also a community shredding program is set up on recycle days to provide people a place to shred documents. The committee helps secure grants for solar energy initiatives in the area, community composting programs, and Sustainable Mt. Airy initiatives.

2008-09

The new store opens with the incubator kitchen. Sales are budgeted at $800 per square foot and this is accomplished within the second month. The Membership Committee, having researched other co-op membership standards, moves to have members who want a discount at the register. Members are provided with opportunities for coupons, special member days, bulk ordering, pre-ordering, using checks, receiving the Shuttle and other benefits. The goal is to expand the co-op model throughout the community and to make the Co-op an inclusive program.

The second store has what customers have been requesting for years: A small eat-in restaurant that is part of the store, Bonnie and her staff can be seen in the open kitchen working, talking with shoppers, and showing how to cook a product. The kitchen is set up to allow for classes.

The kitchen is also working with the farmers to put up products for sale in the store: jarring, pickling, and freezing of Weavers Way farm products. A 20-quet ice cream machine is being used to make small batches. Our IT department works with volunteers to make Weavers Way signature chocolate and banana (fair trade organic), and other flavors. (Our IT department loves to make ice cream.)

A juice bar is part of the restaurant and provides different healthy drinks. These products are branded by Weavers Way and packaged as needed for retail at Weavers Way outlets and other local stores.

Students from high school culinary arts programs do internship rotations through the Weavers Way kitchens. A pizza oven is used for pizzas and oven cooking.

The meat department purchases locally raised meat at a reasonable price. Plastic packaging is eliminated as much as possible. A butcher is hired to assist with training and eliminating all packaging as a goal. The Cryovac process is still used in limited areas to maintain shelf life of stored product. All poultry is purchased locally and freshly dressed. Fresh Seafood is sold in biodegradable paper.

(continued on page 17)
The Co-op purchasing department sets a goal for each department to increase our purchasing/production of perishable or local product. The Co-op continues to look for ways to make products locally when they walk or use their bike. A bike delivery program is established at both stores. Electric bikes with carts are used for home delivery. Wi-Fi area allows people to sit inside and outside the store and drink coffee and eat. Small café tables are placed outside the new building. An espresso bar is opened within the restaurant that allows for pastry and food sales.

The roof is a green roof that is used for harvesting herbs, and meeting space. The community room is large enough to handle groups of 50. The room can be split into two rooms with a divider to allow for two programs at the same time. The community is encouraged to use the room at no cost. Other uses are: Weavers Way committee meetings, team meetings, Weavers Way classes run by the education committee, films and discussions, MALT and the Business Center use the site for education programs, and culinary tastings are a regular part of the room's use. The membership department oversees the use of the room.

There is a film and book lending library managed by the education committee located in the community room. A membership desk located on the retail floor to answer any questions related to the Co-op or community events. There is a membership desk located on the retail floor to answer any questions related to the Co-op or community events. The store has aisles. The aisles are large enough to get delivery of products for stocking to the shelf area, but not too large to make the store look like a box store. The store maintains some (but not too much) of the tightness that contributes to the community feel of the current location. The design committee makes sure that the new store had many of the good aspects of the old store. Tastings are taking place all the time. Coordinated by the merchandising manager, tastings are available when you enter the store and in each department.

There is an expanded deli counter that provides an expanded product mix and makes sandwiches. We maintain our deli slicing program, but expand with full services for food production, specialty products, and cheese service. The roof of the building is a “green roof” and our farmer and Weavers Way members provide regular classes and tours to visitors. Rain water is held and reused in building functions. Excess rain water, when available, is used in watering plants or re-leasted to local neighbors to use along the back of Germantown Ave.

The Farm to City farm stand moves to the Weavers Way location. A kids’ shopping area is set up in 300 sq ft of the store to allow for a Please Touch-type grocery store. Run by volunteers throughout the day, parents are allowed to drop off kids for one hour as long as there are volunteers. This is a program run by the Maternity Wellness group with funding from members through WWCP.

