

Your Co-op ...On the Coast



Arena Market & Café/Coastal Organics

July 2011

Happenings

- **Member Appreciation Day**
Friday, July 1. An extra 5% off storewide for members.
- **Co-Op Board Meeting**
7pm, Tuesday, July 19--Feel free to join our monthly board meetings and see what you can do to help us make the co-op even better. All are welcome.
- **Art Show continues**
featuring the Photography of Curtis Weinrich, through July 15 in the Cafe.
- **Sat Morning Breakfast**
Continues! Come in and have breakfast at your Co-op.
- **Contribute to Our Newsletter** ~ If, like Jackie and Deb, you have something you would like to share with our readers, please submit to Blake More via email: blake@snakelyone.com. We welcome your contributions!
- **Calling All Volunteers**
Remember your co-op is always looking for volunteers for simple tasks like clean up, stocking, data entry – and an employee bathroom! All who volunteer for 3 hours or more get a single use 10% discount card to use when they way. To sign up, please stop by the co-op and ask for the volunteer list

Board Report

Arena Organics Co-cop board meeting for June 21 was well attended. We were missing our wonderful secretary Blake More but Curtis Weinrich took notes.

We were visited by Pat McFarland encouraging us to help get signatures for the Millions Against Monsanto petition regarding labeling GMO foods which will culminate in a nationwide event in October. We also had a visit by Pam Chapman requesting that we allow her use of our kitchen for a short period. No official decision was reached except we did discuss the pros and cons of renting out the Co-op kitchen for reasons ranging from income to mess to liability.

A decision was reached to not participate in the 4th of July Street Fair at the cove, but that Curtis will still serve coconuts in front of the store on July 2, to coincide with the parade, as well as on Sunday in front of the store before the street fair begins.

New for July will also be our new cloth bags which will be available for sale for the big 4th weekend. They will be \$15. Laura and Tim will decorate on Thursday so the store will be festive, now all we need is some good weather and the support of our loyal membership.

~ Caitlin Riehl, Board Treasurer

Employees Make It Happen

by Deb Heatherstone

Shopping at our Co-op is a social event. You run into friends and make a date to visit later, meet people in the aisles and exchange recipes, catch up on the latest gossip, happenings and events, maybe share coffee or a meal and watch the continuous parade of interesting members and shoppers.

All this would not exist for our enjoyment if we didn't have the workers, the co-op employees who maintain the business that provides us this daily connecting point! Laura Smith, General Manager, is the Goddess-Glue that binds the store together and the woman in charge of hiring. It's challenging to shape a work force that serves the shoppers and the best interests of the business, and Laura has established a team spirit that generates an efficient and welcoming force when you walk in the door.

Some of Point Arena's youth have found themselves at their first job, here, taking your money at the check stand and performing other tasks that help maintain our community store. Presently we have five young adults who contribute to the smooth operations of Are-

continued on page 3

Reducers/Reusers Unite!

Reducing waste and lowering our overall carbon footprint is something that I am often looking for small ways to improve upon. The smallest changes (starting with ourselves) can send out a ripple effect within the community and therefore make an impact on the global environment.

There are many small things we can do--or start doing--to help reuse, and reduce. For one thing (the easiest), bring your own bags!!! Not only great for the earth, it reduces costs and allows our co-op to spend money on other more necessary things (like putting an awning in the front of the store). With the "dime bag" policy that starts this month, there is more incentive than ever to save your money too! Everyone, including the earth, wins!

If you haven't purchased a canvas/reusable bag yet---do it (watch for the co-op canvas bags which should arrive any day now). Hang em on the doorknob of the house so you remember to put them back in the car. Let's make it taboo to take a bag or for that matter a paper cup!

In fact, I hear Cove coffee is eliminating paper cups---a bold step indeed for a café—so let's unite. I'd like to see the co-op sell reusable cups for drinks so if you forget yours, you buy one and then have it for many happy returns. Another simple thing I'd like to see everyone do is to bring in their own containers for the soup and salad bar. I have a stainless steel container called a "lunchbot" (available at Roots) that is the perfect size for the salad bar. I carry it with me every day, which means I don't need to take the to-go containers the co-op offers for these items. There are many eco companies that sell reusable containers from glass to stainless steel, Roots sells Lunchbots because they are a Northern California company.

Of course, we all forget sometimes, and then we take the paper because it is there; but what would happen if we had no choice but to buy a container for sale at the co-op or bring one from home? We would remember! It seems extreme but sometimes it takes extreme measures to make a difference. Yet you can be creative in your choice of a to-go container, such as a mason jar (great for warm soup) or anything else with a lid that you have at hand, as long as it is clean. The trick is to have the cashier weigh it before you fill it up.

By doing these simple things we can reduce our carbon footprint, stop contributing to excess waste and keep the coop from spending valuable money on packaging materials for us lazy consumers!

Thanks for reading to my soapbox rant.