2009-2010
Greene and Carpenter
The retail store at Greene and Carpenter will have lost about $1 million in sales from the opening of the new store. Plans are completed for the reengineering of the space. The store is closed for two months to allow for expanding into 555 and 553 (acquired in 2008) and to renovate the old store. This provides expanded retail sections for produce, bulk foods, deli and prepared foods. There is now a customer service area staffed to handle concerns from member shoppers, such as item returns, member equity payments, and co-opperator hours. Aisles are wide enough for small carts and even strollers. Employees have places to store personal belongings as

(continued on page 18)
One Shopper's Vision (continued from page 17)

well as files for administrative tasks. All managers are now accessible to member shoppers and have offices in the main building. In addition, there are adequate rooms for Co-op committees and educational workshops which are separate from but adjacent to the retail areas. Community meetings, administrative office space, and small cooking classes are at 553. MALT classes are also conducted in the classes.

The Co-op sells 608 and 610 (a small pet area is provided in the store, but the large bulk items have moved to the new store). The new owner expands their operation into both buildings as a restaurant. Other stores open on the corner areas such as a neighborhood deli, or a holistic co-op, or women’s or men’s clothing shop, a hardware store, bike shop/electric bike shop, or a culinary supply store, etc. The deli also brings more traffic to the area. The Maternity Wellness group expands next door. Their classes are larger and also increases traffic to the corner.

Sustainable Mt. Airy

Working with the Sustainable Business Network, the Buy Local Campaign, and the White Dog Foundation, Weavers Way works to increase locally produced perishable foods as a percentage of the inventory mix. To accomplish this, Weavers Way views all products purchased and sets goals based on demand, carbon use, and ability to be locally successful to attract start-up funds through the incubator kitchen or incubator business program. The Weavers Way Farm at Awbury has acquired the old farm house next to the current farm. Grants allow us to have an education center in conjunction with Awbury and Philly Green to train young and old urban farmers. Our Farmer Educator begins planning for a summer farm camp middle and high school age campers. The campers help Weavers Way run our farm, learn about farming, and also use the parkland across the street to run camp programs. The Pleasant Playground pool is used for afternoon cool off and games. Awbury and Weavers Way work together to train the community in using and maintaining green spaces throughout the Northwest region.

The MarketPlace program receives a number of grants to expand the program into three high schools. These programs are operated daily in the schools and are run by the students, providing healthy food alternatives to the neighborhood stores and cafeteria. The student-run program is very successful and proceeds are used to maintain the program and to help each school build on their nutritional efforts. Some of the profit is given back as micro-loans to the community through the Business Center program for small business initiatives. Students in the high school program also work at the farm in the spring and sell farm product at a farm stand near their school in the spring-fall. Students learn how to operate the business, receive class credit, and recommendations for college.

The Weavers Way Farm Program, working with the Neighborhood Transformation Initiative (NTI) and Philly Green, begins to expand the farm program to empty plots in Germantown. “Local farmers” are trained to tend the plots, along with Germantown High School students, and the Weavers Way produce buyer purchases product that is planned out for the store. The income after paying for the Weavers Way farmer and Local Farmer is used to maintain the property and to keep the program in operation. The demand for urban farm food expands as Weavers Way, working at farmer’s markets and through the stores, continues to expand the market for such products.

Weavers Way, working with the Sustainable Mt. Airy working group helps to set up community composting programs in different areas of the Northwest. Compostable material from restaurants, houses, apartment houses, and institutions (schools, hospitals, and small businesses) is collected at locations or transported to a composting system. The end product is used by Weavers Way farm, sold in the store, or delivered (at a cost) by local land-scarpers. Program becomes a model program for the country.

2010-2015

Expansion of the cooperative model to other businesses

Expand the retail food program with support from NCGIA

Expand the farm and MarketPlace program

Work with non-profits and developers to expand co-operative housing and co-housing concepts

The Co-op’s locations in East Falls and on Germantown Avenue have been welcome additions to those areas and have been models to other neighborhoods in Philadelphia that lack adequate grocery stores. In particular, it has been a trade-mark of the Co-op not to replicate itself from one location to another but to work with community groups in identifying products desired by local residents and in
neglected and empty, is purchased by the Northwest Philadelphia Cooperative and becomes a retail mall for local vendors, and incubator program for small businesses, and cooperative housing on the upper floors. A cooperative day care is in the basement. The entire building is occupied by 2015 and all stores are either co-ops or single ownership. A small cafe is on the first floor.

The Co-op farm provides an increasing percentage of the Co-op's produce over a longer season, and expands and strengthens relationships with other farmers in the region. Weavers Way becomes a nationally recognized model for innovative relations with local farmers. The Wyncote Academy green house program becomes a model for schools providing seedlings to farmers, local retail outlets, and a way for schools to engage children in a safe, money-making program that combines business, science, community, and nutrition education.

We collaborate with other values-oriented local businesses to make the Co-op a center for local products and services, including in-store services such as coffee shop, restaurant and bakery, adventure travel planner, green energy provider, etc. The Co-op helps open an urban organic material landscaping program. In conjunction with Sustainable Mt. Airy, Ambler and Morris Arboretums, and local landscaping services, the Weavers Way program acts as a central location for education programs, retail products, compost, and private services that are part of the program to be recommended by Weavers Way. The program is located at the "roofer's building" on Carpenter Lane. It is funded by local landscapers, investment from co-op members, and EPA grants from the state. Primex, from Glenside, perhaps, is also involved as part owner of the business.

Weavers Way partners with Saul School for Ag Science to open a small year-round farmer's market and cafe on Henry Ave. The market is run by Weavers Way staff working with students and parents of the school. The market sells Saul School-grown product, but also products from other small urban and local farms. Value-added products made by the students and local small business are also sold; jams and preserves that students learn to make; frozen meats that students have learned to cut and wrap; flowers grown on the farm, greenhouse, or from a wholesaler that students have learned to arrange; seedlings started in the greenhouses; dried herbs and spices; beverages: brewhed teas, herbal beverages, and juices; health-care products made in small batches; soaps-small batch production; dried flower and herb arrangements; yogurt; and more.

The Saul School Ice Cream bar and wholesale production becomes nationally known. Penn State Creamery is a free consultant to the project.

Cheeses that are artisan standard: goat, aged cow, and blue cheeses. Sold at the store and local restaurants. Seed packages: heirloom seed program is started in conjunction with Penn State and Rutgers.

The store will be handicap-accessible. There will be Marketplace programs in

(continued on page 20)
more local public schools outside the northwest community.

Eight to ten stores throughout NW, West Philadelphia, Northern Liberties/Fishtown, and North Philadelphia area of different sizes based on economic viability are completed and working together under one operating board with neighborhood representatives from each area are completed by 2020.

Four percent return on sales, so all of this is possible.

Staff are treated well, and rewarded for their hard work.

Ten to 15 years from now, members agree it was a good idea to expand.

2020-2030

Now that there are more than 20 co-operative stores located throughout Philadelphia and surrounding suburban areas, the Philadelphia Co-operative board, representing retail, housing, and manufacturing co-operatives, sets up a regional co-operative system that takes over regional business planning. Over 51 percent of all businesses in the region are co-operatively owned. Unemployment is below three percent, economic expansion remains one of the best examples in the country, and the regional board works with regional co-ops from other countries.

Just one person’s vision. Can we make the next step? How do we move forward? What does that mean? Can we make this a bigger part of the whole?

So, what most worries us about expansion today?

Not finding the right retail space, or finding it at the right time.

Failing to attract a significant new group of consumers interested in the co-operative approach to retail.

Potential negative impact on existing store and community.

Reduced or eliminated use of member-labor results in rises in product costs. Costs of maintaining and staffing two stores becomes burdensome.

Expansion efforts are not led by a common vision.

Process is reactive, not proactive (against potential competitors, rather than its own merits).

Lack of understanding of purchase intent/ shopping behavior at current and/or new site.

Over-commitment of capital/Under-commitment of capital.

How to apply policy governance to evaluate GM’s performance during this period. How does the Board express concerns at key points once decision is made to go ahead?

High turnover/new members on Board (Consider changing term to three years!)

We’ll do it too fast, and jeopardize sustainability of current store.

Affraid if we don’t change, we’ll lose opportunity for growth, energy.

Making sure that members understand what we’re doing, and what physical steps we will be taking as we do it. Members need to own the vision — any vote should be vision-based, not logistics-based.

We need to articulate a thorough plan and share our current process (the more transparent it is, the better). Can we mail something out to all members asking for what their concerns are about expansion, to ask for feedback?