Roots Herbalist and Co-Owner Jacqueline Strock

Recipe:

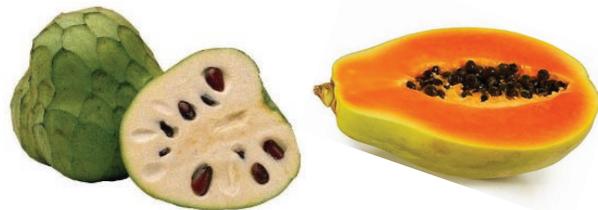
Island Fruit with Papaya Sunseed Sauce

Now that its summer, here's an easy and delicious raw summer breakfast recipe for everyone at your table.

- 1 banana
- 1 mango
- 1 cherimoya (half if it is a big one)
- 1/4 cup dried pineapple
(or any unsulpered/unsweetened dried fruit)
- 1/2 cup sesame seeds
(soaked overnight and/or sprouted for 1 to 2 days)
- 1 papaya
- 3 dates
- 1/4 tsp ginger
- 1/4 tsp nutmeg

Cut up the banana, mango, and cherimoya and dice the dried pineapple into raisin sized bits; place these in a serving bowl and set aside. Combine sesame seeds, papaya, dates and spices in a blender and blend until the mixture is creamy and smooth. Pour over the fruit. Serves 2.

Variations: Substitute almonds or tahini for sesame seeds in the papaya sauce; use cardamom and cinnamon instead of ginger and nutmeg.
(recipe by blake more, from her book *Photon Foods*)



Dime Bag Policy Starts July 1

From now on, the AM&C will be charging 10 cents per bag, so instead, bring in your own canvas bag or purchase one of our new "coop logo" bags, made out of recycled cotton.

Show Art at Your Co-op

Contact Blake More or Laura Smith to hold an Artshow. Please contact Blake at 882-4173 or by email: blake@snakelyone.com with requests and artist suggestions. Artshows are free and artist keeps the proceeds minus 5%.

Continued from page 3:

na Market and Café. The longest term young employees, Eddie Davilla (18 yrs old - 2 years at the Co-op), and Isley Jones (age 17, with 1 and 1/2 years employment), have graduated from Point Arena High School and are on their way to greater things. Alethea Davies (15 and working here about a year), Lupin Nye, (also 15 and employed 7 months), and Brian Barnes, (age 18 and the newbie at 4 months) will continue to serve you.

Do you remember your first job? Laura's first job in high school was at the Gualala Chevron gas station. She worked there for 4 years pumping gas, washing windows and checking peoples oil until they changed over to self serve. "I am still close with my first boss. I want the kids that work here (at the Co-op) to look back 25 yrs later and remember their first job fondly, as I do"

I asked if there were any differences between experienced employees and first time, young adult employees, and she answered "Yes and no. They are kids so it is a little harder to keep them motivated, they don't have rent or bills to pay so it's just spending money to them. It takes them a while to get that their moms don't

work here to pick up after them.... It is a process. One draw back with having high school students work is they play sports and have school activities which limits their floor time. We totally support all academic activities but it makes it hard to fill the schedule! They are able to play any sport or be involved in Drama and their job is secure. School comes first! I love our kids that work here. They have blossomed into great employees."

We want to honor Eddie & Isley, who have contributed their time and energy to making our community market the successful and wonderful place it is by letting you get to know them a little better.

Eddie Davilla is a market person and barista who makes coffee & bagels and gives great customer service at the register. He applied for this job because "The Arena Market staff was welcoming and it is a fun place to work. I like the people I work with and the customers are really nice."

His least favorite part of work is "Stocking, because it is boring and I would rather be using my brain!"

Asked about the influence his first job may have on his life he

answered "I have gained experience in the grocery industry which will help me get future jobs. I have also learned a lot about organic and natural foods."

Eddie likes to 'keep an open mind and isn't prejudiced to any kind of food'. He describes himself as a snowboarder and a good surfer and skateboarder who would someday like to be a UFC fighter! He will be attending college in Santa Barbara after his graduation from high school and "Hopefully traveling a little bit to surf."

Isley has also been a 'market person/ barista/cashier' at our co-op. "I chose Arena Market to work in because it was a great first job to learn a variety of different skills. It was also close to home and I've known Laura since I was a little kid! I was raised on healthy organic foods so working here was familiar to me. I feel good about selling healthy food to the community."

His favorite thing about his job is "socializing with the community and knowing that I am contributing to keeping the co-op alive." The part he least enjoys is "doing windows. I am bad at it."

He wants to travel around the world and explore other cultures and plans to attend Cabrillo College in Santa Cruz. "Working at Arena Market has given me experience that will help me find a job in Santa Cruz".

When asked if his job has influenced his life he answered, "I do think it has influenced my life. I eat healthier because I work here. I will continue to eat healthy when I leave."

Best wishes to you guys as you move away from home and into the world! Thank you for all the hard work you've done. We will miss seeing your friendly faces and am glad you were part of the co-op's beginnings.



Tidal Pulls ~ Photography by Curtis Weinrich on exhibit through July 15 in the Cafe.

View this newsletter online at
www.arenaorganics.org

send an email to
info@arenaorganics.org
to sign up for our enewsletter