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A Visit to Natural Acres Farm
by Dale Kinley, Fresh Foods Manager

On Sept. 22, I traveled to Millersburg, Pa. and visited Natural Acres Farm for its annual open house. The event included carriage rides, a down-home barbecue and reflexologists. You could hear an array of speakers and their stories of the wonders of an organic diet. Natural Acres is a 500-plus-acre farm that was designated wholly organic in 1993. Its Angus cattle are pasture raised, supplemented by organically raised alfalfa. These animals get plenty of fresh air and exercise and when their time comes, they are processed with a minimum of stress at a Certified Organic USDA-inspected facility.

The highlight of the tour came from Ivan Martin, the spry, energetic “idea man” who led an interesting and story-filled tractor ride around his farm. Working from extensive notes, Ivan regaled us about his years with the “legalized drug cartel” that, he says, is ruining our food and health. He expounded extensively about his belief in “microlife” and how it enriches the soil, the crops and subsequently our eating habits and lives. Ivan was the youngest of 14 children and bought the farm by selling off a few of his more successful business enterprises. He believes that he is working for the benefit of mankind and preaches this to anyone within earshot of his soapbox. To meet the man is to truly appreciate the richness of organic farming. Pasture-raised meats are high in essential nutrients and vitamins necessary for a healthy diet, including B vitamins, zinc and essential amino acids. Grass fed animals produce fat with CLA, which has been found to block growth of cancer. 

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Ivan Martin, of Natural Acres Farm

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The National Cooperative Grocers Association (NCGA) has announced plans to introduce the organic food industry's first system-wide, fraud-prevention program as early as next year to help retailers detect deceptive organic food suppliers.

“The organic market has grown, and so has the temptation for organic fraud,” said Robynn Shrader, chief executive officer for the NCGA. “This may be the result of legitimate suppliers struggling to satisfy the needs of their customers or of other parties becoming aware of the opportunity for fraudulent financial gain.”

The first step is to launch a pilot program, which will identify the “most suitable” auditing criteria to detect fraud and the party or parties “most suitable” to implement the measures. The pilot program will also establish the "nature of a system to oversee and ensure implementation at all levels, and the costs of implementation and determine which parties incur the costs.”

Also participating and organizing in the pilot study are NCGA members Unified Grocers, PCC Natural Markets, a Seattle-based natural food co-op with eight stores; and Hanover Co-op, which operates two stores in Hanover, N.H.

Unified Grocers is a multiple retail-owned grocery cooperative serving independent grocers in the Western U.S. NCGA hired International Organic Accreditation Service (IOAS) to launch the pilot program and determine appropriate methods for retailers to limit incidences of fraudulently traded organic products, increasing the likelihood of early detection when it occurs within the retail supply chain.

“Safety measures our pilot program will explore can include elements such as unannounced visits to suppliers and residue testing on sample organic products,” said Ken Commins, executive director of IOAS U.S. offices. “The idea is that such a program would be strong and effective without creating bureaucracy or incurring significant costs.”

Commins was out of the country and did not immediately respond to a request for further comment on the program. As of press time, NCGA Shrader had not returned a call for comment. IOAS will conduct testing measures with NCGA grocers and suppliers over the coming months. Based on the pilot’s findings, NCGA and IOAS plan to develop a recommended retailer-based fraud prevention program, and offer it to organic retailers nationwide “and throughout the world” as early as mid-2008.

In April, Washington, D.C.-based Government Accountability Project (GAP), a nonprofit law firm, let whistleblowers in the organic food industry know that it’s got their back.

“GAP’s food program is expanding to provide whistleblower protections to the organic food production sector,” the group’s Jackie Ostfeld told Sustainable Food News.

She said GAP is an “office of attorneys” located on K Street in the nation’s capital. GAP provides the legal defense for whistleblowers — government and corporate employees — who witness and report “misconduct in the workplace,” said Ostfeld, a Food and Drug Safety Officer with the 30-year-old whistleblower protection group.

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**Grocers Association to Launch Organic Anti-fraud Program for Retailers**

Unannounced visits to suppliers, residue testing among the arsenal of anti-fraud tools

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Peace High School Seeks Local Mentors

By Deepa Vasudevan

The Parkway Northwest High School for Peace and Social Justice is a public school in Mt. Airy dedicated to supporting students both inside and outside the classroom. This year we have many students who are interested in being matched with mentors in the Philadelphia community. We are currently seeking adults who want to make a positive difference in the student's high school career. The Peace Program at the school will provide support to mentors through an orientation and activities you can do with your student. If interested, please contact Deepa Vasudevan, mentor coordinator, via e-mail at deepa.vriya@gmail.com or by phone at 215-248-6669.

Suggestions Box (continued from page 24)

s: “Could we get whole grain Pep-peridge Farm Cinnamon Swirl bread instead of the non-whole grain? Same for the cinnamon-raisin. Thank you”

t: (Nancy) I’ll ask.

s: “Could Fair Trade chocolate chips be packaged in smaller bags ($2-$3 range)?”

t: (Chris) We can re-package chocolate chips if all the bags on display are “over size,” ask a floor staffer. Thanks.

s: “Can we have wild salmon instead of farmed? Is organic farm-raised as bad as traditional farm raised?”

t: (Dale) We carry wild salmon during it’s season, which is May through October. Right now we have wild king salmon. Our organic salmon has no antibiotics or coloring.

s: “Wish we could buy Merremyad one-percent milk here! (I’ve seen it at Flourtown Farmers Market). Carrying whole and two percent not logical — they are similar and two percent is not considered “lowfat” by nutritionists. Also wish Merremyad did not use plastic bottles — studies show milk vitamins deteriorate due to exposure to light.”

t: (Chris) We do carry Merremyad one percent milk, gallon size only due to display space limitations. I’d be interested in seeing any relevant studies on milk, vitamins, and light so I could pass them on to our friends at Merremyad. You can leave me in my staff mailbox, or contact me at 843-2350 ext. 113.

s: “Bon Ami cleanser is non-polluting, effective, little odor, can be used to clean everything, including pots and pans. Our moms used it.”

t: (Martha) Good timing, Wendy. Someone else just asked me about this. We are searching for a supplier who carries Bon Ami. Stay tuned.

s: “Barbie calendar? Yuck.”

r: (Martha) While I appreciate your sentiment, as the upstairs purchaser and manager I need to and want to meet requests for products. There are dozens of other calendars. Maybe others will fit the bill for you. Thanks.

s: “Please (pretty please) Mayonaise — canola — without soy/wheat/ whey (dairy, your canola mayo has soy in it). I think Spectrum makes it. Thanks.”

r: (Chris) No room to add this item at this time. It is available as a preorder, minimum three 16 oz. jars, for $39.99 each.

s: “I find the silver corn blah. Wish you’d carry yellow corn or, even better, “butter and sugar” bicolor corn. We get wonderful “butter and sugar” corn in Rhode Island. Someone must raise it near here.”

r: (Jean) Ahhh, corn, and what we each think is the best. I’ve been asked to get white corn (“it’s the best”), yellow corn (“it’s the best”), butter and sugar (“the best”), bigger kernels (“sweetest”), corn locally (“it’s the freshest”), corn from New York (“it’s the best”), corn from Florida, corn from Jersey, etc. In fact the best corn is from Illinois, my home state. Actually, we’ve carried all of these varieties this season, at one point or another. Next year we’ll carry more than one kind at a time.

s: “I was sorry to see that there were no organic grapes today. Regular grapes are loaded with pesticides. This is California grape season. We should have organic grapes.”

r: (Jean) It is grape season in California, and California grapes are not loaded with pesticides. Imported grapes regularly make the “Dirty Dozen” list of pesticide-laden produce, but California grapes are about in the middle of the pack. Plus, the price spiked, and I have no room to display them. I’ll bring them back when the price comes down and I have room. (Note: they come back Oct 4.)

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Rick Spakel, ext. 101
rick@weaversway.coop
Finance Manager
Susan Beetle, ext. 110
tsbeetle@weaversway.coop
Fresh Foods Manager
Dale Kinley, ext. 104
dale@weaversway.coop
Prepared Foods Manager
Bonnie Norman, ext. 102
bonnie@weaversway.coop
Second Floor Manager
Martha Fuller, ext. 114
martinha@weaversway.coop
Human Resources Manager
Dave Tukey, 215-843-6552
hr@weaversway.coop

Weavers Way Recycling
New Courtland Elder Service
3809 Germantown Ave.
(Enter from Carpenter Lane)
9 a.m.-1 p.m., 3rd Sat/month
Suggestions by Norman Weiss

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

Expansion talk is really heating up. We’ve even been talking to consultants who would help with the process. What should our co-op look like? Two stores, same prices, members can shop at either, work at either, find same products (smaller store being subset of larger store), what else? What will membership be? Will the work requirement stay? Or will we become like other co-ops that have three categories of shoppers: working members who pay lower prices, non-working members that get some benefits non-members don’t get (patronage rebate, vote in Co-op governance, slightly lower prices or special sales, the Shuttle, etc.), and non-members. In this scenario, it is likely that non-members would be able to shop at either store. With any luck, most non-members that shop regularly can be persuaded to become members. The work requirement poses some interesting issues. Many co-ops have given up on working members entirely, but our co-op has always benefited by the labor members provide. In the form of lower prices and the community-building that goes on when people work together to accomplish a task. However, we also know the work requirement has been a barrier for some people. Figuring out what our expansion will look like is going on now, and member engagement is needed, so please keep checking the Shuttle, the web site (weaversway.coop), store signage, and whatever else we come up with to keep members informed. Please also talk about this with your friends and family, while doing hours, etc. and let the Board know what you think. You can write sug-
gestions to the Suggestions Book, send e-mails (web site has a directory), write let-
ters to the Shuttle, the Board, or the staff, speak up at meetings, and talk to staff. Ex-
pansion is a large and complicated issue; it is clear to most that our store is way overcrowded and that many residents of our city’s Northwest neighborhoods leave the store because they buy food that is healthful, sustainably produced without exploitation, reasonably priced, and tasty. Expansion seems appropriate, and helps us achieve on our mission, about, yet carries risk. Weighing those risks and benefit and finding a plan all of us (or most of us) are comfortable with is the task at hand. Actually, there is one scenario of ex-
pansion where the financing has great risk but limited overall loss with possible great gain. Instead of doing what most co-ops do for financing (combination of soliciting loans from members and banks, asking members to voluntarily increase equity, and having new members pay), I want to propose we borrow just a rela-
tively small amount of money, like $200,000, then invest it in a TBWF plan. For those not familiar with the plan, called Track Based Winnings Financing, we take the $200,000 and give it to my friend Rob, who once supported himself by going to the track everyday instead of work. (I did this with him, then chickened out after two weeks). Rob takes the $200,000 to Philadelphia Park and bets it on a 20-to-1 shot, which is long odds for most people, but not for Rob because of his insider connections, plus he was always “good at math” (which is what I thought during the first week of living off Rob’s pick and why it was a viable alternative to hav-
ing a job). The benefits of a TBWF plan are compelling: the money is raised locally; there is minimal setting of loan application forms; we don’t have to meet with bankers and lawyers; and we receive all our funding in one afternoon. The risk is that we might lose the $200,000, but that won’t be a problem, because we have bought TBWF loss insurance. And where would we get that? I’ve heard it is being offered by some of the same com-
panies that sold those sub-prime mort-
gages to lenders that wouldn’t be able to pay. Unlike my friend Rob, the people at those companies aren’t good at math.

Suggestions and responses:

s: “Informative as Norm and Chris’ an-
swers were in the last issue of the Shuttle, the tow seemed to be getting along swim-
mingly. What happened to all the joust-
ing? I miss it.”
r: (Chris) You raise a very good point. “Jousting” has indeed fallen off a bit. Part of this is due to summer Fatigue. Chris and Norman’s duties in the summer (un-
loading trucks in the heat, keeping sorbet, ice cream and watermelon stocked) just plain tuckered them out. No energy left for contention or debate. Fighting will, hopefully, pick back up in the fall. In addi-
tions, it is should be noted that Chris and Norman have come under some pressure to get along, since Weavers Way is a “coop-
ervative”, and all. However, given their 16 year co-worker history of good-natured friciton, which many shoppers expect and enjoy, they certainly will not abandon their tradition of constant argument, name-calling and sarcasm. Seeking a mid-
dle ground, they’ve decided, for the time being, to “agree to disagree” . This position offers something to fans of both harmony and friction. Thanks for writing.

r: “Give Bonnie Shuman a big raise and lost of kudos. Her catering trays and ready to eat food rocks. Don’t know if she can handle more business, but she de-
serves the press ”
r: (Gleta) Thank you for telling us how great Bonnie’s food is and how much you love to eat her food. We have decided to give Bonnie all of the cash we have in the bank ($800,000) based on your sug-
gestion. I am sure she will be pleased.

r: “Steel-cut oats — Could we get them in bulk? There seems plenty of room for them with the rolled oats and steel cut oats are not processed and are yummy.”
r: (Chris) I don’t think that we can convert our stocking of steel cut oats to bulk due to constraints in our basement backstock space. Sorry. Remember we do stock Arrowhead Mills steel cut oats.

r: “Sunflower seed butter is really good. Replaces peanut butter for people with allergies, but it’s not a sacrifice “
r: (Chris) Good point. We’ll look into adding sunflower butter.

r: “Could we get Envirotikide Koala Crisp cereal? Two reasons: It’s yummy and Koalas are cute.”
r: (Chris) No room to add this item to our cereal line at this time. It is available as a full-case preorder, 12 boxes for $43.10.

(continued on page 23)

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Thanksgiving Menu

Prepared Foods Dept.

Mashed sweet potatoes $5.95/lb.
Mashed potatoes $5.95/lb.
Green beans amandine $7.95/lb.
Loneysmutter glazed Brussels sprouts $7.95/lb.
Wild rice with toasted pecans and dried cranries $6.95/lb.
Fresh cranberry and pear relish $7.95/lb.
Gingered pepper soup $7.99/qt.
Turkey gravy $6.95/qt.
Pilgrim’s grub rice salad w/ pine nuts and dried fruit $6.95/lb.
Green olive and toasted pine nut tapenade $8.95/lb.
Mashed mushroom and fresh fennel salad $6.95/lb.
Fresh oyster bisque $8.99/pt.

These items will be available in the Prepared Foods section, but for larger or smaller amounts or to ensure that you get what you want, we strongly recommend ordering in advance. We are happy to make any other prepared foods dishes not listed on this menu. Just call Bonnie in the Prepared Foods Dept. to discuss spe-
cial orders. There is a two-pound minimum order with the exception of the cranberry relish and the olive tapenade, which require a one pound minimum order. The soups and gravy are a one-quad minimum order. Most items will be available starting the Tuesday before Thanksgiving. One week’s notice is required, though we will try to accommodate last minute orders.

Welcome to Weavers Way Cooperative Association

Dear Neighbor,

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

<table>
<thead>
<tr>
<th>DAY</th>
<th>DATE</th>
<th>TIME</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Wednesday</td>
<td>Nov. 7, 2007</td>
<td>6:45 p.m.</td>
<td>GJC</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Dec. 5, 2007</td>
<td>6:45 p.m.</td>
<td>GJC</td>
</tr>
<tr>
<td>Saturday</td>
<td>Jan 5, 2008</td>
<td>10:30 a.m.</td>
<td>CA</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Feb. 6, 2008</td>
<td>6:45 p.m.</td>
<td>GJC</td>
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</tbody>
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Meetings start promptly and last about 1½ hours. Latecomers cannot be admitted. Written reservations are required, so please fill out the tear-off sheet below and return it to the store. At the close of the orientation meeting, you will be expected to pay your $30 annual investment (check or cash). We look forward to seeing you and welcoming you into the Co-op.

Robin Cannicle, Membership Manager

<table>
<thead>
<tr>
<th>PLEASE RETURN THIS PORTION TO WEAVERS WAY</th>
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<tbody>
<tr>
<td>Name (please print)</td>
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<tr>
<td>Phone Number</td>
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<tr>
<td>Address (including zip code)</td>
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Feedback Exchange
November Coffees of the Month

Organic Colombian
A balanced cup with creamy body, mild acidity and subtle notes of ripe plum

Organic Espresso
Caramel sweet flavor with a touch of blueberry a bit of dark chocolate, vibrant body and a “kick-in-the-pants” wake-up call for a finish
$10.05/lb. Reg. $11.05/lb.

Crisp cereal?
Two reasons: It’s yummy and Koalas are cute.

Gleta: “Give Bonnie Shuman a big raise and lost of kudos. Her catering trays and ready to eat food rocks. Don’t know if she can handle more business, but she deserves the press.”